



AMERICAN SOCIETY FOR ENGINEERING EDUCATION
2020-2021 MEDIA KIT

Welcome

The American Society for Engineering Education (ASEE) is THE professional membership association for U.S. engineering colleges, educators and administrators.

ASEE has a prominent voice and expansive network throughout higher education and Pre-K12 STEM. ASEE's publications are used as guides and outlets for engineering and engineering technology professors, administrators, and students to connect, collaborate, and share.

ASEE's network of institutions, corporations and individuals is vital for developing a presence within U.S. engineering academia. Each year, hundreds of innovative corporate, government, non-profit, and educational organizations depend on ASEE to get their message out to the engineering education community.

I encourage you to explore the many opportunities described in this media kit to make ASEE digital and print publications part of your organization's marketing mix. Please feel free to contact me by phone or email (see below) with any questions.



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American Society for Engineering Education
<http://www.asee.org/sales-and-marketing/advertising>



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"Inspiring Innovation. Advancing Research. Enhancing Education."

About

The American Society for Engineering Education (ASEE) is the largest, most prestigious professional society for engineering and engineering technology educators and administrators from the US and around the world. Founded in 1893, ASEE is a nonprofit organization of individuals and institutions committed to furthering education in engineering and engineering technology. It accomplishes this mission by:

- **promoting excellence in instruction, research, public service, and practice**
- **fostering the technological education of society**
- **providing quality products and services to its members**

In pursuit of academic excellence, ASEE develops policies and programs that enhance professional opportunities for engineering faculty members, and promotes activities that support increased student enrollment in engineering and engineering technology colleges and universities. Strong communication and collaboration with national and international organizations further advances ASEE's mission.



ASEE also fulfills its mission by providing a valuable communication link among corporations, government agencies, and educational institutions. ASEE's 9,500 members include deans, department heads, faculty members, students, and government and industry representatives who hail from all disciplines of engineering and engineering technology. ASEE's organizational membership is composed of 420 engineering and engineering technology colleges and affiliates, approximately 50 corporations, and numerous government agencies and professional associations. ASEE promotes open exchanges among all these groups.

ASEE has three categories of membership: individual, institutional, and organizational (corporate, governmental, non-profit, etc.)

About

INDIVIDUAL

ASEE has approximately 9,500 individual members, including:

4,657

ACADEMIC PROFESSIONAL

1,263

PROFESSIONAL ONLINE

259

STUDENT

499

STUDENT ONLINE

332

RETIRED

1,233

CONTACT REPRESENTATIVE

700

LIFE

135

P-12 PROFESSIONAL

156

NON-ACADEMIC
PROFESSIONAL

INSTITUTIONAL

ASEE has approximately 420 academic institutional members. ASEE's membership represents educational leaders in every academic discipline within engineering, including: electrical, mechanical, civil, nuclear, materials, industrial, computer science, chemical, environmental, biomedical, aerospace, architectural, software, mining, engineering technology, and systems engineering

ORGANIZATIONAL

ASEE has over 50 organizational members including corporations, federal government agencies, non-profit membership organizations, engineering-oriented associations, and foundations. ASEE Premier Corporate Partners, corporate members, exhibitors, sponsors, and advertisers greatly contribute to ASEE's effort to fulfill our mission. While companies justifiably expect a reasonable ROI on their marketing investment with ASEE, they also embrace their role as true partners in meeting the challenge of creating a talented engineering workforce for the future – a workforce our country needs to remain competitive and one that our world needs to continuously improve quality of life.

Demographics

TOTAL MEMBERSHIP

2020	9,444
2019	10,253
2018	10,679
2017	11,174
2016	11,660

CORPORATE MEMBERS:

ASSOCIATION	6
ASSOCIATE AFFILIATE	3
CORPORATE	21
CORPORATE AFFILIATE	17

CURRENT MEMBERSHIP BREAKDOWN

ACADEMIC PROFESSIONAL	4,657
ACADEMIC PROFESSIONAL ONLINE	1,263
ACADEMIC CONTACT REPRESENTATIVE	1,233
LIFE	700
NON-ACADEMIC CONTACT REPRESENTATIVE	99
NON-ACADEMIC PROFESSIONAL	156
NON-ACADEMIC PROFESSIONAL ONLINE	35
P-12 PROFESSIONAL	125
STUDENT	335
STUDENT ONLINE	499
RETIRED	332

INSTITUTIONAL MEMBERS:

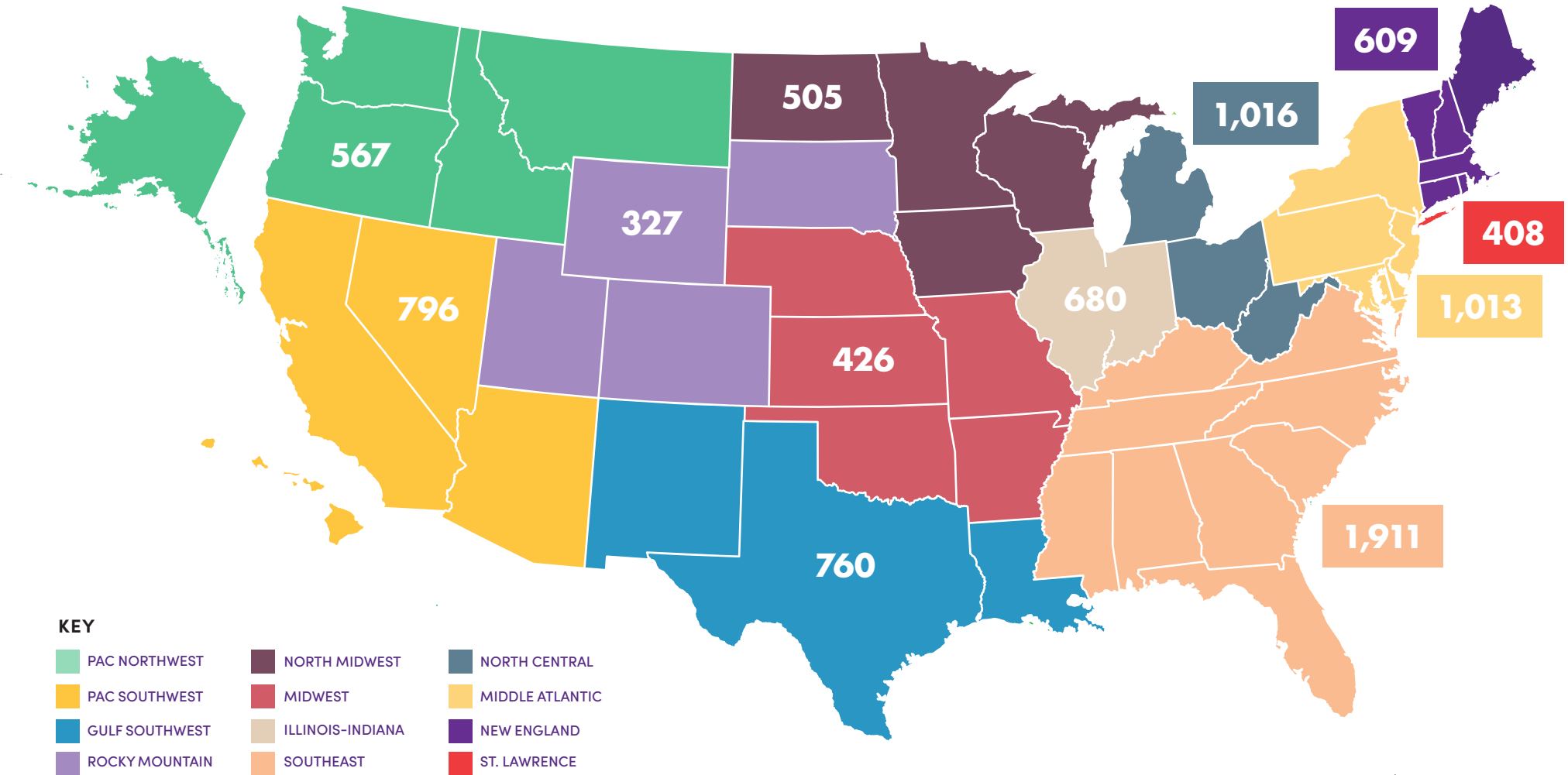
ENGINEERING	315
ENGINEERING TECH 2 YEAR	11
ENGINEERING TECH 4 YEAR	60
COLLEGE AFFILIATE	14
Canadian	15
INTERNATIONAL	7
PRE-12	2

CURRENT MEMBERSHIP ROSTER BY COUNCIL

CORPORATE MEMBER COUNCIL	47
ENGINEERING DEANS COUNCIL	338
ENGINEERING RESEARCH COUNCIL	265
ENGINEERING TECHNOLOGY COUNCIL	78

Membership

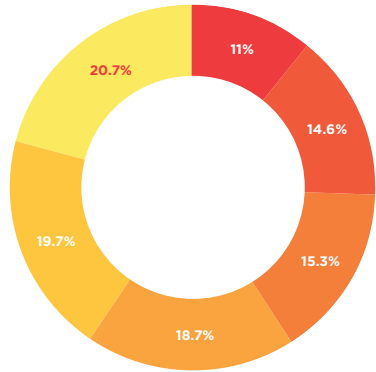
CURRENT MEMBERSHIP BY SECTIONS



KEY

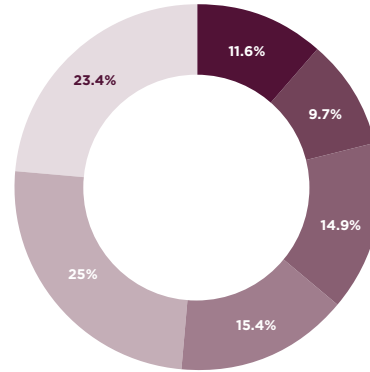
- PAC NORTHWEST
- PAC SOUTHWEST
- GULF SOUTHWEST
- ROCKY MOUNTAIN
- NORTH MIDWEST
- MIDWEST
- ILLINOIS-INDIANA
- SOUTHEAST
- NORTH CENTRAL
- MIDDLE ATLANTIC
- NEW ENGLAND
- ST. LAWRENCE

MEMBERSHIP BY AGE GROUP



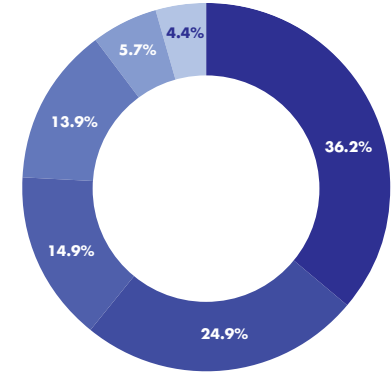
- Under 35 (11%)
- 35 to 44 (14.6%)
- 45 to 54 (15.3%)
- 55 to 64 (18.7%)
- 65 and Up (19.7%)
- Unknown (20.7%)

LENGTH OF MEMBERSHIP



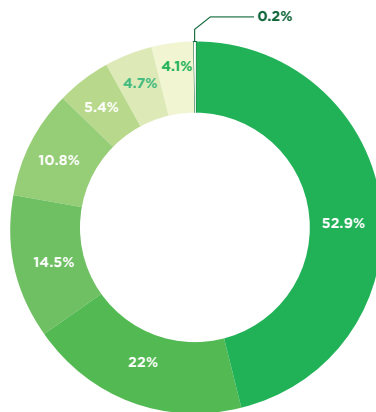
- 0 to 1 years (11.6%)
- 1 to 2 Years (9.7%)
- 2 to 5 Years (14.9%)
- 5 to 10 Years (15.4%)
- 10 to 20 Years (25%)
- 20+ Years (23.4%)

MEMBERSHIP BY ACADEMIC RANK



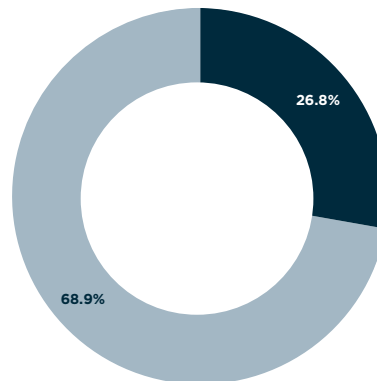
- Professor (36.2%)
- Other Acad. (24.9%)
- Assoc. Prof. (14.9%)
- Asst. Prof. (13.9%)
- Instructor (5.7%)
- Corp. / Gov. (4.4%)

MEMBERSHIP BY RACE & ETHNICITY



- White, Non-Hispanic (52.9%)
- Non-Responders (22%)
- % of Racial Minorities (14.5%)
- Asian/Pacific (10.8%)
- Black, Non-Hispanic (4.7%)
- Hispanic (4.1%)
- Native American (0.2%)
- Decline to Answer (5.4%)

MEMBERSHIP BY GENDER



- Female (26.8%)
- Male (68.9%)

Advertising

ASEE DELIVERS TREMENDOUS VALUE ON YOUR ADVERTISING INVESTMENT BECAUSE...

- ASEE is the oldest, largest, most diverse, and most prestigious engineering education society in the United States.
- The ASEE community provides the perfect balance of a credible and personal network platform to develop your brand and relationships within the engineering education community.
- Engaging ASEE members outside of a product/service-focused marketing or sales environment allows marketers to develop meaningful relationships that drive sales, result in greater brand awareness, and an increase in brand loyalty. Implementing an integrated marketing plan constituting consistent messaging across all of ASEE's advertising, sponsorship, exhibition, and direct mailing vehicles has proven to be an integral way to influence engineering educators.
- Engineering educators value long-term personal relationships and are part of a larger community that regularly shares information with each other. ASEE is the central 'market square' for this influential, niche target audience.
- ASEE print and digital publications reach every accredited engineering college in the United States across all engineering disciplines.
- ASEE is a leader in promoting PRE-K12 engineering education nationwide through widely circulated publications, a cutting edge web-site, and workshops for students and teachers.
- ASEE provides access to engineering students all over the globe – potential future employees who will greatly benefit from using your products in their undergraduate or graduate classroom or lab.
- ASEE events, publications, and specialty programs network are an integral component in the business and marketing plans of some of the most innovative companies, such as Dassault Systemes, Mathworks, National Instruments, and Boeing.
- Annually, billions of dollars are spent on research at U.S. engineering colleges. ASEE advertising vehicles effectively deliver your value proposition to engineering research procurement decision makers.

ADVERTISING OPPORTUNITIES:

- 1. PRISM MAGAZINE** - ASEE's flagship publication is delivered to all members and additional subscribers eight times during the school year. A prize-winning general interest magazine covering trends in engineering, technology, research, and education, it is ranked by members as one of the most valuable benefits of ASEE membership.
- 2. PROFILES OF ENGINEERING AND ENGINEERING TECHNOLOGY COLLEGES** - Engineering deans around the United States read this statistical directory, which is the authority on engineering college data. The data have been cited in BusinessWeek, The Wall Street Journal, Boston Globe, USA Today, and many other leading publications.
- 3. CONNECTIONS** - This popular monthly e-newsletter is sent to all ASEE members and is the best way to reach this audience through email.
- 4. CAPITOL SHORTS** - This weekly public policy e-newsletter is sent to all of ASEE's membership highlighting the important developments in Congress and federal agencies affecting engineering education and research.
- 5. ASEE WEBSITE** - www.asee.org is the premier website for reaching engineering faculty and deans across all engineering disciplines and colleges. The site is the top search result for the keywords "engineering education" in most search engines.
- 6. ASEE/SPONSOR CO-BRANDED WEBINAR** - A live, online seminar, technical session, or demo, which allows advertisers to directly engage with ASEE members. The webinar will be hosted by the sponsor and promoted to ASEE's membership through our advertising vehicles and media outlets.
- 7. eGFI TEACHERS' BLOG AND E-NEWSLETTER** - This monthly PRE-K12 e-newsletter/blog provides high-school and middle school STEM teachers, including over 5,000 Facebook fans and over 22,000 e-newsletter subscribers, with new engineering lesson plans and activities.
- 8. eGFI STUDENT BLOG** - This blog is read by thousands of PRE-K12 students interested in studying engineering, including the 28,000+ student eGFI Facebook fans. The blog is a popular feature of the eGFI website, which is the top search result for the keywords "PRE-K12 engineering" in most search engines.

Prism

PRISM IS ASEE'S AWARD-WINNING, FLAGSHIP PUBLICATION AND THE MOST POPULAR ENGINEERING EDUCATION MAGAZINE IN THE UNITED STATES. IT IS MAILED TO ALL MEMBERS EIGHT TIMES DURING THE SCHOOL YEAR. PRISM IS READ BY THE KEY DECISION MAKERS WITHIN ENGINEERING EDUCATION AND REACHES FACULTY MEMBERS AND ADMINISTRATORS IN ALL DISCIPLINES OF ENGINEERING AT EVERY ENGINEERING COLLEGE IN THE UNITED STATES.

AWARDS

ASEE'S art and editorial team has won a number of awards this year. See below for a full list:

Communicator Awards

Awards of Excellence:

- In Search of the Next Meal | Writing-Feature Article
- A Frayed Welcome Mat | Writing-Feature Article

Awards of Distinction:

- Polar Prospects | Writing-Feature Article
- Prism October 2019 - Cover Design | Design Features-Cover Design
- The Mind's Eye Design Features-Overall Design
- Prism January 2019 | Employee Publication-Magazine

APEX Awards of Excellence

Feature Writing:

- Beryl Benderly Mark Matthews: A Frayed Welcome Mat American Society for Engineering Education Washington, DC
- Lucy Birmingham Mark Matthews: In Search of the Next Meal American Society for Engineering Education Washington, DC

Design and Layout:

- Nicola Nittoli In Search of the Next Meal American Society for Engineering Education Washington, DC

ASEE's award-winning, flagship publication



CONTENT

Prism is committed to reporting the latest information about cutting-edge technology, research breakthroughs, and important trends in engineering education, including:

- New instructional methods
- Innovative curricula
- Trends in globalization
- Lifelong learning
- Green engineering initiatives on campus
- Research opportunities, trends, and developments
- Education and research projects with government and industry
- PRE-K12 outreach activities that encourage youth to pursue studies and careers in engineering

ISSUANCE

Prism is published monthly eight times per year (Sept, Oct, Nov, Dec, Jan, Feb, Mar/Apr, May). The magazine is published in accordance with the academic year and mailed second class two weeks before the issue date.

CIRCULATION

Prism is mailed and electronically delivered to approximately 9,000 subscribers. They include all ASEE members, students, corporate executives, government advisors, and science and engineering writers and publishers. Subscription is covered in ASEE membership dues.

ADVERTISING POLICIES

All advertisements are subject to the publisher's approval. "Sponsored Content" is placed above advertisements that resemble editorial content. The publisher is not liable for any failure or tardiness in printing, nor in circulating all or any portion of any issue, if such failure is due to natural disasters, strikes, accidents, or any other circumstances beyond the publisher's control.

DISCOUNTS/COMMISSIONS

- *ASEE Member Discount:* All Institutional and Corporate Members of ASEE receive a 15% discount on *Prism* advertising.
- *Recognized Agency Commission:* Outside advertising agencies (not in-house) receive a 15% discount on *Prism* advertising.
- *Frequency:* Discounts are available for frequent advertisers.



AD OPTIONS/RATES:

Issues: September, October, November, December, January, February, March/April, May

- The ad rates include placements in both the print and digital versions of Prism. Please submit ads for both. Specs are below.
- Clients will be billed in full for any advertisement canceled after the deadline.
- Previous advertisements will be repeated if new material is not received by the closing date.

Additional Options

- Black and White + One Color or a Fifth Color = \$500 additional

POSITIONING

- General requests, including right- or left-hand page or placement towards the front of the magazine will be charged an additional \$250.
- Prime positions (inside covers, opposite TOC, first page) are sold long in advance for multi-frequency runs. Please contact for availability.
- Full-page color ads are given positioning priority over black-and-white ads.

FOUR COLOR ADS

Ad Size	1x	3x	6x	8x
1 Page	\$2,625	\$2,100	\$1,825	\$1,575
2 Page Spread	\$5,000	\$4,000	\$3,500	\$3,000

BLACK & WHITE ADS

Ad Size	1x	3x	6x	8x
1 Page	\$2,050	\$1,650	\$1,475	\$1,225
2 Page Spread	\$3,800	\$3,000	\$2,700	\$2,250

SPECS

Ads should be furnished as a high-resolution file (at least 300 dpi) in the jpg, pdf (fonts must be embedded), or tif formats. All colors in files should be created as CMYK builds. Black-and-white files should be at least 600 dpi and done in Greyscale.

Please remove all printer’s marks, including registration and crop marks, from your ad file. Ads can be emailed or mailed on a CD. Prism’s ‘trim size’ is 8.25” x 10.875.” Keep essential matter of an ad (text/image) a 1/4” from the trim or it risks being cut.

AD SIZES:

- Two-page non-bleed 15.5” x 9.875”
- Two-page bleed 16.75” x 11.125”
- Full-page non-bleed 7.25” x 9.875”
- Full-page bleed 8.5” x 11.125”

Online Version – Ads should be furnished at least 144 dpi as an interactive PDF (fonts must be embedded). All colors in files should be created as RGB builds. Black-and-white files should be at least 144 dpi and done in grayscale. Advertisers should insert their web link in this version of the ad for the online PDF version of Prism. Please remove all printer marks, including registration marks and crop marks. Dimensions: 8.25” x 10.875”

DEADLINES

<p>SEPTEMBER ISSUE</p> <p>Ad Closing: Aug 14th Ad Materials: Aug 21th Approx. Shipping: Sept 11th</p>	<p>JANUARY ISSUE</p> <p>Ad Closing: Dec 11th Ad Materials: Dec 18th Approx. Shipping: Jan 8th*</p>
<p>OCTOBER ISSUE</p> <p>Ad Closing: Sept 11th Ad Materials: Sept 18th Approx. Shipping: Oct 9th</p>	<p>FEBRUARY ISSUE</p> <p>Ad Closing: Jan 8th Ad Materials: Jan 15th Approx. Shipping: Feb 5th</p>
<p>NOVEMBER ISSUE</p> <p>Ad Closing: Oct 9th Ad Materials: Oct 16th Approx. Shipping: Nov 6th</p>	<p>MARCH/APRIL ISSUE</p> <p>Ad Closing: Feb 12th Ad Materials: Feb 19th Approx. Shipping: March 12th</p>
<p>DECEMBER ISSUE</p> <p>Ad Closing: Nov 13th Ad Materials: Nov 20th Approx. Shipping: Dec 4th*</p>	<p>SUMMER ISSUE</p> <p>Ad Closing: Apr 16th Ad Materials: Apr 23rd Approx. Shipping: May 14th</p>

*Possible Holiday Delay

SPECIAL PRISM ADVERTISING OPPORTUNITIES

POLYBAG INSERT

COST: \$10,000

SPECS

Marketing piece should be smaller than the trim size of *Prism* (8.25" x 10.875") to ensure it fits in the polybag and be lighter than 3.3 ounces. Shipping, quantity and further details will be provided after contracting.

DEADLINES

Same as *Prism*

ADVERTORIAL

COST: \$5,000

SPECS

Prism accepts advertorials – article-length advertisements. Submissions should be no more than 500 words. Positioning will be in the body of the magazine. Submission must be clearly labeled as an advertisement and its look and content are subject to approval by ASEE. To avoid confusing readers, the headline typeface and layouts must be different from *Prism's*.

Ads should be furnished as a high-resolution file (at least 300 dpi) in the jpg, pdf (fonts must be embedded), or tif formats. All colors in files should be created as CMYK builds. Black-and-white files should be at least 600 dpi and done in grayscale.

Please remove all printer's marks, including registration and crop marks, from your ad file. Ads can be emailed or mailed on a CD. *Prism's* 'trim size' is 8.25" x 10.875". Keep essential matter of an ad (text/image) a 1/4" from the trim or it risks being cut. Ad Sizes:

Two-page non-bleed	15.5" x 9.875"
Two-page bleed	6.75" x 11.125"
Full-page non-bleed	7.25" x 9.875"
Full-page bleed	8.5" x 11.125"

DEADLINES

Same as *Prism*. (See Page 14)

ONLINE PDF ONLY

COST: \$2,000

This ad placement will only be featured in the digital version of *Prism* Magazine. No ad will be placed in the print version.

SPECS

Ads should be furnished at least 144 dpi as an interactive PDF (fonts must be embedded). All colors in files should be created as RGB builds. Black-and-white files should be at least 144 dpi and done in grayscale. Advertisers should insert their web link in this version of the ad for the online PDF version of *Prism*. Please remove all printer marks, including registration marks and crop marks.

AD SIZES

Two-page 16.5" x 10.875"

Full-page 8.25" x 10.875"

DEADLINES

Same as *Prism*. (See Page 14)

PROFILES

ASEE'S ANNUAL **PROFILES OF ENGINEERING AND ENGINEERING TECHNOLOGY COLLEGES** IS THE STATISTICAL AUTHORITY ON ENGINEERING COLLEGES IN THE UNITED STATES. THE 500-PAGE STATISTICAL DIRECTORY IS CREATED SPECIFICALLY FOR ENGINEERING DEANS AND HAS BEEN CITED IN BUSINESSWEEK, THE WALL STREET JOURNAL, BOSTON GLOBE, USA TODAY, U.S. NEWS AND WORLD REPORT, AND THE MIAMI HERALD.

Statistical categories profiled in the book include the number of undergraduate and graduate:

- Degrees Awarded
- Enrollment
- Faculty Headcounts
- Research Expenditures

CIRCULATION

The *Profiles Of Engineering And Engineering Technology Colleges* is sent to 1,500 engineering and engineering technology deans, department heads, faculty, libraries, and publisher distributors in the United States. A listing of all the participating colleges and programs can be viewed at: http://www.asee.org/papers-and-publications/publications/14_443-474.pdf

ISSUANCE

The *Profiles of Engineering and Engineering Technology Colleges* is published annually at the end of May.

AD OPTIONS/RATES

1 page four color – \$2,200

**Please contact us for prime positioning options and rates. Rates are subject to change.*

The statistical authority on engineering colleges in the US



SPECS

PDF files are preferred with fonts embedded. Color ads need to be at least 300 dots per inch resolution and the color needs to be CMYK. Black and white ads need to be at least 600 dots per inch and done in Greyscale. Please remove all printer’s marks including registration and crop marks from your ad file. Ads can be emailed or mailed on a CD.

The *Profiles* trim size is 8.375” by 10.875.” Keep essential matter (text/image) 1/4” from the trim or it risks being cut.

AD SIZES

Full page non-bleed

7.375” x 9.875”

Full page bleed

8.625” x 11.125”

DEADLINE

Ad Closing: April 23rd, 2021

Ad Materials: April 24th, 2021



Connections

CONNECTIONS IS A SUBSCRIPTION-BASED MONTHLY E-NEWSLETTER DESIGNED TO HELP ENGINEERING FACULTY MEMBERS AND DEANS KEEP UP TO DATE ON THE LATEST NEWS WITHIN THEIR PROFESSION. IT IS A FREE BENEFIT FOR ALL ASEE MEMBERS.

CONNECTIONS FEATURES:

- Statistics on the status of engineering education today, compiled by ASEE
- Political developments on Capitol Hill affecting engineering education and research funding
- A preview of upcoming Prism magazine stories
- Exciting innovations in the engineering classroom
- The latest job openings in the field

CIRCULATION

Connections is sent to approximately 20,000 engineering educators, mostly in the U.S. The distribution list includes all 10,000 ASEE members. Each issue is also posted on the ASEE Website for online visitors.

TRAFFIC

Ads typically receive between 6,000 and 8,000 impressions per month.

ISSUANCE

Connections is sent out the third week of each month throughout the entire year.

AD OPTIONS/RATES

- **Button ads** run in a vertical column in of each issue. The cost is \$550 per issue/month.
- **Premier sponsor leaderboard ads** run horizontally at the top of each issue and are limited to one per issue. The cost \$2,100 per issue/month.
- **Advertorials** are advertisements in the form of an article. Advertorials run as an editorial piece embedded in the e-newsletter and are listed in the table of contents. The cost is \$2,100 per issue/month.

Reach ~ 20,000 Engineering Educators Monthly.



SPECS

Button ad – 300 x 250 pixel digital art file in the jpg or gif formats (including animated gifs). Please limit animated gifs to three loops.

Premier sponsor leaderboard ad – 7728 x 90 pixel digital art file in the jpg or gif formats (including animated gifs). All ads must be under 50kb. Please limit animated gifs to three loops.

Advertorials – Advertorials should include 300 words or less, a 300 x 250 image with a link and up to 5 links in the ad copy. ASEE will place the words “Sponsored Content” next to the advertorial header.

ADDITIONAL INFORMATION

Connections is sent in both an html and text format for e-mail interfaces that do not accept html documents. A listing of each advertiser’s name and link is prominently placed in an advertiser “table of contents” located at the top right margin of each e-newsletter, placed above all content to ensure maximum exposure for all advertisers regardless of positioning.

DEADLINES

<p>SEPTEMBER ISSUE Ad Closing: Sept 4th Ad Materials: Sept 11th</p>	<p>OCTOBER ISSUE Ad Closing: Oct 2th Ad Materials: Oct 9th</p>	<p>NOVEMBER ISSUE Ad Closing: Nov 6th Ad Materials: Nov 13th</p>
<p>DECEMBER ISSUE Ad Closing: Dec 4th Ad Materials: Dec 11th</p>	<p>JANUARY ISSUE Ad Closing: Jan 8th Ad Materials: Jan 15th</p>	<p>FEBRUARY ISSUE Ad Closing: Feb 5th Ad Materials: Feb 12th</p>
<p>MARCH ISSUE Ad Closing: Mar 5th Ad Materials: Mar 12th</p>	<p>APRIL ISSUE Ad Closing: Apr 2nd Ad Materials: Apr 9th</p>	<p>MAY ISSUE Ad Closing: May 7th Ad Materials: May 14th</p>
<p>JUNE ISSUE Ad Closing: Jun 4th Ad Materials: Jun 11th</p>	<p>JULY ISSUE Ad Closing: Jul 2rd Ad Materials: Jul 9th</p>	<p>AUGUST ISSUE Ad Closing: Aug 2nd Ad Materials: Aug 9th</p>



Capitol Shorts

CAPITOL SHORTS IS A SUBSCRIPTION-BASED WEEKLY E-NEWSLETTER DESIGNED TO KEEP ASEE MEMBERS ABREAST OF IMPORTANT DEVELOPMENTS IN CONGRESS AND FEDERAL AGENCIES AFFECTING ENGINEERING EDUCATION AND RESEARCH.

CIRCULATION

Capitol Shorts is sent to all of ASEE's current membership: including 17,000 engineering and engineering technology faculty and students across disciplines, mostly in the U.S. Each issue is also posted on the ASEE website for online visitors.

ISSUANCE

Capitol Shorts is sent out weekly throughout the entire year.

TRAFFIC

Ads typically receive around 20,000 impressions per month.

AD OPTIONS/RATES

Leaderboard: One exclusive sponsor leaderboard ad runs horizontally at the top of each issue and costs \$2,100 per month (4 issues included).

Advertorial: Advertorials are advertisements in the form of an article, which run as an editorial piece in the middle of the e-newsletter. The cost is \$2,100 per month (4 issues included).

17,000 Faculty and Student Across Engineering & ET Disciplines.



SPECS

Ads should be furnished as a 728 x 90 pixel digital art file in the jpg or gif formats (including animated gifs). Please limit animated gifs to three loops. All ads must be under 50kb. If you wish the copy from your digital art file to be included in the alternative text version of Capitol Shorts (not HTML), please also send a text version of your ad as well. Limit of one graphic/ad per 30-day run.

Advertorials should include 200 words or less, a 180 x 150 image with a link and up to 5 links in the ad copy. ASEE will place the words "Sponsored Content" next to the advertorial header. Limit of one graphic/ad per 30-day run.

DEADLINES

SEPTEMBER ISSUE	OCTOBER ISSUE	NOVEMBER ISSUE
Ad Closing: Sept 5th Ad Materials: Sept 12th	Ad Closing: Oct 2th Ad Materials: Oct 9th	Ad Closing: Nov 6th Ad Materials: Nov 13th
DECEMBER ISSUE	JANUARY ISSUE	FEBRUARY ISSUE
Ad Closing: Dec 4th Ad Materials: Dec 11th	Ad Closing: Jan 8th Ad Materials: Jan 15th	Ad Closing: Feb 5th Ad Materials: Feb 12th
MARCH ISSUE	APRIL ISSUE	MAY ISSUE
Ad Closing: Mar 5th Ad Materials: Mar 12th	Ad Closing: Apr 2nd Ad Materials: Apr 9th	Ad Closing: May 7th Ad Materials: May 14th
JUNE ISSUE	JULY ISSUE	AUGUST ISSUE
Ad Closing: Jun 4th Ad Materials: Jun 11th	Ad Closing: Jul 3rd Ad Materials: Jul 10th	Ad Closing: Aug 2nd Ad Materials: Aug 9th



port for research and development, competition for federal grants will remain stiff in the y
ation approved by the full House Wednesday would put the Department of Energy's Off
013) post-sequestration level," according to Appropriations Subcommittee Chairman
s quoted in an American Institute of Physics postcard, which notes that the House wo
on less than sought by the Obama administration. The Senate version gives the
ed, but that assumes that sequestration will be repealed. The House would also provi
ograms: \$450 million for fossil energy R&D, and \$50 million for ARPA-e.

nel, meanwhile, trimmed other science and technology programs. The National Scienc
9 million below the fiscal year 2013 enacted level and \$631 million below the Presiden
Institute of Standards and Technology, and \$4.8 billion for NASA Science programs –

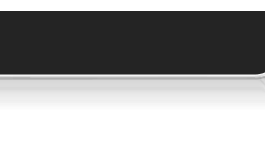
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fusion, which
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is nervous
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y in the world,"
ould go toward
DOE provides a baseline cost, schedule, and scope estimate. House appropriators,
ar (nuclear) Reactors, providing \$40 million more than Obama requested.



They're not the same
h the National Research
d by the Big Data Era
of inference," the problem
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ASEE Website

ASEE.ORG IS

- Consistently the top-ranked website on Google, Bing, and Yahoo! when searching the keywords “engineering education.”
- The top location online to reach engineering faculty and deans across all engineering disciplines and colleges.
- Visited daily by thousands of ASEE members, who regularly use the site’s many resources, including job postings, information regarding ASEE conferences & meetings, Prism magazine online, research journals, and others.
- Designed to display ads throughout the ASEE website.
- Designed so that ads easily stand out on the right side of each page.
- Designed so that all ads are rotated positions and receive an equal amount of impressions and placement opportunities.

TRAFFIC

Ads typically receive between 25,000 and 35,000 impressions per 30-day period.

RATE

All online advertisements are \$1,100 per 30-day time period.

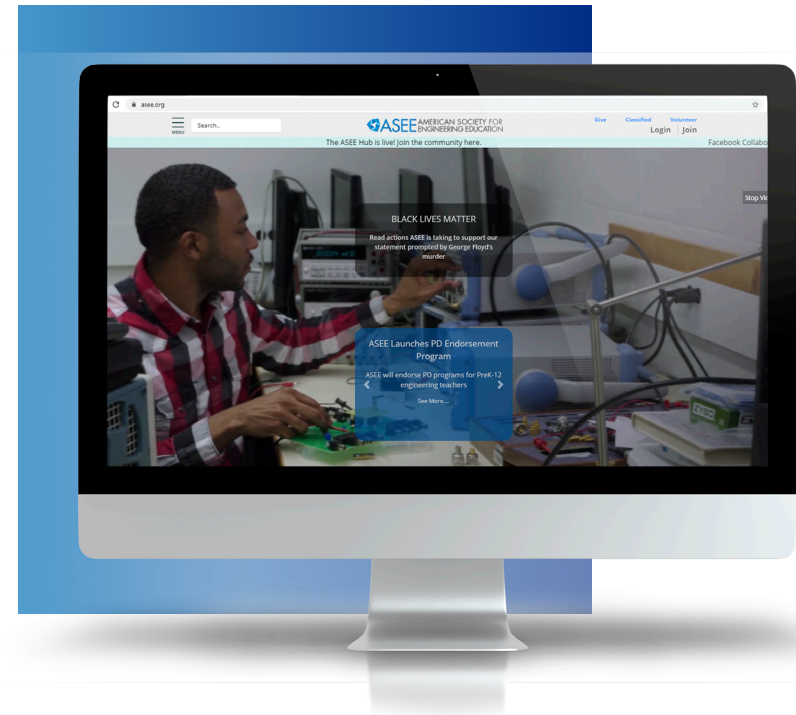
SPECS

Ads should be furnished as a 300 x 250 pixel digital art file in the tiff, jpg, or gif formats. Please limit animated gifs to three loops. All ads must be under 50kb. Limit of one graphic/ad per 30-day run.

DEADLINES

Ads will be uploaded within 48-72 business hours of receipt by ASEE. If beginning run on the 1st of the month, ads must be received 72 business hours before the start date.

Top-ranked website on Google for engineering education!



ASEE/SPONSOR CO-BRANDED WEBINAR

THE **ASEE/SPONSOR CO-BRANDED WEBINAR** IS A TERRIFIC OUTLET ENABLING ADVERTISERS TO DIRECTLY ENGAGE ASEE MEMBERS VIA A LIVE ONLINE SEMINAR/TECHNICAL SESSION.

A live, online seminar, technical session, or demo, which allows advertisers to directly engage with ASEE members. The webinar will be hosted by the sponsor and promoted to ASEE's membership through our advertising vehicles and media outlets.

The co-branded webinar is a broad reaching marketing channel which enables advertisers to directly engage ASEE members via a live online seminar/technical session.

Sponsorship fee: \$12,000 per session to include production costs.

ASEE will produce, advertise and host the webinar at www.asee.org/webinars for up to 1000 attendees using Adobe Connect. Sponsor will provide content, speakers, materials and other required components.

ASEE WILL PROMOTE THE WEBINAR:

- Up to three (3) direct email campaigns to current ASEE members and/or targeted subset of members
- One (1) full page color Prism magazine ad September Issue
- Two (2) Connections e-newsletter button ads
- Two (2) months of ASEE.org website button advertising
- Five (5) days of First Bell e-newsletter text ad
- Two (2) social media posts (Facebook, Twitter, Instagram and LinkedIn)

Sponsor will send ASEE a description of the webinar topic two (2) months prior to the start of the webinar promotion to receive ASEE's approval. Content to be included in the email notifications to membership is subject to the approval of ASEE. Sponsor will provide all promotion text and graphic content according to the ASEE required specs by two (2) months prior to the webinar.

ASEE will maintain a link to the recorded session at www.asee.org/webinars for one year after the presentation.

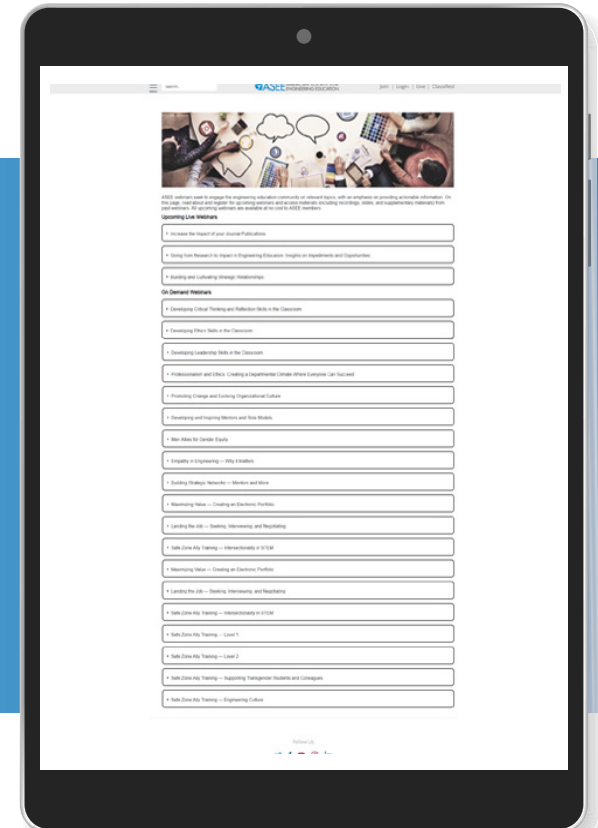
ACCEPTABLE PROMOTIONAL COPY:

Sponsor in partnership with ASEE... Presents a Webinar
Unacceptable promotion copy: ASEE Presents a Webinar...



PRODUCTION DETAILS

8 Weeks	<ul style="list-style-type: none"> • Confirm interest • Confirm live webinar date and time (scheduled by ASEE HQ) • Confirm planning call date and time (to take place in Adobe Connect, scheduled/led by ASEE HQ) • Confirm finalized webinar title and description with ASEE HQ
4 – 6 weeks	<ul style="list-style-type: none"> • Begin content planning and materials (e.g., slides) development
2 – 4 weeks	<ul style="list-style-type: none"> • Participate in planning call • Continue materials (e.g., slides) development
1 week	<ul style="list-style-type: none"> • Send all finalized materials to webinars@asee.org including: 1) webinar slides in PPT format; 2) webinar interactivity components (e.g. poll questions, video clips); 3) photo(s) and brief (150 words or less) bio(s); and 4) any additional requested materials • Receive feedback on slides from ASEE HQ, when applicable • Participate in webinar test run, if requested by facilitator
2 days	<ul style="list-style-type: none"> • Receive final slides from ASEE HQ
Day of webinar	<ul style="list-style-type: none"> • Print out any presentation notes • Log into Adobe Connect 15 minutes before the live webinar • Live webinar occurs
Week after webinar	<ul style="list-style-type: none"> • Receive webinar evaluation survey results from ASEE, HQ upon facilitator request



EGFI TEACHER BLOG & E-NEWSLETTER

HTTP://TEACHERS.EGFI-K12.ORG

With interest in PRE-K12 engineering surging nationwide, this award-winning e-newsletter and blog regularly provides tens of thousands of STEM educators, including over 4,000 Facebook fans, with engaging, standards-based engineering activities and other resources designed to get students excited about learning science and math.

TRAFFIC/CIRCULATION

Ads typically receive about 50,000 impressions per month. The eGFI E-newsletter for Teachers is emailed monthly to more than 22,000 subscribers, mostly middle and high school STEM educators in the United States who either teach engineering or use hands-on engineering design activities to boost student interest and success in science and math.

AD OPTIONS/RATES

Button ads run in a vertical column in the right hand margin of the blog and the e-newsletter and cost:

- Button Ad: \$1,050

Premier sponsor leaderboard ads run horizontally at the top of each issue, are limited to one per issue, and cost \$2,100 per month.

Advertorials are advertisements in the form of an article in the eGFI E-newsletter for Teachers. Advertorials run as an editorial piece in the middle of the e-newsletter. Advertisers may also provide a button ad that will run in the vertical column in the right hand margin of the blog and the e-newsletter for one month. The cost is \$2,100 per month.

Sent monthly to more than 22,000 subscriber



SPECS

Button ad – 180 x 150 pixel digital art file in the jpg or gif formats (including animated gifs). All ads must be under 50kb. Please limit animated gifs to three loops.

Premier sponsor banner ad – 728 x 90 pixel digital art file in the jpg or gif formats (including animated gifs). All ads must be under 50kb. Please limit animated gifs to three loops. If you wish the copy from your digital art file to be included in the alternative text version of eGFI E-newsletter for Teachers (not HTML), please also send a text version of your ad as well.

Advertorials should include 300 words or less, a 180 x 150 image with a link, and up to 5 links in the ad copy. ASEE will place the words “Sponsored Content” next to the advertorial header. Advertisers also should provide a button ad that will run in the vertical column in the right hand margin of the blog and the e-newsletter. Button Ads should be furnished as a 180 x 150 pixel digital art file in the jpg or gif formats (including animated gifs). Please limit animated gifs to three loops. All ads must be under 50kb.

ADVERTORIAL

Advertorials should include 300 words or less, a 180 x 150 image with a link, and up to 5 links in the ad copy. ASEE will place the words “Sponsored Content” next to the advertorial header. Advertisers also should provide a button ad that will run in the vertical column in the right hand margin of the blog and the e-newsletter. Button Ads should be furnished as a 180 x 150 pixel digital art file in the jpg or gif formats (including animated gifs). Please limit animated gifs to three loops. All ads must be under 50kb.



DEADLINES

<p>SEPTEMBER ISSUE Ad Closing: Aug 17th Ad Materials: Aug 24th</p>	<p>DECEMBER ISSUE Ad Closing: Nov 13th Ad Materials: Nov 20th</p>	<p>MARCH ISSUE Ad Closing: Feb 16th Ad Materials: Feb 22th</p>	<p>JUNE ISSUE Ad Closing: May 17th Ad Materials: May 24th</p>
<p>OCTOBER ISSUE Ad Closing: Sept 14th Ad Materials: Sept 21st</p>	<p>JANUARY ISSUE Ad Closing: Dec 14th Ad Materials: Dec 21th</p>	<p>APRIL ISSUE Ad Closing: Mar 15th Ad Materials: Mar 22nd</p>	<p>JULY ISSUE Ad Closing: Jun 14th Ad Materials: Jun 21st</p>
<p>NOVEMBER ISSUE Ad Closing: Oct 19th Ad Materials: Oct 26th</p>	<p>FEBRUARY ISSUE Ad Closing: Jan 19th Ad Materials: Jan 25th</p>	<p>MAY ISSUE Ad Closing: Apr 19th Ad Materials: Apr 26th</p>	<p>AUGUST ISSUE Ad Closing: Jul 17th Ad Materials: July 24th</p>

EGFI STUDENT BLOG**[HTTP://STUDENTS.EGFI-K12.ORG/](http://students.egfi-k12.org/)**

The *eGFI Student Blog* is read by thousands of PRE-K12 students interested in studying engineering, including the 28,000+ student eGFI Facebook fans. The blog is a popular feature of the award-winning eGFI website, which is the top search result for the keywords “PRE-K12 engineering” in most search engines.

TRAFFIC

Ads typically receive about 40,000 impressions per month.

AD OPTIONS/RATES

Button ads run in a vertical column in the right-hand margin of the student blog and cost \$550 per 30-day time period.

Premier sponsor leaderboard ads run horizontally at the top of the student blog and cost \$2,000 per 30-day time period.

SPECS

Button Ad – Ads should be furnished as a 180 x 150 pixel digital art file in the jpg or gif formats (including animated gifs). Please limit animated gifs to three loops. All ads must be under 50kb.

Premier Sponsor Leaderboard Ad – Ads should be furnished as a 728 x 90 pixel digital art file in the jpg or gif formats (including animated gifs). Please limit animated gifs to three loops. All ads must be under 50kb.

DEADLINES

N/A. Ads will be uploaded within 48–72 hours of receipt by ASEE.

ADDITIONAL INFORMATION

Ads run throughout each page of the student blog website. Button ads are rotated so that all ads receive equal positioning and impression numbers. The premiere sponsor leaderboard ad position is exclusive. The eGFI student Facebook page, with 30,000+ fans, links to each new entry on the student blog. eGFI’s monthly student e-newsletter also links to the student blog generating regular traffic.





**INSPIRING INNOVATION. ADVANCING
RESEARCH. ENHANCING EDUCATION.**

AMERICAN SOCIETY FOR ENGINEERING EDUCATION
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