

# ENGINEER

ISSUE	FOCUS	CLOSING DATE	DELIVERING
Spring '10	SUSTAINABILITY	February 12, 2010	March 5, 2010
Summer '10	IBC '10 SPECIAL CONFERENCE ISSUE	May 14, 2010	June 4, 2010
Fall '10	SMART TECHNOLOGY	August 27, 2010	September 17, 2010
Winter '10	BIOMEDICAL ENGINEERING	November 19, 2010	December 10, 2010

## ADVERTISING RATE SCHEDULE

POSITION	1X / PER	2X / PER	3+ X / PER
COVERS back full color	\$2900.00	\$2675.00	\$2425.00
inside back full color	\$2750.00	\$2475.00	\$2350.00
inside front full color	\$2750.00	\$2475.00	\$2350.00
center page spread	\$4200.00	\$3780.00	\$3570.00
1 full page	\$2500.00	\$2250.00	\$2125.00
1/2 page	\$1250.00	\$1125.00	\$975.00
1/4 page	\$750.00	\$675.00	\$650.00
1/8 page	\$450.00	\$375.00	\$325.00

You will be invoiced for your ad after publication.  
Prime advertising positions are offered on a first-come, first-serve basis.

SIGNATURE \_\_\_\_\_

DATE \_\_\_\_\_

For additional advertising information contact:  
Douglas Smith  
tele: 613-536-5540  
[dsmith1311@cogeco.ca](mailto:dsmith1311@cogeco.ca)

Note: Contract must be received before ad placement.  
Terms: 30 days

*Cancellations must be made in writing and are not  
accepted after space reservation deadlines.*

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*Pittsburgh ENGINEER* is direct-mailed on a no-cost basis to ESWP members and affiliates. **Subscriptions are available @ \$10/year by contacting ESWP.**

## ADVERTISING CONTRACT Please fax to 412-261-1606

### ADVERTISER INFORMATION

Advertising Company: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

FAX: \_\_\_\_\_

E-mail: \_\_\_\_\_

### ADVERTISEMENT INFORMATION

Size: \_\_\_\_\_

Frequency: \_\_\_\_\_

Position Request: \_\_\_\_\_

Schedule:  Spring '10

Summer '10

Fall '10

Winter '10

Rate: \_\_\_\_\_

Total: \_\_\_\_\_

## AD / PRINTER SPECIFICATIONS

Acceptable Material: Digital Files submitted via our FTP site, or by CD or Flash Drive. We can also accept file material by e-mail of less than 5MB. We suggest sending an accompanying hard copy color proof, when applicable. Files must contain layout, all image files and fonts used.

**Electronic File Formats:** PDF or Windows Platform, Adobe InDesign, Photoshop, Illustrator, eps or tif. MAC files are NOT acceptable.

*Full color at no extra charge*

**FINISHED** Full-Page 8.5" w x 11" h (bleed allowed)  
**SIZE:** Covers have full bleed, please allow 1/4"  
**AD SIZE:** 1/2 page — 7.625" w x 5" h  
1/4 page — 3.75" w x 5" h  
1/8 page — 3.75" w x 2.5" h  
**Halftone:** 133 line  
**Screen:** Scanned photos at no less than 300 dpi

PLEASE MAIL FILES & PROOFS DIRECT TO:  
DAVID TEORSKY, ESWP General Manager  
337 Fourth Avenue, Pittsburgh, PA 15222

tele: 412-261-0710 • fax: 412-261-1606 • e-mail: [d.teorsky@eswp.com](mailto:d.teorsky@eswp.com)