

ENGINEER

ISSUE	FOCUS	CLOSING DATE	DELIVERING
Spring '11	MARCELLUS SHALE	February 22, 2011	March 25, 2011
Summer '11	IBC '11 SPECIAL CONFERENCE ISSUE	May 13, 2011	June 3, 2011
Fall '11	PITTSBURGH'S WATERWAYS	August 26, 2011	September 23, 2011
Winter '11	DEVELOPMENT: THE ENGINEERING CHALLENGES	November 26, 2011	December 30, 2011

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
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
Ph: 613-536-5540
Email: dougsmith2@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

Company: _____

Contact: _____

Address: _____

City: _____

State: _____

Zip: _____

Phone: _____

Fax: _____

E-mail: _____

ADVERTISEMENT INFORMATION

Size: _____

Frequency: _____

Position Request: _____

Schedule: Spring '11

Summer '11

Fall '11

Winter '11

Rate: _____

Total: _____

AD / PRINTER SPECIFICATIONS

Acceptable Material: Digital Files only, provided on CD, Flash Drive FTP, or by e-mail (if less than 5MB). File must contain layout, all image files and fonts used. Colors must be CMYK

Electronic File Formats: PDF or Windows Platform, PageMaker, Photoshop, Illustrator, eps or tif. (MAC files are NOT acceptable.)

All ads are printed in full color at no extra charge

FINISHED SIZE: Full-Page 8.5" w x 11" h (bleed allowed, please allow 1/4")

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 SEND ALL ARTWORK TO:

David Teorsky, c/o ESWP

337 Fourth Avenue, Pittsburgh, PA 15222

Ph: 412-261-0710 • Fax: 412-261-1606 • Email: d.teorsky@eswp.com

FTP: www.eswp.com