

Advertising with the ASCE WI SE Branch

Goal: Support Engineering Industry by providing a cost effective advertising opportunity for seminars, training, conferences, classes, meetings, banquets and other industry supporting endeavors.

*The SE Branch reserves the right to reject any advertisement if it is deemed unprofessional or inflammatory towards race, religion, sex, and other personal entities. No slander or politically driven items will be advertised as well. *
Note: the decision will be made by the Ad Policy group consisting of the President, Newsletter Editor, and the Public Information. Chair. *

In the monthly Newsletter

The base rate is \$50 per half page of the newsletter. A full page ad is \$75.

The ad in the newsletter will automatically get your ad placed on the SE Branch website. The ad will run for until the date of the event or 3 months. Please email the text for the proposed ad to Brian Genduso at bgenduso@hga.com. Brian will circulate the ad to the Ad Policy Group for content approval. The ad will be run in the next available newsletter. The ad will get placed in the back of the newsletter, after all other items. Multiple ads will get placed in the order they come in, with later ads going behind earlier placed ads. Ads will be accompanied by the following note, "This is a paid advertisement, and is not affiliated with ASCE."

Requirements:

- Ad request must be 1 weeks prior to newsletter deadline (1st of each month)
- A completed advertising form must accompany any request (See 2nd page)
- Payment must be received by treasurer prior to ad running. Please contact Elizabeth Lorentz at elorentz@brwncald.com to make arrangements.
- Text needs to be kept to 10pt or larger (Contact the branch for exceptions)
- Files should be sent in word format, others formats are allowed. Contact the branch newsletter editor Brian Genduso for questions)

On-line / on the website

On-line placement is included with the Newsletter ad. The sizing is based on a similar size to the hard copy newsletter format, standard 8.5"x11" sizing. The on-line ads will be posted for a period of 3 months, providing information submitted in time. Longer run time is possible; contact Jeremy Hinds at jhinds@bloomcos.com to discuss.

Please email the text for the proposed ad to Brian Genduso at bgenduso@hga.com

Brian will circulate the ad to the board for content approval. The ad will be posted within 1 week of acceptance and remain up until the event or for 3 months time.

Requirements are the same as the newsletter.

**Special arrangements can be made / accommodated; speak with the branch for details.
The Branch reserves the right to modify any fees.**

ASCE SE Branch Advertising Request Form

Who / Presenter: _____

What / Name of event:

Where / Location: _____

When / Time: _____

How / Contact Info:

Cost / Fee: _____

Paid? Y or N

Handouts available: _____

Description of event / purpose:

Credits? (CEU's or PDH's):

Advertisement attached or included: **Yes**

No (Formatted by Newsletter/Web editor)
