

ASCE WI SE Branch Advertising Policy

Goal

To support the engineering industry by providing a cost effective advertising opportunity for employment, seminars, training, conferences, classes, meetings, banquets and other industry supporting endeavors.

Cost

The base rate is \$50 for a half page (letter sized sheet). A full page advertisement is \$75.

Distribution

Advertisements will be included in both the Southeast Branch and the Southeast Branch Younger Member Group (YMG) newsletters and also on the shared SE Branch and SE Branch YMG website. The advertisement will run for until the date of the event or 3 months. Longer run time is possible for both the newsletter and website; contact Bridget Henk at bridget.henk@graef-usa.com to discuss.

The advertisement will get placed in the back of the newsletter, after all other items. Multiple advertisements will get placed in the order they come in, with later advertisements going behind earlier placed advertisements. Advertisements will be accompanied by the following note, "This is a paid advertisement, and is not affiliated with ASCE."

Submission Requirements

Email the text for the proposed advertisement or a PDF of the ad itself to Bridget Henk at bridget.henk@graef-usa.com . The ad will be circulated to the Advertising Policy Group for content approval and will be run in the next available newsletter.

- Advertisement requests must be made 1 week prior to newsletter deadline. Newsletter content is typically due the second Monday of the month.
- Payment must be received by treasurer prior to the advertisement running. Please contact Ryan English at renglish@whyterra.com to make arrangements. Check and PayPal are acceptable payment types.
- Text needs to be kept to 10pt or larger for legibility.
- Microsoft Word format (.doc) is preferred. PDF files are also acceptable. A completed advertising request form must accompany any request that requires formatting by the ASCE SE Branch. See Page 2 for the request form.

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. The decision will be made by the Ad Policy Group. The Branch reserves the right to modify any fees.

ASCE WI 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)
