

## 2010 EDITORIAL CALENDAR

### *New York Professional Engineer (NYPE)*

The **NEW YORK PROFESSIONAL ENGINEER** is published four times a year. Distribution consists of approximately 3,000 members of The New York State Society of Professional Engineers (NYSSPE), Sustaining Member firms, advertisers, State Board of Engineering and Land Surveying Members, NYS Legislature, NYS Department of Transportation, Thruway Authority, individual subscribers, and key leadership in other State Societies of the National Society of Professional Engineers.

The *New York Professional Engineer* is designed to keep our members and the general public informed of important issues affecting all areas of the Engineering Profession. Articles, Press Releases, and advertising are welcomed; however, the publication of material submitted is at the discretion of the editor. The key themes of the issues are as follows:

<b>January - March</b>	Engineers' Guide to the NYS Legislature Legislative Preview NYSSPE Annual Convention & Expo Announcement	Deadline February 15 <sup>st</sup>
<b>April - June</b>	NYSSPE Membership Directory/Journal	Deadline May 1 <sup>st</sup>
<b>July - September</b>	Fall Professional Development Conference Announcement Highlights from the Annual Convention & Expo NYSSPE Annual Report NYPE Political Action Committee Statement (NYPE-PAC)	Deadline August 1 <sup>st</sup>
<b>October - December</b>	Official Ballot Engineers' Week Activities Award Nominations Fall Professional Development Conference Highlights	Deadline November 1 <sup>st</sup>

### *New York Society of Professional Engineers E-Newsletter (NYSSPE-Newsletter)*

The Society's E-Newsletter is a biweekly e-newsletter delivered via email. It covers local, state and national Professional Engineers Society news, as well as updates on upcoming events and issues affecting Professional Engineers. Distribution consists of approximately 2,500 members of The New York State Society of Professional Engineers (NYSSPE), Sustaining Member firms, advertisers, State Board of Engineering and Land Surveying Members, NYS Legislature, NYS Department of Transportation, Thruway Authority, individual subscribers, and key leadership in other State Societies of the National Society of Professional Engineers.

For more information on our publications, please contact:

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**ALL ADVERTISING MUST BE PREPAID**

**PROFESSIONAL BUSINESS CARD DISPLAY**

Business Card Ad size – 3 ¼ W x 2”L

<b>Starting Issue</b>	<b># of Issues</b>	<b>Cost/Balance of Year*</b>
January – March (QTR 1)	4	\$350.00
April – June (QTR 2)	3	\$262.50
July – September (QTR 3)	2	\$175.00
October – December (QTR 4)	1	\$ 87.50

\*All advertising contracts will be renewable on a calendar year basis; at which time invoicing will be for 100%, or \$350.

**DISPLAY ADVERTISING RATES**

# of Issues	<b>Third Page</b>	<b>Third Page</b>	<b>Half Page</b>	<b>Half Page</b>	<b>Full Page</b>	<b>Full Page</b>	<b>Back Cover</b>
	<b>Black/White</b>	<b>Color</b>	<b>Black/White</b>	<b>Color</b>	<b>Black/White</b>	<b>Color</b>	<b>Color Only</b>
Single	\$ 250	\$ 400	\$ 400	\$ 600	\$ 500	\$ 800	\$1,000
2 Consecutive	\$ 500	\$ 750	\$ 650	\$ 900	\$ 800	\$1,200	\$1,550
3-Consecutive	\$ 600	\$ 900	\$ 850	\$1,300	\$1,000	\$1,850	\$2,000
4 Consecutive	\$ 700	\$1,200	\$1,100	\$1,600	\$1,400	\$2,200	\$2,700

**Ad Sizes**

Full Page – 7.5”W x 10”L

Half Page - 7.5”W x 5” L (horizontal only)

Third Page - 5”W x 5”L

If composition is required, advertiser will be billed at \$25.00/hr. or fraction thereof, minimum one hour. Any changes to ad during term of contract will be subject to a \$25.00 reshoot fee.

**CLASSIFIED ADVERTISING**

**NYSSPE Members Seeking Employment:** First two column inches of formatted text are complimentary (includes position title); cost for additional text is \$20/inch or fraction thereof.

**Positions Available from Engineering Employers:** First column inches of formatted text are complimentary (includes position title); cost for additional text is \$40/inch or fraction thereof.

**Other Classified Advertising:** Includes such items as services, rentals, business for sale, etc., is charged at the full rate of \$50/inch or fraction thereof of formatted text.

**Specifications:** Rates are determined by type and length of ad. Draft ad copy text should be sent to Miriam Johnson for formatting and pricing via email, fax, or US Mail (see Advertising Form for addresses). Once formatted, ad copy for approval and an invoice will be sent.

**ELECTRONIC SPECIFICATIONS**

The following electronic formats for ad copy are acceptable: PDF, TIF, EPS, JPG, PageMaker, Quark, Illustrator or Photoshop. Please indicate the format used (i.e. IBM, MAC), program designed in (i.e. PageMaker), and Version used (i.e. 6.0) on the Advertising Form. It is also recommended to include a hard copy of the ad for ad content verification with Advertising Form and payment. NYSSPE reserves the right to reject any advertising it deems unsuitable for publication.

Please see our online rates and form for information on electronic advertising available or send info request to [mkjohnson@nysspe.org](mailto:mkjohnson@nysspe.org)



**Step 1**

*New York Professional Engineer*

- January – March (QTR 1)
- April – June (QTR 2)
- July – September (QTR 3)
- October – December (QTR 4)
- All Issues

**Professional Business Card Display**

- Category*
- PE's In Private Practice
  - PE's In Construction
  - Services for Professionals

**Display Advertising**

**Printed Classified**

**Step 2**

**Ad Size:**

- Full Page (7.5"W x 10"L)
- Half Page Horizontal (7.5"W x 5"L)
- Third Page (5"W x 5"L)
- Business Card (3.25"W x 2"L)
- Classified Ad

**Select ad file format:**

- New Ad file to follow via email (pdf, tif, jpg, eps, PageMaker, quark, illustrator, Photoshop) Program/version \_\_\_\_\_
- New Ad file/artwork enclosed (camera ready)

**Step 3**

**Contact Information:**

Company (as it should be listed): \_\_\_\_\_  
 Certificate of Authority or DBA: \_\_\_\_\_  
 Contact: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City, State, Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Step 4**

**Payment Information: All advertising must be prepaid**

- Check enclosed. Payable to: NYSSPE
- Please charge to my VISA, MasterCard, Discover Card or AMEX (complete information below)  
 Card# \_\_\_\_\_ Exp: \_\_\_\_/\_\_\_\_  
 Card Security Code (CSC) \_\_\_\_\_ (3 digit code on the back, AMEX has 4 digits on front of card)  
 Card holder's Address: \_\_\_\_\_  
 Signature: \_\_\_\_\_

**Step 5**

**Return order form with payment and ad files to:**

Miriam Johnson, Communications Assistant  
 NYSSPE  
 6 Airline Dr.  
 Albany, NY 12205

Email: mkjohnson@nysspe.org  
 Bus# 518-283-7490  
 Fax# 518-283-7495

**IMPORTANT TAX INFORMATION:** Contributions (or gifts), dues, and fees to NYSSPE are not tax deductible as charitable contributions for federal income tax purposes. However, they may be tax deductible as ordinary and necessary business expense. A portion of NYSSPE dues/fees is not deductible as ordinary and necessary business expense to the extent that the NYSSPE engages in lobbying. The nondeductible portion of your NYSSPE dues/fees is 18%.

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**ALL ADVERTISING MUST BE PREPAID**

**FRONT PAGE BANNER DISPLAY ADS**

- Visible on side bar of homepage and on all subpages of [www.nysspe.org](http://www.nysspe.org)
- Image will be hyperlinked to a webpage or email address of your choosing
- 200 x 200 pixels, can be animated

\$60 per month

\*There is a one time \$50 set-up charge if you would like us to create your banner ad for you.

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**WEB CALENDAR LISTING**

- Listing on [www.nysspe.org](http://www.nysspe.org) calendar of upcoming events
- Includes Date, Event Title, Location, PDH's if applicable
- Price includes up to two hyperlinks to webpages, online event applications or email addresses

\$50 per month

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**ONLINE CLASSIFIED ADVERTISING**

- Categories include: Job Seekers, Engineering Employers, Other Employers
- Rates are determined by length of ad. Draft ad copy text should be sent to Miriam Johnson for formatting and pricing via email, fax, or US Mail (see Online Advertising Form for addresses). Once formatted, ad copy for approval and an invoice will be sent.

First 50 words = \$30; additional words = \$.50 each; with hyperlink to webpage or email address + \$10  
Rates are per month

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**NYSSPE-NEWSLETTER ADVERTISING**

- Inclusion in the *NYSSPE-Newsletter* emailed biweekly to our membership.
- Image will be hyperlinked to a webpage or email address of your choosing
- EITHER 468x60 pixels or 120x600 pixels, can be animated

\$30 per issue

\*There is a one time \$50 set-up charge if you would like us to create your banner ad for you.

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**ELECTRONIC SPECIFICATIONS**

The following electronic formats for banner ads are acceptable: JPG, GIF, or Photoshop. Image resolution should be at least 72 dpi.

NYSSPE reserves the right to reject any advertising it deems unsuitable for publication



Ad copy or images should accompany this form via fax, email or mail.

**Step 1 Select Ad Type**

- Front Page Banner Display Ad
- Calendar Listing
- Web Classified
  - with hyperlink to webpage or email address
- NYSSPE-Newsletter
  - 468x60 pixels
  - 120x600 pixels

# Months \_\_\_\_\_ Starting posting date requested: \_\_\_\_\_

**Step 2 Contact Information:**

Company (as it should be listed): \_\_\_\_\_  
 Certificate of Authorization or DBA: \_\_\_\_\_  
 Contact: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City, State, Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Step 3 Payment Information: All advertising must be prepaid**

- Check enclosed. Payable to: NYSSPE
- Please charge to my VISA, MasterCard, Discover Card or AMEX (complete information below)  
 Card# \_\_\_\_\_ Exp: \_\_\_\_/\_\_\_\_  
 Card Security Code (CSC) \_\_\_\_\_ (3 digit code on the back, AMEX has 4 digits on front of card)  
 Card holder's Address: \_\_\_\_\_  
 Signature: \_\_\_\_\_

**Step 4 Return order form with payment and ad files to:**

Miriam Johnson, Communications Assistant	Email: mkjohnson@nysspe.org
NYSSPE	Bus# 518-283-7490
6 Airline Drive	Fax# 518-283-7495
Albany, NY 12205	

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