



# 2009

## Advertising Rate Sheet

### contact

Street address: **Texas Society of Professional Engineers**  
 1001 Congress Ave., Suite 260  
 Austin TX 78701

Mailing address: PO Box 2145, Austin TX 78768

Editor/Advertising: Trish B. Smith, CAE  
 Tel (512) 472-9286  
 Fax (512) 472-2934  
 trishb@tspe.org

### publication

*Texas Professional Engineer* is published bi-monthly by the Texas Society of Professional Engineers. All advertising inquiries, insertion orders, agreement forms, and ad copy should be sent to Trish Smith at [trishb@tspe.org](mailto:trishb@tspe.org).

### deadlines

ISSUE	DEADLINE	FOCUS
JAN/FEB	Dec 15	Developing Future Engineers
MAR/APR	Feb 15	TSPE Annual Meeting
MAY/JUN	Apr 15	Engineering Trends & Issues
JUL/AUG	Jun 15	Promoting P.E. Status & Recognition
SEP/OCT	Aug 15	Leadership
NOV/DEC	Oct 15	Government Relations

### agency commission/discounts

- Recognized advertising agencies of record may request a 15% commission on display advertising in TPE magazine.
- Discounted multiple listing rates (3x and 6x) require consecutive placement. (Rates listed are per issue rates.)
- Failure to fulfill contract shall result in standard rate charges.

### specifications

#### page specifications

Trim size: 8-1/2" x 11"  
 Live area: 7-1/2" x 9-3/4"  
 Gutter: 1"

#### display ad sizes

SIZE	WIDTH	DEPTH
full page	7-1/2" x	10"
2/3 vertical	4-3/4" x	10"
2/3 horizontal	7-1/2" x	6-2/3"
1/2 horizontal	7-1/2" x	5"
1/2 island	4-3/4" x	6-3/4"
1/3 square	4-3/4" x	4-3/4"
1/6 vertical	2-3/8" x	5"
1/6 horizontal	4-3/4" x	3-1/3"
business card	3-1/2" x	2"

#### bleed sizes\*

SIZE	WIDTH	DEPTH
full page	8-1/8" x	11-1/8"
half page	7-3/8" x	5-1/8"

\*Bleeds accepted for full page ads or spreads only. Spreads to be submitted as two separate full page mechanicals.

Digital files may be submitted by email or CD. Files must be high-resolution (at least 300 dpi). Acceptable formats: JPG, TIF, PDF, PSD, Pagemaker or InDesign files.

**A \$20 TYPING FEE WILL BE APPLIED FOR TEXT ADS SUBMITTED BY FAX OR MAIL.**

### print rates

#### display ad rates (per issue)

FREQUENCY:	1x	3x	6x
full page	\$1000	950	900
2/3 page	\$ 850	750	700
1/2 page	\$ 710	660	575
1/3 page	\$ 575	525	475
1/4 page	\$ 475	425	375
1/6 page	\$ 400	350	300

#### premium space (1 yr contract)

back cover	\$1250/issue
inside front cover	\$1050/issue
inside back cover	\$ 950/issue

#### business card ads (1 yr contract)

standard	\$400/yr
deluxe (1/6 page)	\$650/yr

#### classified rates

first 50 words	\$50.00
overage	\$ 0.50/word

### web rates

All web ad inquiries and materials should be directed to [claire@tspe.org](mailto:claire@tspe.org).

#### web classified (for ads up to 75 words\*)

Rates:	1 mo.	2 mos.	Enhancements:
members	\$50	\$75	email link
non-members	\$75	\$100	company logo
			No charge
			\$20

#### additional charges/logo placement

\*WEB ADS OVER 75 WORDS: \$10 extra per each additional 75 words.  
 TYPING FEE for text supplied in hard copy (via mail/fax): \$20.  
 LOGO placement in ad: \$20