



# 2024 MEDIA KIT

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Empowering the Civil  
Engineering Community

**ASCE**  
AMERICAN SOCIETY OF CIVIL ENGINEERS





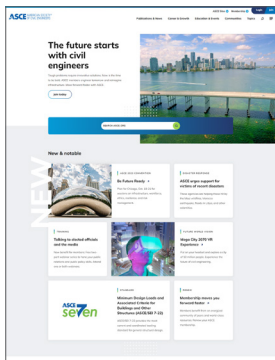
**150,000+**  
ASCE MEMBERS  
IN 177 COUNTRIES

## LEADING THE INDUSTRY SINCE 1852

The American Society Of Civil Engineers (ASCE) stands at the forefront of a profession that plans, designs, constructs, and operates society's economic and social engine—the built environment—while protecting and restoring the natural environment.

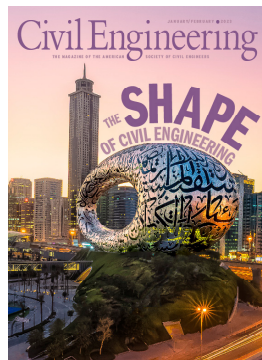
ASCE is a leading provider of technical and professional conferences and continuing education, the world's largest publisher of civil engineering content, and an authoritative source for codes and standards that protect the public.

ASCE offers you many opportunities to be associated with this well-respected, powerful brand. Only ASCE can design a cross-platform advertising program that gives you exclusive access to the world's leading civil engineers—ASCE members.



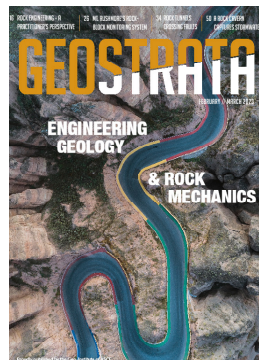
### ASCE DIGITAL

ASCE's digital presence provides you with unprecedented opportunities to build your brand, promote your services, and sell your products 24 hours a day. Make a direct connection to civil engineers worldwide with exposure on ASCE's brand new website or reach its members through its targeted e-newsletters.



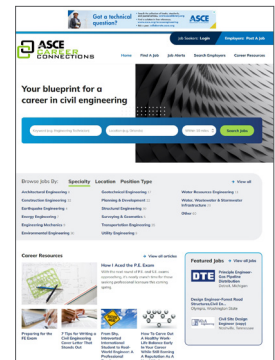
### CIVIL ENGINEERING

As the award-winning, flagship, bimonthly print and digital magazine of the American Society of Civil Engineers, *Civil Engineering* appeals to a broad range of readers who represent the full spectrum of civil engineering disciplines.



### GEOSTRATA

As the official bimonthly print and digital magazine of ASCE's Geo-Institute, *GEOSTRATA* offers you the opportunity to target your marketing message directly to the geotechnical engineering community.



### ASCE'S CAREER CONNECTIONS

Check out the new ASCE Career Connections and find your ideal candidate today. Connect with highly specialized candidates, maximize your applications and your budget with support from our expert sales team, extend your reach to specialist engineers who may not be actively jobseeking, and more.

# SPONSORED EMAILS



- Exclusively promote your brand, products, and/or services to an engaged audience
- 1 opportunity available per month
- For pricing and more information, please contact (703) 295-6439 or [sales@asce.org](mailto:sales@asce.org)

92,382 average recipients  
18% unique open rate

**EXCELLENCE. FLEXIBILITY. Illinois.**

**UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN**

**#1** Online Civil Engineering MS Program  
U.S. News & World Report

**Earn your degree from the nation's #1 Online Civil Engineering M.S. program**

**Take your career to the next level with a master's degree from the University of Illinois Urbana-Champaign**

More and more, employers in consulting and industry consider a master's degree to be an entry-level degree. Earning an M.S. in civil or environmental engineering through an online program can help you remain competitive and propel your career forward, while accommodating a busy lifestyle.

The CEE at Illinois Online program offers:

- **Top ranking.** CEE Online is the #1 ranked online civil engineering M.S. program for four years running, according to U.S. News and World Report.
- **Variety of subject areas.** Construction Management, Energy-Water-Environment Sustainability, Environmental Engineering, Geotechnical Engineering, Infrastructure, Societal Risk and Hazard Mitigation, Structural Engineering, Sustainable and Resilient Infrastructure Systems, Transportation Engineering, and Water Resources Engineering and Science.
- **100+ classes offered each year.** Take the same courses as resident students, taught by the same top-ranked faculty.
- **Flexibility.** Watch class recordings on your own schedule while completing homework, projects and exams per the class syllabus. Online students can take up to five years to complete the degree.
- **Degree options.** CEE Online has non-thesis M.S. options, a certificate program, and the ability to take classes as a non-degree student.

**Visit CEE Online**

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## AN ALL-NEW DIGITAL NEWS SOURCE EXCLUSIVELY FOR CIVIL ENGINEERS

Valuable advertising space is available in ASCE's e-newsletters; very few exclusive spots are available in each one.

Brought to you by ASCE's award-winning editorial team, the Civil Engineering Source is a one-stop destination bringing together industry news, career and management articles, Society news, job postings, and practitioner-focused technical updates, as well as a completely redesigned *Civil Engineering* magazine digital edition.

Subscribers have the option of receiving The Civil Engineering Source e-newsletter five days a week, Monday through Friday, or a weekly version on Fridays with our new AI-driven smart newsletter. Content is customized to subscribers' interests as the AI-engine learns their preferences.

### BANNER ADS

Banner 1 - **\$1,950**  
Banner 2 - **\$1,500**  
Banner 3 - **\$800**  
Banner 4 - **\$700**

NOTE: Source banners are sold in week-long placements (5 consecutive days, M-F)

FILE FORMAT: jpeg, png, gif  
SIZE: 550 x 150 pixels  
MAXIMUM FILE SIZE: 200K

**115,000+** daily recipients (M-F)  
**130,000+** weekly recipients  
(Friday only)  
**35%** unique daily open rate

## CIVIL ENGINEERING Source

ASCE'S NEWS AND INFORMATION HUB


Tuesday, August 15, 2023

### Be proactive to best position yourself to reach your civil engineering leadership goals

CIVIL ENGINEERING SOURCE

Matthew Low, chief operating officer of a planning and engineering firm, grew into leadership, discovering his interests and honing his skill set. Hear his advice in a new "ASCE Plot Points" podcast episode.

[Read More](#)




### Federal infrastructure investments buoy engineering and construction firms

SMART CITIES DIVE

More than 36,000 transportation improvement projects have advanced due to the 2021 bipartisan infrastructure law, says the chair of the American Road and Transportation Builders Association.

[Read More](#)



REGISTER NOW

### ASCE SPONSORED WEBINAR

Municipal Adoption of HDPE

Sept. 19, 2023, at 2 p.m. EDT

SPONSORED BY:

pepper &

Responsible Infrastructure


www.pepper.org

### Best cities to put your civil engineering skills to use? Numbers tell a compelling story

CIVIL ENGINEERING SOURCE

After four years of assessing data, a clear top five cities have emerged from ASCE's Best Places for Civil Engineers. And there are plenty of movers and shakers on this year's list.

[Read More](#)




### Amazon dinged for coming up short on carbon-emission actions

TRANSPORT TOPICS

Four years into a plan to eliminate its carbon emissions, Amazon has lost a key endorsement from the world's leading watchdog of corporate climate goals.

[Read More](#)




### Storm causes railway bridge collapses in Norway

THE GUARDIAN

The state-owned rail infrastructure company Bane Nor said it was investigating the extent of the damage to the 172.5-meter-long steel bridge that was built in 1957.

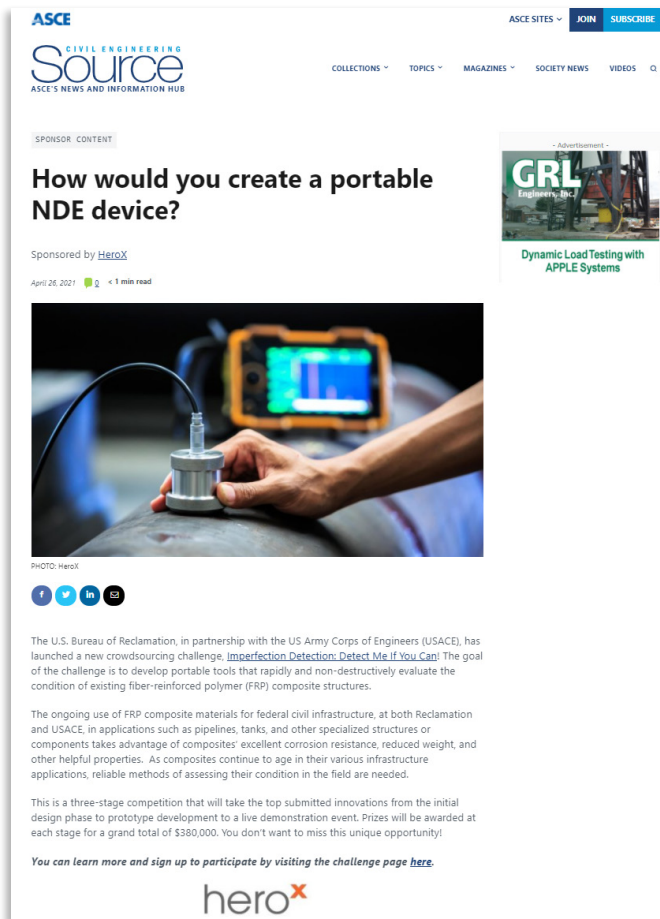
[Read More](#)



# SPONSOR CONTENT & INDUSTRY NEWS

**Do you offer a top tier service or cutting-edge product? Has your team recently completed a groundbreaking project? Interested in sharing your personnel moves, mergers, acquisitions, or other industry news with civil engineers from around the globe? Tell your story to a highly curated audience of civil engineering professionals.**

## SPONSOR CONTENT



- Your content will appear within our daily Source e-newsletter for a full week (M-F) and prominently featured on the Source website for 2 weeks per placement
- In addition to the 200-600 word article, you can provide images, videos, and more
- Only 2 sponsor content opportunities per month
- Design, copywriting, and/or layout services available as needed

For pricing and more information, please contact (703) 295-6439 or [sales@asce.org](mailto:sales@asce.org)

**86%** of Civil Engineering readers find Sponsored Content effective as compared to other forms of advertising\*

\* Source: Harvey Research Organization, 2018 Reader Studies.

### SPONSORED CONTENT SPECS:

IMAGES: 5:4 aspect ratio; minimum 72 ppi

HEADLINE: 10 words or less

TEASER EXCERPT: 200 characters or less

**INTERESTED IN SHARING YOUR PERSONNEL MOVES, MERGERS, ACQUISITIONS, OR OTHER INDUSTRY NEWS WITH CIVIL ENGINEERS FROM AROUND THE GLOBE?**

## INDUSTRY NEWS

The cost for a **two-week placement** on [www.asce.org/source](http://www.asce.org/source) is \$400 for ASCE members or \$500 for nonmembers.

[Submit your industry news](#) for publishing today!

An advertisement for FLAC2D Version 9. It features a diagram of a cross-section of a slope with a failure surface highlighted in red. The text reads: 'Introducing FLAC2D Version 9 Revolutionizing Civil Engineering Solutions'. Below this, it says: 'Itasca, publishers of FLAC the original geomechanical modeling software, revolutionizes the geomechanical engineering industry with the release of FLAC2D v9.0.' and provides the website [www.asce.org](http://www.asce.org).



## BUILD YOUR BRAND, PROMOTE YOUR SERVICES, AND SELL YOUR PRODUCTS 24 HOURS A DAY!

**66%** browse from a desktop

**33%** browse from a phone  
(60% iOS; 39% Android)

Average monthly unique visitors: **130,792**

Average monthly page views: **385,761**

Average time spent on site: **1:42**

Average banner ad CTR **0.46%**

\*Source: Google Analytics, June 2022 - May 2023

### DIGITAL AD OPTIONS

#### MEDIUM RECTANGLE:

\$900 per month  
SIZE: 300 x 250 pixels  
Average CTR: 0.31%

#### LEADERBOARD:

\$1,100 per month  
SIZE: 728 x 90 pixels  
Average CTR: 0.47%

#### BILLBOARD:

\$1,400 per month  
SIZE: 970 x 250 pixels  
Average CTR: 0.64%

*Interested in reaching a more targeted, academic focused audience? Ask us about advertising on [ascelibrary.org](https://ascelibrary.org)! For pricing and more information, please contact (703) 295-6439 or email [sales@asce.org](mailto:sales@asce.org).*

### THE LADDER NEWSLETTER

The Ladder is a **monthly** newsletter exclusively for **students and members 35 and under**. It brings you the latest society news, career development opportunities, job postings, and more.

File format: jpeg, png, gif  
Size: 550 x 150 pixels  
Maximum file size: 200K

Audience	Open Rate	Click-to-open rate	Price per issue
48,000 students and younger members (domestic and international)	22.36%	17.18%	\$1,100

# SPONSORED WEBINARS

51%

average attendance rate  
for live event

664

average registrants

39

Countries participating  
on average

## WHAT ASCE PROVIDES:

- Dedicated email from ASCE to our members
- The Civil Engineering Source 115,000+ daily recipients (M-F) 130,000+ weekly recipients (Friday only)
- Web banners ASCE.org – 4 to 6 weeks before the event Social media posts on ASCE's Twitter and Facebook pages
- ASCE's eLearning web page webinar description with link for registration – 4 to 6 weeks before the event
- Registration platform
- Opt-in for registrants to share their information with the presenter/sponsor
- Dry run one week prior to live event
- Ability for polling questions during the live event
- Confirmation & 24-hour reminder emails sent to registrants
- Platform support, including day of
- Archiving of webinar on our website for a period of one year

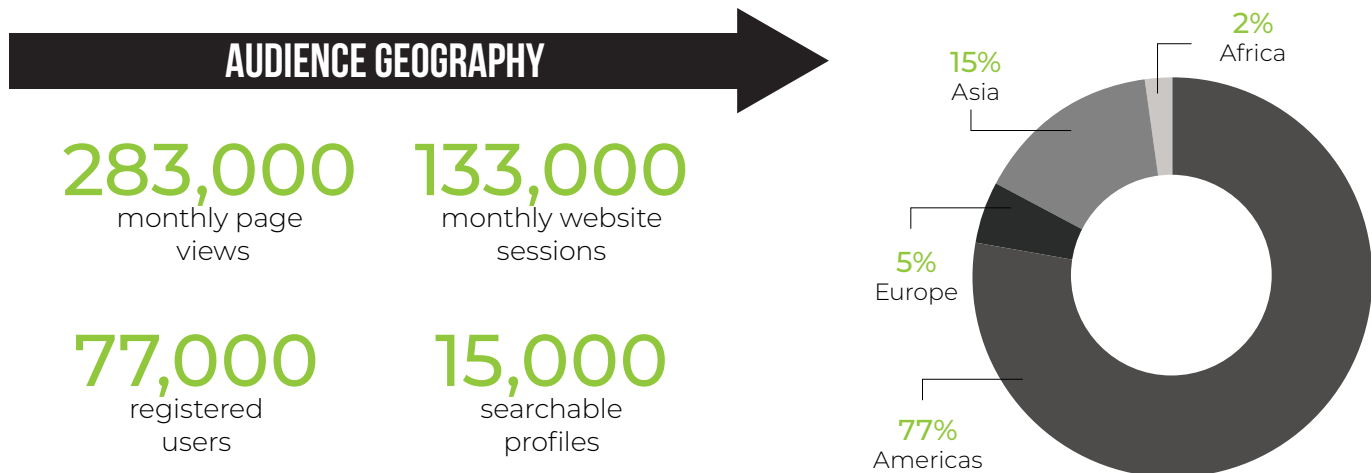
“

ARMOROCK could not be more pleased with our first ASCE webinar. We had more than 600 registrants from 15 countries. We were excited to see the resulting level of awareness and the cost to reach interested parties was a slam dunk. We honestly had a hard time keeping up with the dozens and dozens of questions coming at us. What a great investment.”

—ARMOROCK, webinar sponsor



Hiring a civil engineer for your organization? Here at ASCE, we're passionate about helping you build your team. Let us connect you with our qualified network of over 150,000 civil engineers in the ASCE community. connect you with our qualified network of over 150,000 civil engineers in the ASCE community.



\*Source: Google Analytics 2023.

## MOST SEARCHED TERMS

Planning & Development	Utility Engineering	Aerospace Engineering	Wind Engineering	Energy Engineering
Construction engineering	Surveying & Geomatics	Architectural Engineering	Geotechnical Engineering	Coasts, Oceans, Ports and Waterways
Earthquake engineering	Water Resources Engineering	Engineering Mechanics	Environmental Engineering	Pipelines engineering
Forensic Engineering	Water, Wastewater & Stormwater Engineering	Transportation Engineering		

## EMPLOYER BRANDING

Associate your brand with the nation's oldest engineering society - a trusted source of research and knowledge for the world's leading civil engineers. Get a fully branded Employer Hub to broaden your organization's core values and messaging for a comprehensive, value-based offering.

## STRATEGIC AND TARGETED ADVERTISING

ASCE Career Connections' recruitment marketing packages are designed to connect you with the most qualified civil engineering candidates. Our community spans structural and construction engineering, through to pipelines engineering, surveying and geomatics.

## REACH PASSIVE CANDIDATES





Combine the power of a digital and ASCE print campaign to expand your reach to experienced candidates before they're actively jobseeking. Plus, target top candidates on the world's largest online journal collection, the Wiley Online Library.

## ENHANCE YOUR WORKFLOW

Get expert recruitment support, whenever you need it. Our dedicated Talent Solutions Managers will help you find the right marketing strategy, whether you have one vacancy or multiple. Take advantage of our autopost packages for fully automated, hassle-free job postings.



- Find the right candidate with more impactful recruitment advertising packages
- Connect with highly specialized candidates, thanks to a more advanced search engine
- Maximize your applications and your budget with support from our expert sales and employer success teams
- Extend your reach to specialist engineers who may not be actively jobseeking
- Showcase your values and your employer brand with your improved employer profile

	 <b>Qualified</b> A great starter package to find engineering professionals who are newly qualified and actively looking for a role.	 <b>Practicing</b> Attract the attention of early career candidates with less than 5 years of engineering experience.	 <b>Experienced</b> Engage the 73% of our audience that aren't actively looking for jobs, with greater reach into the engineering community.	 <b>Specialist</b> Our recommended package for reaching experienced, PE licensed civil engineers, who are least likely to be actively jobseeking.
A straightforward ad with your logo	✓	✓	✓	✓
Job featured on Career Connections home page	×	✓	✓	✓
Highlighted in job search results	×	✓	✓	✓
Anchored at the top of the job search results	×	×	✓	✓
Posted alongside relevant ASCE journal content	×	×	✓	✓
Posted alongside engineering journals on the Wiley Online Library	×	×	×	✓
Resume database access	×	×	×	✓
<b>30 Day Plan</b>	<b>\$655</b> <b>Select</b>	<b>\$765</b> <b>Select</b>	<b>\$875</b> <b>Select</b>	<b>\$985</b> <b>Select</b>
<b>60 Day Plan</b>	<b>\$765</b> <b>Select</b>	<b>\$875</b> <b>Select</b>	<b>\$985</b> <b>Select</b>	<b>\$1095</b> <b>Select</b>
<b>90 Day Plan</b>	<b>\$875</b> <b>Select</b>	<b>\$985</b> <b>Select</b>	<b>\$1095</b> <b>Select</b>	<b>\$1205</b> <b>Select</b>

Find your ideal candidate today!  
Get started at [employers.asce.org](https://employers.asce.org) or email [asceadvertiser@wiley.com](mailto:asceadvertiser@wiley.com)

# GEOSTRATA

The official magazine of the ASCE's Geo-Institute, **GEOSTRATA** offers you the opportunity to target your marketing message directly to geo professionals. Published bimonthly, **GEOSTRATA** features articles written by and for geotechnical engineers, and reaches the major engineering firms around the world. The magazine's more than 10,000 readers include engineers, scientists, technologists, educators, and organizations interested in improving the environment, mitigating natural hazards, and economically constructing engineered facilities.

**GEOSTRATA** is trusted by professionals involved in the design and construction of such major projects as:

- Commercial buildings
- Dams
- Foundations
- Public buildings
- Residential subdivisions
- Retaining walls
- Roads and highways
- Stormwater
- Management systems

## ABOUT *GEOSTRATA* READERS:

Our readers are involved in purchasing products and services:

Modeling software

54%

Soil stabilization

60%

Geotextiles

59%

Retaining walls

56%

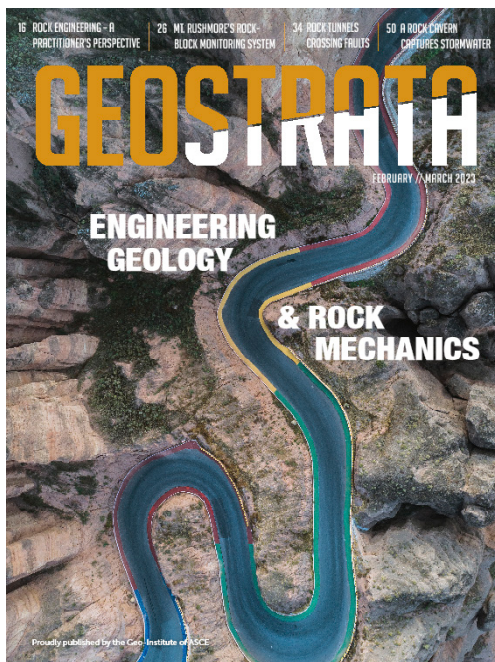
$\frac{2}{3}$  of readers have read all four of the last four issues of **GEOSTRATA**.

**GEOSTRATA** readers pass along their copies—close to  $\frac{1}{3}$  reported sharing their copy with one or more people, bringing the readership to 13,000+.

Readers take action: in the past year, more than  $\frac{3}{4}$  of respondents have acted on advertisements they saw in **GEOSTRATA**.

$\frac{3}{4}$  of readers have been reading **GEOSTRATA** for at least 3 years.

\* Source: Harvey Research Organization, 2018 Reader Studies.



## 2024 ADVERTISING RATES

Size/Position	1x	3x	6x
Cover 4	4,855	4,610	4,345
Covers 2 & 3	4,540	4,305	4,085
Full page	3,405	3,320	3,230
2/3 page	3,150	3,085	3,005
1/2 page	2,980	2,925	2,830
1/3 page	2,520	2,490	2,435

Attention Geo-Institute Organizational Members:  
Ask your advertising representative about special rates!

## 2024 EDITORIAL PLANNER

Issue	Editorial Focus
<b>FEB/MAR</b> AD CLOSE 12/14/23 MAT. DUE 12/29/23 IN-HOME ARRIVAL 1/26/24	Earthquake Geotechnics
<b>APR/MAY</b> AD CLOSE 2/14/24 MAT. DUE 2/28/24 IN-HOME ARRIVAL 3/27/24	Geotechnical Forensics
<b>JUN/JULY</b> AD CLOSE 4/15/24 MAT. DUE 4/29/24 IN-HOME ARRIVAL 5/30/24	Accelerated Construction and Reuse
<b>AUG/SEP</b> AD CLOSE 6/13/24 MAT. DUE 6/28/24 IN-HOME ARRIVAL 7/26/24	Environmental Geotechnics
<b>OCT/NOV</b> AD CLOSE 8/16/24 MAT. DUE 8/30/24 IN-HOME ARRIVAL 9/26/24	Earth Retaining Structures
<b>DEC/JAN</b> AD CLOSE 10/16/24 MAT. DUE 10/30/24 IN-HOME ARRIVAL 11/27/24	QC/QA & Construction Data Base Management

“GEOSTRATA’s editorial board is pleased to announce that our publication has won awards from two organizations. The first comes from the American Society of Business Publication Editors, which recognizes business publications with awards for editorial excellence. We received an Honorable Mention for Magazine of the Year, for overall excellence in the category of nine or fewer issues per year. This is a big honor for a first-time entrant!

The second recognition stems from the Association Media & Publishing Excel Awards, sponsored by the Software & Information Industry Association. GEOSTRATA received a Bronze award for the category of “Dedicated Issue” for Diversity and Inclusion Initiatives.

A noteworthy factor in GEOSTRATA’s selection for both awards was the exclusive focus of the November/December 2020 issue on inclusivity and diversity in the geotechnical engineering profession. Congratulations to everyone who contributed to or worked on this issue!”



# AVERAGE CIVIL ENGINEERING READER

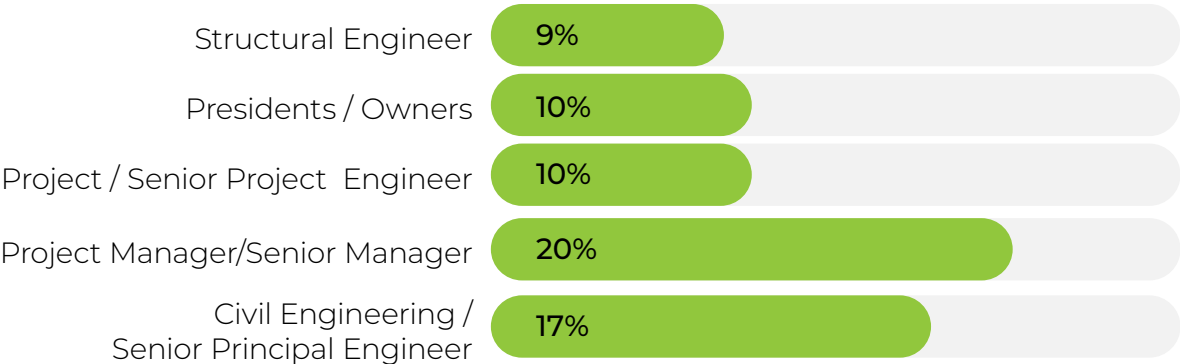
**\$113,316**  
Average annual  
personal income

**50**  
years old

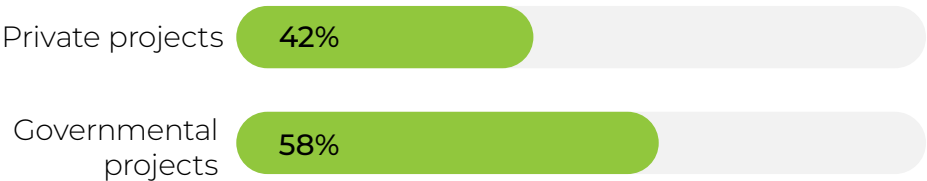
**17** years of being  
an ASCE member

Works for a firm  
that employs  
**4,726**  
engineers

## JOB TITLES



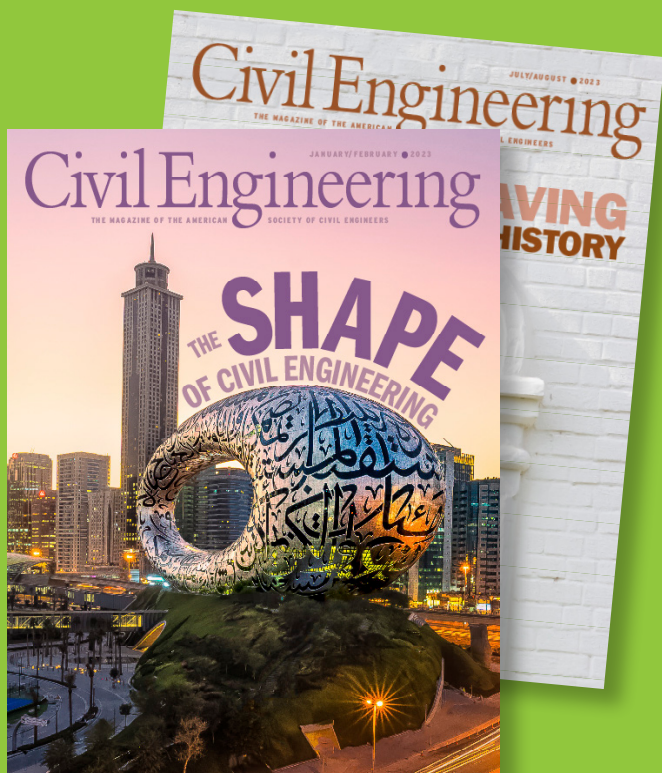
## THE AVERAGE ORGANIZATION’S BILLINGS AND SCOPE



Total estimated gross annual billings, contract value, or budget for 2018 was

**\$242.7** million

\* Source: Harvey Research Organization, 2018 Reader Studies.



## PURCHASING POWER ACROSS ALL DISCIPLINES.

- **77%** of Civil Engineering readers work on **roads** and **highways**
- **73%** work on **stormwater management**
- **66%** work on **bridges**
- **62%** work on **water/sewer pipe systems**
- **62%** work on **utilities**
- **61%** work on **sewers**
- **61%** work on **transportation systems**

## PROJECTS SPECIFIED:

- Drainage Systems **60%**
- Pipes **59%**
- Road highway components **55%**
- Poured concrete products **54%**
- Retaining walls **51%**
- Soil stabilization **50%**
- Geotextiles **49%**

## PRODUCTS SPECIFIED:

- CAD software **78%**
- Computers **72%**
- Printers **66%**
- Plotters **61%**
- Photocopiers **59%**
- Vehicles **57%**
- Seminars/webinars for professional development **55%**
- Project management software **54%**
- Modeling software **52%**
- Computer network software **50%**

## CIVIL ENGINEERING PROVIDES A CREDIBLE, RESPECTED ENVIRONMENT FOR YOUR BRAND.

- 97% of respondents feel that Civil Engineering provides reliable information from credible authors
- 95% of readers cite Civil Engineering as useful to engineering professionals
- Almost a third of readers cite Civil Engineering as the ONE publication that provides the most useful information about products and manufacturers
- The average Civil Engineering reader reads 3 out of 4 issues, and spends 30 minutes to 2 hours reading each
- As a result of seeing ads in Civil Engineering, 85% of readers bought products or services, visited an advertisers' website, saved an ad/article for future reference, or routed the ad to others
- The average number of Civil Engineering readers is 2.1, comprising a total potential reading audience of 154,350

\* Source: Harvey Research Organization, 2018 Reader Studies.

## More than 250 Industry Awards

for  
graphic design and  
editorial excellence  
from American  
Society of Business  
Publications  
Editors (ASPBE), TABPI,  
and APEX

## CIVIL ENGINEERING 2024 GENERAL DISPLAY RATES

Size/Position	1*	3*	6*
Cover 4	10,680	10,146	9,612
Covers 2 & 3	9,790	9,301	8,811
Full page	8,900	8,455	8,010
1/2 page	5,785	5,496	5,207
1/3 page	4,272	4,058	3,845
1/4 page	3,185	3,026	2,867

**Agency commission** 15% Of gross billing allowed to recognized advertising agencies on display space, color and preferred position charges.

## CIVIL ENGINEERING 2024 EDITORIAL PLANNER

In addition to the content listed below, *Civil Engineering* includes in-depth feature articles every other month written by civil engineers for civil engineers on significant projects around the world.

Issue	Civil Engineering Topics	Deadlines	
<b>JAN/FEB</b>	Structures	Ad close Materials due In-home arrival	11/14/23 11/21/23 12/27/23
<b>MAR/APR</b>	The Water Issue	Ad close Materials due In-home arrival	1/12/24 1/25/24 2/27/24
<b>MAY/JUN</b>	Civil Engineers And Business	Ad close Materials due In-home arrival	3/13/24 3/25/24 4/26/24
<b>JUL/AUG</b>	The Elements	Ad close Materials due In-home arrival	5/15/24 5/27/24 6/26/24
<b>SEPT/OCT</b>	Underground Engineering	Ad close Materials due In-home arrival	7/15/24 7/29/24 8/24/24
<b>NOV/DEC</b>	Emerging Technologies	Ad close Materials due In-home arrival	9/16/24 9/30/24 10/25/24



# CIVIL ENGINEERING 2024 CLASSIFIED AND ADVERTISING MARKETPLACE

The Civil Engineering classified and advertising marketplace is where more than 71,000 civil engineers turn for the human resources, products, and services they need to design and build the world's infrastructure.

## Nondisplay Civil Engineering Classified Advertising Rates

No agency commission for non-display ads. Legal notices and proposals take the column-inch rate. 5% discount for multiple insertions.

## CAREER CONNECTIONS PRINT AND ONLINE

Any recruitment classified ad will also appear on the ASCE Career Connections website for the months of publication at no additional charge. For an additional \$200, the ad will be placed online upon confirmation of placement and will run through the month of publication.

Your ad will appear in our Career Connections jobs database at [careers.asce.org](https://careers.asce.org).

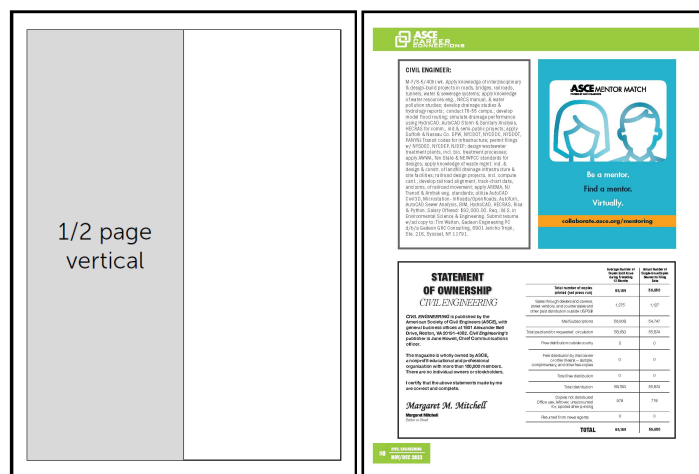
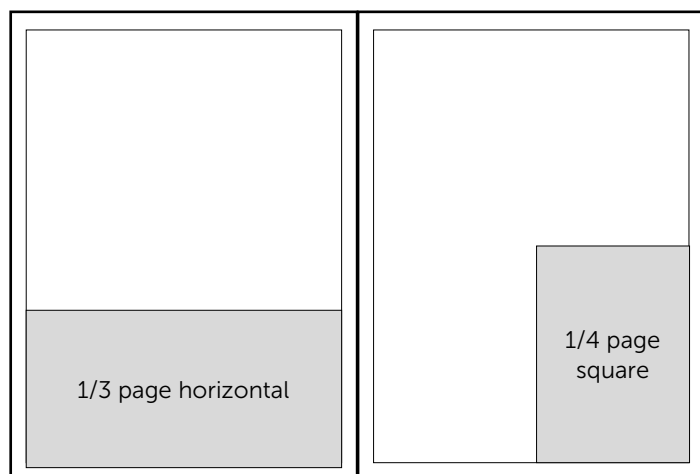
## BASIC LINE ADS (POSITIONS AVAILABLE, UNIVERSITY POSITIONS AVAILABLE, ETC.):

\$265 per column inch. One inch minimum; billed by the half inch. Approximately 360 characters and spaces per column inch. Set in straight paragraph format. Add your logo for only \$370!

## ENHANCED LINE ADS:

(Eye-catching option!):  
\$265 per column inch, plus an additional \$320 for the Special Enhancement.

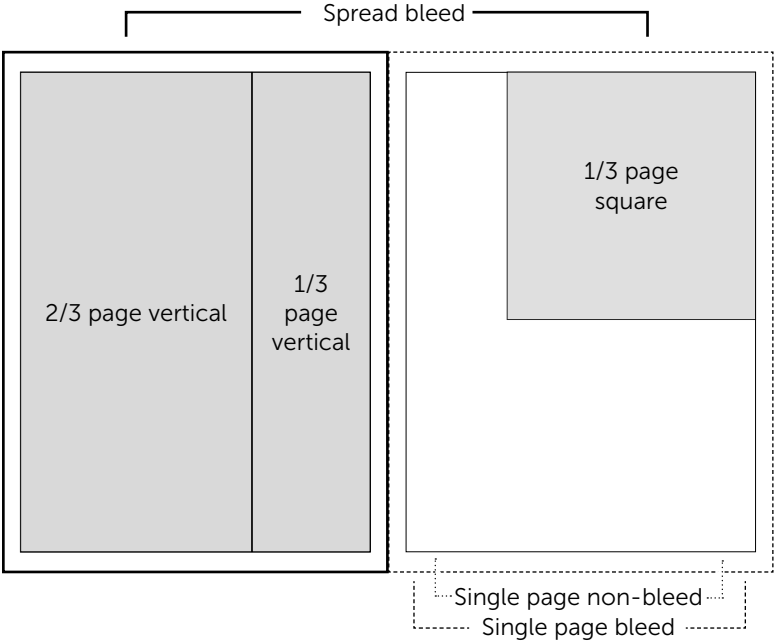
- Increased size
- Larger section in bold with a box/border around the ad



# DISPLAY AD MECHANICAL SPECS **GEOSTRATA**

- **PUBLICATION TRIM SIZE:** 7.875" x 10.875"
- **BLEED:** add .125" on all four sides of ad
- **LIVE AREA:** deduct .25" from trim size, all four sides

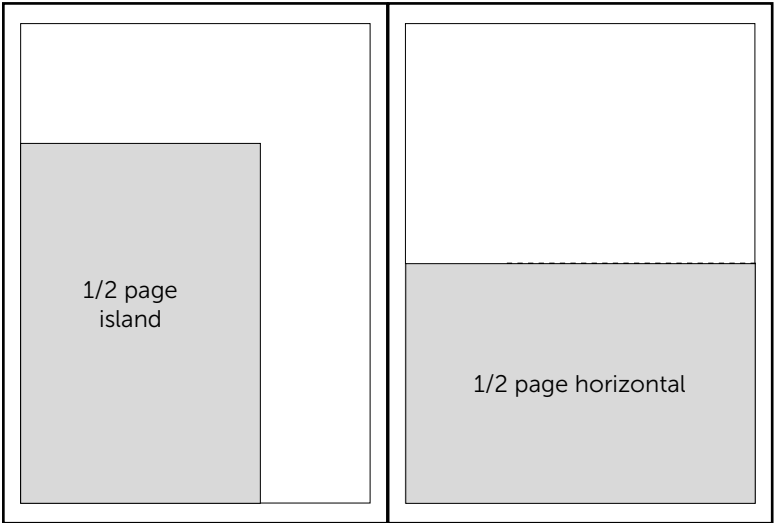
Space Size	Dimensions		
	Width	x	Height
Spread bleed	16.1875"	x	11.125"
Single page bleed	8.125"	x	11.125"
Single page non-bleed	7.375"	x	10.375"
2/3 page vertical	4.5625"	x	10"
1/2 page island	4.5625"	x	7.5"
1/2 page horizontal	7"	x	4.875"
1/3 page square	4.5625"	x	4.875"
1/3 page vertical	2.1875"	x	10"



## INSERTS

- For rates on inserts, email [sales@asce.org](mailto:sales@asce.org)
- Number of preprinted inserts to be supplied should be confirmed by your ad representative. Inserts can be bound in or tipped in. Email for production specifications before proceeding.

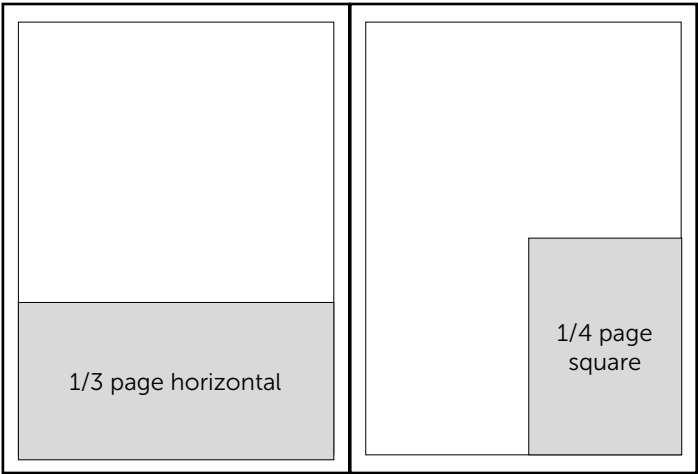
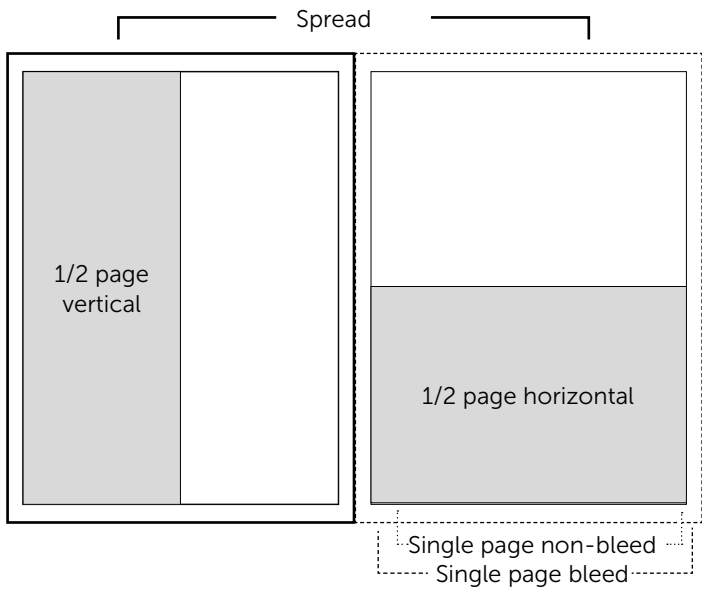
**GENERAL:** Contracts, insertion orders, correspondence, special requests, proofs, and copy should be sent to your ad representative or [sales@asce.org](mailto:sales@asce.org).



# DISPLAY AD MECHANICAL SPECS CIVIL ENGINEERING

- **PUBLICATION TRIM SIZE:** 7.875" x 10.875"
- **BLEED:** add .125" on all four sides of ad
- **LIVE AREA:** deduct .25" from trim size, all four sides

Space Size	Dimensions		
	Width	×	Height
Spread bleed	16.1875"	×	11.125"
Single page bleed	8.125"	×	11.125"
Single page non-bleed	7.25"	×	10.25"
1/2 page horizontal	6.75"	×	4.5"
1/2 page vertical	3.25"	×	9"
1/3 page horizontal	6.75"	×	2.25"
1/4 page	3.25"	×	4.5"



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