

PER ISSUE ADVERTISING RATES

Discounted rates (2x or 4x rates) earned when ads run in consecutive issues. Fifteen percent (15%) added for preferred placement. Rates shown are per issue.

FULL-COLOR PREMIUM PAGES (COVERS)

INSERTION	1X	2X	4X
Back Cover	\$2525	\$2350	\$2225
Inside Covers	\$2325	\$2150	\$2025

FULL-COLOR

INSERTION	1X	2X	4X
Full Page	\$2025	\$1850	\$1725
2/3 Page	\$1825	\$1700	\$1600
1/2 Page	\$1700	\$1600	\$1525
1/3 Page	\$1625	\$1550	\$1475
1/4 Page	\$1575	\$1500	\$1425

2 SPOT-COLORS & BLACK

INSERTION	1X	2X	4X
Full Page	\$1825	\$1650	\$1525
2/3 Page	\$1625	\$1500	\$1400
1/2 Page	\$1500	\$1400	\$1325
1/3 Page	\$1425	\$1350	\$1275
1/4 Page	\$1375	\$1300	\$1225

1 SPOT-COLOR & BLACK

INSERTION	1X	2X	4X
Full Page	\$1500	\$1320	\$1200
2/3 Page	\$1300	\$1175	\$1075
1/2 Page	\$1175	\$1075	\$1000
1/3 Page	\$1100	\$1025	\$ 950
1/4 Page	\$1050	\$ 975	\$ 900

Advertising Rates and Specifications

Volume 82 Prices Effective: September 15, 2011

SPACE RESERVATION CLOSING DATES

ISSUE	CLOSING	COPY DEADLINE	RELEASE
Winter 2011 (Vol 82.1) (Nov 1 – Jan 31)	Mid Oct	Early Nov	Dec
Spring 2012 (Vol 82.2) (Feb 1 – April 30)	Mid Dec	Early Jan	Feb
Summer 2012 (Vol 82.3) (May 1 – July 31)	Mid Mar	Early Apr	May
Fall 2012 (Vol 82.4) (Aug 1 – Oct 31)	Mid Jun	Early July	Aug

Insertion orders and prepayment are due according to the closing dates shown above. Ad copy is due on the copy deadlines shown above.

MAILING INSTRUCTIONS

Ship materials prepaid to Silent Partners, Inc., Attention: Art Department-TCE, 8727 Shoal Creek Boulevard, Austin, TX 78757-6815.

PAYMENT

Advertisers must pay in advance by check or credit card. Checks should be made payable to **Texas Section-ASCE** and mailed to **Silent Partners, Inc., Attention: TCE Managing Editor, 8727 Shoal Creek Blvd., Austin, TX 78757-6815.**

Please contact us for credit card payment.

PLEASE MAKE CHECK PAYABLE TO:

Texas Section-ASCE

PLEASE SEND PAYMENT AND MATERIALS TO:

Silent Partners, Attention: *Texas Civil Engineer*
8727 Shoal Creek Blvd.
Austin, TX 78757-6815

Tel: 512.458.1191 ext. 16 Fax: 512.458.1234
tce@silentpartners.com www.silentpartners.com

CANCELLATIONS

All cancellations must be made in writing prior to the copy deadline date. Orders cancelled before the insertion order expires are subject to short rates.

BLACK & WHITE

INSERTION	1X	2X	4X
Full Page	\$ 800	\$ 625	\$ 500
2/3 Page	\$ 600	\$ 475	\$ 375
1/2 Page	\$ 475	\$ 375	\$ 300
1/3 Page	\$ 400	\$ 325	\$ 250
1/4 Page	\$ 350	\$ 275	\$ 225

PROFESSIONAL DIRECTORY PROCARDS

An investment of only \$230 allows your company's name and services to be listed among the top engineering firms in Texas for an entire volume (one year). Ads received midvolume or changes to ads during a volume are subject to a \$50 surcharge.

ProCard Sizes (Black & White)

Single 2.75" x 1.25" \$230 Triple 2.75" x 3.75" \$630
Double 2.75" x 2.50" \$455 Quadruple 2.75" x 5" \$805

ProCard Color Rates

1 Spot-Color & Black: add \$195 to B&W rate
Full-Color: add \$295 to B&W rate

CLASSIFIED ADVERTISING

Base Rate for 40 words is \$45. Each additional word is 50 cents. Rate applies equally for magazine or Web site. Advertisers receive a 10% discount when placing the same ad in the magazine and on the Web site. To obtain an estimate, e-mail your classified ad to tce@silentpartners.com.

LOG ON TO WWW.TEXASCE.ORG

- ★ Get the Latest News, Announcements, and Upcoming Events ★
- ★ View Employment Opportunities ★
- ★ Advertise Your Products and Services ★
- ★ Become a Member of Texas Section—ASCE ★

TYPESETTING

Texas Civil Engineer is not responsible for the creation and typesetting of ads unless otherwise specified at the time of insertion order. Ad creation and alterations to existing ads can be made at the rate of \$70/hour. Any ad received that is not production-ready will be charged accordingly to make the advertisement ready, including type and artwork.

LEGAL REQUIREMENTS

Advertisers must submit for review sample ad copy and a background statement on their product or service prior to the publication deadline. Upon acceptance, advertisers must submit a signed insertion order stating the advertising schedule, frequency, anticipated rate, and ad size, and acknowledge that all advertising standards have been read and understood.

TEXAS Civil Engineer

ART AND MECHANICAL REQUIREMENTS

Digital files are required. Always include the native application file, images¹, fonts, and a printed sample of the ad. RGB images must be converted to grayscale for B&W ads or CMYK for color ads. Spot colors will be converted to CMYK. We accept PC-formatted media. All supporting artwork must be provided. Unless specifically notified in advance, all submitted materials become the property of *Texas Civil Engineer*.

Texas Civil Engineer accepts electronic files produced in Adobe Photoshop with files saved as a PSD or flattened TIFF/EPS; Adobe Illustrator² EPS (with fonts converted to outlines); Macromedia Freehand²; PDF's set to press quality and fonts embedded and saved to Windows 98 (or later)³. Files can be e-mailed to tce@silentpartners.com. FTP is available for large files. Printed samples or a PDF must still be submitted.

The use of Microsoft applications such as Word, Excel, or PowerPoint is discouraged. Advertisers sending files different from *Texas Civil Engineer's* art requirements will be subject to additional charges for electronic file modifications.

The editor reserves the right to reset any advertisement that is considered inappropriate for *Texas Civil Engineer*. All expenses incurred for resetting will be the responsibility of the advertiser.

¹The recommended minimum resolution requirements are 300 dpi for scanned photos or art and 600 dpi for scanned text or line art. For images containing photos and text/line art, scan at 600 dpi or better.

²All fonts in Illustrator, Freehand, etc. must be converted to curves/outlines/paths and saved as EPS.

³Check all Knockouts/Overprints as they will appear exactly as setup in electronic files.

PROOFS TO SEND WITH ADS

4-Color ads: Color proof. Black & White ads: Positive print.

PRODUCTION FEES

Custom advertising design rates are \$70/hour. Please call Silent Partners at (512) 458-1191 ext. 16 for details.

TEXAS Civil Engineer

Texas *Civil Engineer* is the quarterly magazine of the Texas Section of the American Society of Civil Engineers (ASCE). With a readership approaching 7,000, the six-time winner of ASCE's "National Newsletter Award" is a forum for professional affairs, engineering news, and societal matters for the 16 Branches of the Texas Section-ASCE. Copies of the magazine are distributed to libraries and to all 14 engineering schools in Texas.



The readers of *Texas Civil Engineer* provide professional engineering services for the planning, construction, management, operation, and repair of industrial, commercial, and residential facilities, municipal utilities, roads, bridges, airports, and harbors. Our readership is responsible for contracting professional services and purchasing the equipment and materials involved in these projects. In addition to the magazine, our Web site, www.texasce.org, offers classified advertising and site sponsorships. These two venues create a targeted and highly effective means of reaching thousands of Texas civil engineers with your employment listings or ads for materials and services.



SET YOUR COMPANY'S
GEARS IN MOTION.