

Civil Engineering 2018 General Display Rates

Four-Color Rates

Size/Position	1x	3x	6x	9x	12x	18x
Cover 2	16,555	16,055	15,770	15,495	15,210	14,950
Cover 3	16,555	16,055	15,770	15,495	15,210	14,950
Cover 4	16,555	16,055	15,770	15,495	15,210	14,950
Full page	14,395	13,960	13,715	13,475	13,255	13,000
2/3 page	10,910	10,610	10,420	10,285	10,125	9,700
1/2 page	9,760	9,470	9,335	9,180	9,055	8,910
1/3 page	7,415	7,295	7,220	7,155	6,945	6,855
1/4 page	6,260	6,105	6,055	5,980	5,915	5,835
1/6 page	5,330	5,215	5,170	5,130	5,065	5,025

Black & White Rates

Size/Position	1x	3x	6x	9x	12x	18x
Full page	11,650	11,215	10,970	10,730	10,510	10,255
2/3 page	8,165	7,865	7,675	7,540	7,380	6,955
1/2 page	7,015	6,725	6,590	6,435	6,310	6,165
1/3 page	4,670	4,550	4,475	4,410	4,200	4,110
1/4 page	3,515	3,360	3,310	3,235	3,170	3,090
1/6 page	2,585	2,470	2,425	2,385	2,320	2,280

Agency Commission

15% of gross billing allowed to recognized advertising agencies on display space, color and preferred position charges.

Display Ad Mechanical Specs

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

Space Size	Dimensions	
	Width	Height
Spread bleed	16"	11.125"
Single page bleed	8.125"	11.125"
Single page non-bleed	7.375"	10.625"
2/3 page vertical	4.5625"	10"
1/2 page island	4.5625"	7.5"
1/2 page horizontal	7"	4.875"
1/2 page vertical	3.375"	10"
1/3 page square	4.5625"	4.875"
1/3 page vertical	2.1875"	10"
1/4 page square	3.75"	4.875"
1/6 page	2.1875"	4.875"

Artwork file submission

For accurate color reproduction, art files must be accompanied by a matchprint or digital proof. Artwork should be submitted as PDF/X-1a or higher. All artwork must be in CMYK mode, and all embedded color profiles (RGB or ICC profiles) must be discarded. AI, EPS and TIFF file types are also acceptable for submission. PDF files must contain high resolution (300 dpi) graphics and 100% embedded fonts. For AI and EPS files, fonts must be converted to outlines. Native files (InDesign CS6 or other file types) may also be submitted. To submit files other than those mentioned here, please contact the production manager.

Materials

- AD FILES:** Please contact Sean Richardson to receive secure FTP instructions in order to upload artwork for each issue. Phone: 703.295.6243 Email: srichardson@asce.org.
- COLOR PROOFS:** Sean Richardson, ASCE's *Civil Engineering* magazine, 1801 Alexander Bell Drive, Reston, VA 20191

Ask your sales representative about ASCE custom content opportunities.

Civil Engineering

2018 Classified Advertising

Civil Engineering Marketplace and Career Connections Pages

Where over 78,000 civil engineers turn for the human resources, products and services they need to design and build the world's infrastructure.

- Consistent, cost-effective way to reach the nation's leading civil engineers
- Ads will be featured in the digital version of the magazine; available online at www.asce.org/CEmagazine and in the mobile app.

Career Connections print and online

Any recruitment classified ad will also appear on the ASCE *Career Connections* website for the month (s) 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.

- MINIMUM SIZE:** 1 column x 1"
- COLUMN WIDTH:** 2.25"
- MAXIMUM DEPTH:** 8.75"

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.

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

Black and White Rates

Size	1x	6x	12x	One Year Pre- Paid
1"	295	265	215	2,140
2"	430	380	345	3,430
3"	560	485	450	4,715
4"	700	615	560	5,995

Color Rates:

Add the color rates to the appropriate black and white rates, according to ad size and frequency.

- Four Color (process color).....2,745