

# ACEC ENGINEERING, INC. DIGITAL ADVERTISING OPPORTUNITIES

*Engineering, Inc.*, ACEC's award-winning magazine, has evolved into a dynamic, continuously updated multimedia destination for industry news, insights, and ACEC content. This online media and news hub seamlessly integrates with ACEC's broader media ecosystem—including the *Engineering Influence* podcast, video programming, feature articles, and social media—to create an **always-on network** that keeps engineering and design professionals engaged.

This enhanced digital platform offers rich opportunities to reach decision-makers through timely content, a wide range of media formats, and a more immersive user experience. It's the ideal moment to connect with the ACEC audience of leaders and influencers across engineering and design and elevate your organization's visibility.

## WHO IS OUR AUDIENCE



**37%**

are service engineering professionals, including Project Managers, representing Civil, MEP, Geo-technical, Land Development, and Surveying practice disciplines



**63%**

are C-level executives including CEOs, Presidents, Principals, CFOs, COOs, and CIOs



ACEC firms design private and public projects in Transportation, Vertical Construction, Water/Wastewater Systems and Power

*Last Word*, ACEC's main blog and source for news and content, is now available on *Engineering Inc.*

## Q4 WEBSITE STATS



Pageviews  
**28,899**



Users  
**12,219**

## Q4 LAST WORD STATS



Delivered to  
**1,215,428**  
inboxes



Total Opens  
**96,052**

## GOLD PACKAGE

### Benefits

- Top banner advertisement in the *Last Word* blog
- Large horizontal advertisement (970 x 250px) on *Engineering, Inc.* homepage
- One skyscraper (300 x 600px) in-article advertisement within *Engineering, Inc.*
- Sponsored content article (on the site for one month). Can change article at any time during the month.
- Two 10-minute podcasts on *Engineering Influence* (interview-style hosted by ACEC)

**\$11,000 PER MONTH (\$13,750 VALUE)**

## SILVER PACKAGE

### Benefits

- One spotlight advertisement in the *Last Word* blog
- One skyscraper in-article advertisement (300 x 600px) within *Engineering, Inc.*
- One square in-article advertisement (300 x 250px) within *Engineering, Inc.*
- One 10-minute podcast on *Engineering Influence* (interview-style hosted by ACEC)
- One square advertisement (300 x 250px) on homepage of [acec.org](http://acec.org)

**\$6,000 PER MONTH (\$6,750 VALUE)**

## BRONZE PACKAGE

### Benefits

- One skyscraper in-article advertisement (300 x 600px) within *Engineering, Inc.*
- One square in-article advertisement (300 x 250px) within *Engineering, Inc.*
- One square advertisement (300 x 250px) on homepage of [acec.org](http://acec.org)

**\$3,500 PER MONTH (\$4,000 VALUE)**

# A-LA-CARTE



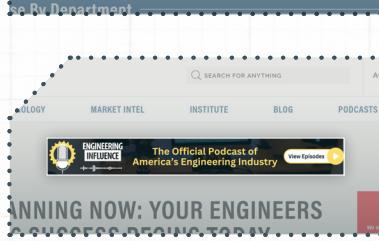
Top banner advertisement in the *Last Word* blog

**\$2,000  
PER MONTH**



Large horizontal advertisement (970 x 250px) on *Engineering, Inc.* homepage

**\$2,000  
PER MONTH**



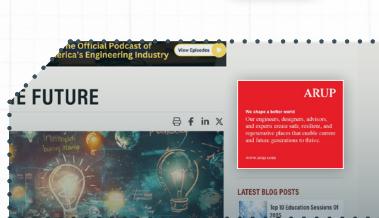
One horizontal in-article advertisement (728 x 90px) within *Engineering, Inc.*

**\$1,750  
PER MONTH**



One skyscraper in-article advertisement (300 x 600px) within *Engineering, Inc.*

**\$1,500  
PER MONTH**



One square in-article advertisement (300 x 250px) within *Engineering, Inc.*

**\$1,000  
PER MONTH**



Sponsored content article (on the site for one month). Can change article at any time during the month.

**\$3,000  
PER MONTH**



Ten-minute podcast on *Engineering Influence* (interview-style hosted by ACEC)

**\$2,500  
PER MONTH**



One square advertisement (300 x 250px) on homepage of acec.org

**\$2,500  
PER MONTH**

Interested in Advertising? Contact:

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ACEC