# ADVERTISING



#### $960 ext{ x 115 pixels (web) & 780 ext{ x 115 pixels (e-mail)}}$

## LAST WORD BLOG

This weekly email reaches decision makers with current industry trends, governmental updates and engineering knowledge.

### Sponsorship Top Banner Ad I 780 x 115 pixels - \$2,000 per month

Bonus add-on: Top Banner Ad (780 x 115 pixels) on the Last Word weekly email

**Vertical Banner Ad I** 169 x 389 pixels - \$1,350 per month Bonus add-on: Square Banner Ad (169 x169 pixels) on the Last Word weekly email

Square Banner Ad I 169 x 169 pixels - \$850 per month

Bonus add-on: Square Banner Ad (169 x169 pixels) on the Last Word weekly email



## **ACEC.ORG WEBSITE**

**Full Banner Ad (Homepage only) | SPOT 1 & 2** 550 x 100 Pixels - \$2,000 per month

**Spotlight Banner Ad** 149 x 149 Pixels - \$750 per month **95,313** page views monthly

**66%** of viewers are ACEC members



## **AD RETARGETING**

ACEC's audience becomes your audience with retargeting. Get exclusive direct access to our website visitors and retarget them with your company's ads that will showcase your brand, anywhere they visit online. Retargeting keeps your brand top-of-mind by providing sustained visibility over weeks, making it perfect for brand awareness of nurturing leads before, during, and after your marketing campaign initiatives.

## **HOW IT WORKS:**



#### KKR Agrees to Buy S&P Global's Engineering Solutions Unit for \$975 Million

The business provides technical standards and related know-how to 650,000 architects, engineers and other users

 By Maria Armental and Colin Kellaher

 Jan 17,2023621 pm ET
 WSJ PRO

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 AA TEXT

DEALS

KKR & Co. is buying S&P Global Inc.'s Engineering Solutions business for about \$975 million in cash, acquiring a business that provides technical standards and related knowledge to architects, engineers and technical professionals. Business Development & Marketing Forum Learn, Enhance & Adapt Your Business Development Gucation Session Small Prevalouts Open Discussions Networking Larty Bird Ends 1/27 LEARN MORE

TOP NEWS

"We see significant opportunities for Engineering Solutions to accelerate growth, expand its footprint and continue to innovate as an independent company," said KKR Partner Webster Chua. The firm expects to close the deal by the end of June and plans to focus on enhancing product coverage and expanding...



### **CHOOSE YOUR REACH & DURATION:**

Package	Price	Duration	# of Impressions
First Impression	\$2,000	3-4 Weeks	25,000
Strong	\$3,000	4-6 Weeks	50,000
Ultimate	\$5,000	10-12 Weeks	100,000