the Professional Engineer

The Magazine of North Carolina Engineering

2012 PENC Media Kit

WHO READS the PROFESSIONAL ENGINEER?

the Professional Engineer, the official publication of the Professional Engineers of North Carolina, reaches influential decision-makers involved in engineering disciplines across the state.

the Professional Engineer is the only North Carolina-focused Engineering magazine published in the state.

Are you reaching these key decision-makers?

Advertising in *the Professional Engineer,* The Magazine of North Carolina Engineering, gets your name, your services and your talents in front of these decision-makers where you'll receive the targeted exposure you need!

By utilizing all communication vehicles from e-mail to print, the quarterly digital and print publication boasts a **circulation of over 10,000** engineering decision-makers throughout North Carolina. Our readers represent the entire spectrum of engineering disciplines including:

- all members of the **Professional Engineers of North Carolina**
- **prominent engineering firms** in North Carolina
- many professional engineers working in **local and state government** in North Carolina
- all **NCDOT district offices**
- **architects, contractors, suppliers**
- engineers in all practice areas, including **construction, education, industry, government and private practice**

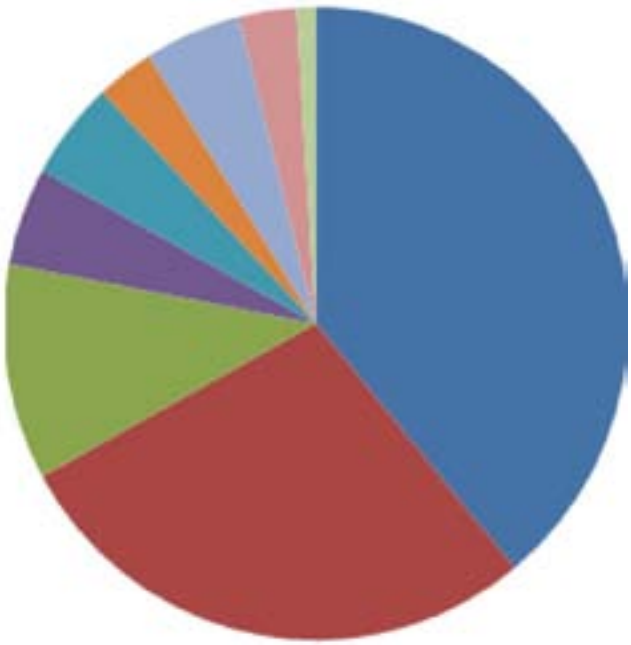
Contact Advertising Representative for the Professional Engineer by emailing exec@penc.org or calling 919-834-1144 ext.1

WHO READS the PROFESSIONAL ENGINEER?

***the Professional Engineer's* Readers by Location**

- **40 % Triangle area** ***(includes Raleigh/Durham)***
- **28% Charlotte area**
- **11% Triad area** ***(includes Greensboro/Winston Salem)***
- **5% Eastern Carolina & Outer Banks**
- **5% Western NC** ***(includes Asheville)***
- **5% Wilmington area**
- **3% Hickory area**
- **3% Fayetteville area**
- **1% Out of State**

Coming Soon: Subscription service for out-of-state Engineers licensed in North Carolina



About PENC

Since 1949, PENC has strengthened the engineering industry in NC by promoting the ethical, competent and licensed practice of engineering and advocating on behalf of professional engineers. Visit www.PENC.org for more information about PENC.

Make the Investment

In today's fast-paced world, being able to catch the eye of those who impact your company's bottom line can make all the difference. By investing in PENC, your company receives access to the most influential engineering audience in North Carolina.

- Saturate the marketplace
- Maintain ongoing contact with your target market
- Utilize a highly credible and valuable publication vehicle
- All at a lower cost than direct mail!

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WHAT IS PUBLISHED IN the Professional Engineer?

PENC's Editorial

the Professional Engineer is the only regularly published engineering magazine in all of North Carolina. Our magazine tracks industry trends, presents new ideas and programs, and monitors changes in laws and regulations. Topics include:

- **School/Facility Construction**
- **Engineering Education**
- **Contracts and Legal Issues**
- **Sustainability and the Green Industry**
- **Ethics**
- **Infrastructure Funding**
- **Energy and Environment**
- **And much more…**

Readers are active in the profession and have a high level of interest in the content of *the Professional Engineer.* The articles are well-read and the issues are archived for future reference giving your advertisement multiple exposures.

2012 THEMES & DUE DATES

Issue	Publish Date	Advertising Deadline	Features
Winter	February 17	February 3	Education Outreach
Spring	May 18	May 4	Economy and Employment
Summer	August 24	August 3	Energy
Fall	November 16	October 26	TBD

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ADVERTISING RATES

DISPLAY AD SIZES, RATES & DISCOUNTS*

Size	1x	2-3x	4x
Business Card	$130	$125	$120
Quarter Page	$265	$250	$240
Half Page	$395	$375	$355
Full Page	$655	$620	$590
Back Cover	$1325	$1260	$1195
Inside Front Cover	$1295	$1230	$1165
Inside Back Cover	$1260	$1195	$1135

Color add 10% to Price
*Rate per insertion

Advertising Terms and Conditions

- All ads must be prepaid and accompanied by a signed contract
- The contract may begin anytime of the year
- Press-ready art is required. Send a high-resolution PDF (300 DPI or greater) via e-mail to kforst@penc.org. Sufficient layout instructions must accompany ad.
- Ad materials will be returned only upon request.
- Advertisers and their advertising agencies assume complete liability for all content.

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ADVERTISING RATES for P3 PROGRAM PARTNERS

DISPLAY AD SIZES, RATES & DISCOUNTS*

Size	1x	2-3x	4x
Business Card	$100	$95	$90
Quarter Page	$210	$195	$185
Half Page	$320	$300	$280
Full Page	$525	$490	$460
Back Cover	$1050	$985	$920
Inside Front Cover	$1035	$970	$905
Inside Back Cover	$1010	$945	$880

Prices are for color or black and white

*Rate per insertion

P3 Partners Include Enterprise, Sustaining and Affiliate. **All Partners are entitled to free ads or the equivalent value as outlined below:

- **Platinum Sustaining Partners** receive **four** free insertions of a quarter page ad
- **Gold Sustaining Partners** receive **one** free insertion of a quarter page ad
- **Platinum Affiliate Partners** receive **two** free insertions of a quarter page ad
- **Gold Affiliate Partners** receive **one** free insertion of a quarter page ad

Enterprise Partners receive customized specially negotiated rates.

P3 Program

The PENC P3 Program is a corporate membership program designed with **your** company in mind.

- **PENC Enterprise Partners** receive discounts on membership for their employees, sponsorships, and advertising in all PENC publications.
- **PENC Sustaining Partners** receive discounts on sponsorships and advertising.
- **PENC Affiliate Partners** are companies that do business with engineers. They receive discounts on sponsorships and advertising.

If you are interested in learning more about the P3 program and the other benefits associated with it, please call Betsy Bailey at 919-834-1144 or e-mail bbailey@penc.org for more information.

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2012 ADVERTISING CONTRACT

Ad Title _____
Contact Person_____
Company/Client_____
Ad Agency (if any)_____
Billing Address_____
City/State/Zip_____
Phone_____
Fax_____
E-mail_____

Issues	Ad Type	Color?	Shape(V/H)	Cost
Winter 2012	_____	_____	_____	$_____
Spring 2012	_____	_____	_____	$_____
Summer 2012	_____	_____	_____	$_____
Fall 2012	_____	_____	_____	$_____

Credit Card #_____
CC Billing Address_____
CC Billing Zip _____
Expiration Date _____
Signature_____
Invoice ____ Yes ____ No

Please fax your signed contract to Betsy Bailey at 919-834-1148 or e-mail to bbailey@penc.org. Checks should be made payable to Professional Engineers of North Carolina and submitted with this form to 1015 Wade Avenue, Suite A, Raleigh, NC 27605. Credit card orders may be faxed or phoned in. Visa and MasterCard are accepted. Thank you!

Payment for advertising is due upon the receipt of our invoice. Advertisers are responsible for submission of copy. If no copy is available, advertiser is responsible for the cost of space, which will be used at Publisher's discretion. All advertisements are accepted and published by Publisher upon the representation that the agency and/or advertiser is authorized to contract placement for an publish entire contents of ad. In consideration of Publisher's acceptance, the agency and/or advertiser will indemnify and hold Publisher harmless and against any loss of expense resulting in and legal claims or disputes. Publisher reserves the right to reject any advertising. All cancellations must be in writing and are not accepted after published space closing dates.

PENC
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Professional Engineers of North Carolina
A state society of the National Society of Professional Engineers

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