

**the**  
**Professional Engineer**  
*The Magazine of North Carolina Engineering*

## MEDIA KIT 2009

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

### PENC's Readers

Reach an audience who influence or make purchasing decisions on products and services, *the Professional Engineer* will be sent to over 3,000 PENC members and others as a separate publication polybagged with the state's premier business magazine, *BUSINESS NORTH CAROLINA*

• Our readers are:

- Engineers, architects, contractors, suppliers
- State, county and city officials
- Involved in construction, education, industry, government and private practice

• If you offer:

- Technical products
- Professional development and education
- Computer hardware and software
- Contract services

You will find an active group of purchasers in *the Professional Engineer*

### PENC's Editorial

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

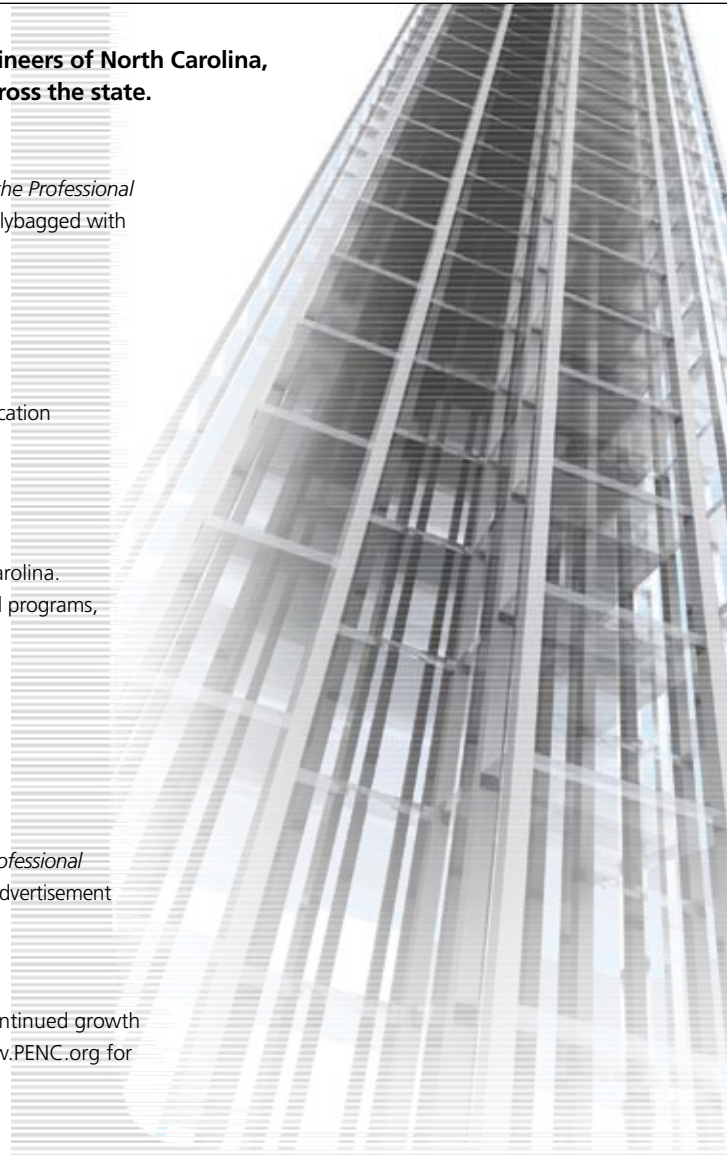
- School / facility construction
- Software
- Infrastructure funding
- Contracts
- Transportation issues
- Continuing education
- Engineering services
- Insurance
- Robotics
- Sustainability and the Green industry

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

### About PENC

Since 1949 PENC has strengthened the engineering industry in N.C. by promoting the continued growth of ethical, competent and licensed engineering and advocating on their behalf. Visit [www.PENC.org](http://www.PENC.org) for more information about PENC.

2009 EDITORIAL CALENDAR			
Month	Scheduled publication	Advertising deadline	Features
Summer 2009	August 2009	June 12, 2009	Renewable Energy
Fall 2009	November 2009	September 11, 2009	Whitewater Center





# ADVERTISING

## Mechanical Requirements

Trim Size 8.125"x10.875"

Bleed Size 8.375"x11.125"

## Digital Files

Preferred formats are InDesign, Adobe Illustrator, or a HiRes PDF provided all fonts are embedded and all color is converted to CMYK. Image files must be 300 dpi. Please include a laser copy for reference, as well as all image files and fonts used in document. All color files must be accompanied by color proofs or separated laser proofs. Publisher assumes no responsibility for accuracy where no proof is provided.

E-mail files to [advertising@businessnc.com](mailto:advertising@businessnc.com) or submit files on disk.

Contact Ellen Carver at 704-523-3966 or [ecarver@businessnc.com](mailto:ecarver@businessnc.com)

## Advertising Rates

BLACK & WHITE RATES			COVER & PREMIUM POSITIONS		
	1x	2 or more		1x	2 or more
Full page	\$1029	\$929	Double page spread	\$1799	\$1619
2/3 page	\$859	\$779	2nd cover	\$1449	\$1309
1/2 page	\$669	\$609	3rd cover	\$1349	\$1219
1/3 page	\$499	\$449	4th cover	\$1549	\$1399
1/4 page	\$389	\$349			
Buyer's Guide	\$329	\$299			
<b>10% member discount</b>			<b>COLOR RATES (add to B&amp;W Rates)</b>		
<b>Advertising Agencies:</b>					
All prices are quoted at net rates			One Process Color		2 or more \$350
<b>Advertising Inserts:</b>			Full Color		\$500
Prices available upon request			<i>50% color discount for 1/2 page and smaller</i>		

## Buyer's Guide Listing Layout

**ENVIRONMENTAL CONSULTING**

YOUR LOGO HERE

Company Name  
 Company Address  
 City, State, Zip  
 Tel: 000-000-0000  
 Fax: 000-000-0000  
 www.website.com  
 Your 40-word profile goes here.  
 This space should be used to highlight any products or services you would like to showcase to promote your business. There is a 40-word maximum for this space.

## Advertisement Sizes

full page - bleed (8.375 x 11.125)  full page (7 x 10)	2/3 page vertical (4.625 x 10)	1/2 page horizontal (7 x 4.875)	1/2 page vertical (4.625 x 7.25)
1/3 pg vertical (2.25 x 10)	1/3 page square (4.625 x 4.875)	1/4 page vertical (3.4 x 4.625)	1/4 page horizontal (4.625 x 3.5)

Buyers' Guide Listings have a 40-word maximum, not including address and web site information. Preferred formats for company logos are Adobe Illustrator or a HiRes PDF, provided all fonts are embedded and all color is converted to CMYK. Logo files must be 300 dpi. Please note that logos will be resized to fit the Listing ad space.

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Published by

