

American Council of Engineering Companies of California

ACEC of California helps you target leaders in the **\$50 billion** specifying market.

For more than 50 years, the American Council of Engineering Companies of California (ACEC California) has represented the state's private consulting engineering and land surveying firms. ACEC California is the **largest** member organization in ACEC and **represents nearly 20 percent of ACEC's total national membership.**

THE RESOURCES:

- **Engineering & Surveying Business Review** magazine is published three times a year as a key legislative industry update. Full issues are available in an interactive format online, providing instant access and longevity for advertising messages.
- The annual **Membership Directory** contains contact information for all members and is referenced throughout the year as a buyers' guide.
- **E-Upd@te** is a monthly eNewsletter that is emailed to **more than 2,500** subscribers to keep them up-to-date with the latest in association and industry news and events.



CONNECT WITH CALIFORNIA'S ENGINEERING AND LAND SURVEYING INDUSTRY

Our resources directly target consulting engineers and land surveyor members of ACEC California. These valuable tools also reach:

- Legislators
- CEOs
- Public officials
- Heads of public agencies
- Deans of Engineering at California universities

ACEC resources allow you to target the most prominent purchasers in the California consulting engineer and land surveyor industry — a **\$50 billion market**. To deliver your message to these key decision makers, contact your Naylor account representative today!



Advertising with ACEC of California...

MAXIMIZES EXPOSURE:

All print advertisers receive a customized listing in our **Index of Advertisers** to increase visibility. Our online resources are available via the ACEC-CA Web site, giving advertisers additional reach.

STRENGTHENS YOUR RELATIONSHIP:

Show support for the premier consulting engineers and land surveyors association in California. ACEC California advocates to keep the industry strong through education, professional development and information exchange. Your advertisement in our resources is an investment not only in your firm, but in your industry.

For more information, visit: www.acec-ca.org

CONTACT:

Troy Dempsey
Publication Director
Naylor, LLC
Phone: 770-810-6978
Fax: 770-810-6995
Email: tdempsey@naylor.com



Net Advertising Rates

Revisions and Proofs: \$50.00
Position Guarantee: 15% Premium

Full-Color Rates

Size	1x	2x	3x
Double-Page Spread	\$3,809.50	\$3,619.50	\$3,429.50
Outside Back Cover	\$3,339.50	\$3,209.50	\$3,079.50
Inside Front or Inside Back Cover	\$3,079.50	\$2,949.50	\$2,819.50
Full Page	\$2,579.50	\$2,449.50	\$2,319.50
2/3 Page	\$2,389.50	\$2,269.50	\$2,149.50
1/2 Page Island	\$2,219.50	\$2,109.50	\$1,999.50
1/2 Page	\$1,919.50	\$1,819.50	\$1,729.50
1/3 Page	\$1,409.50	\$1,339.50	\$1,269.50
1/4 Page	\$1,029.50	\$979.50	\$929.50
1/6 Page	\$869.50	\$829.50	\$779.50
1/8 Page	\$689.50	\$659.50	\$619.50

DIRECT MAIL OPPORTUNITIES AVAILABLE: Please ask your representative for details.

» All magazine rates include eMagazine links!

Black-and-White Rates

Size	1x	2x	3x
Full Page	\$1,729.50	\$1,639.50	\$1,559.50
2/3 Page	\$1,539.50	\$1,459.50	\$1,389.50
1/2 Page Island	\$1,369.50	\$1,299.50	\$1,229.50
1/2 Page	\$1,069.50	\$1,019.50	\$959.50
1/3 Page	\$809.50	\$769.50	\$729.50
1/4 Page	\$629.50	\$599.50	\$569.50
1/6 Page	\$469.50	\$449.50	\$419.50
1/8 Page	\$439.50	\$419.50	\$399.50

Ad Size Depictions

	Double Page Spread Bleed	Full Page No Bleed	Full Page Bleed	2/3 Page Horizontal	2/3 Page Vertical
1/2 Page Horizontal	1/2 Page Long Vertical	1/2 Page Vertical/Island	1/3 Page Square	1/3 Page Horizontal	1/3 Page Vertical
1/4 Page Horizontal	1/4 Page Vertical	1/6 Page Horizontal	1/6 Page Vertical	1/8 Page Horizontal	1/8 Page Vertical



Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). CCE-T0210 (L.R. CCE-T0109 08/21/08)

Engineering & Surveying Business Review magazine

2010-2011 Membership Directory

Print Advertising Specs (Magazine/Directory – 8.375" x 10.875")

The Publications

Engineering & Surveying Business Review: an 8.375" x 10.875", saddle-stitched, full-color magazine published three times a year.
2010-2011 Membership Directory: an 8.375" x 10.875", spiral-bound, full-color, annual publication.

Prime advertising positions and editorial adjacencies are awarded on a first-come, first-served basis. All space reservations require a completed Insertion Order to be received on or before the sales close date. Invoices are issued upon publication.

The Publisher

Naylor, LLC, the national leader in professional communications services for associations, serving more than 500 leading organizations from 85 industries across North America, is the official publisher of the **Engineering & Surveying Business Review** magazine and our **2010-2011 Membership Directory**.

Magazine/Directory Ad Sizes

Size	Width	Height
DPS Bleed	17"	11.125"
DPS Trim	16.5"	10.875"
DPS Live Area	15.417"	9.5"
Full-Page Bleed	8.625"	11.125"
Full-Page Trim	8.375"	10.875"
Full-Page Live Area	7"	9.5"
2/3 Hz.	7"	6.333"
2/3 Vt.	4.583"	9.5"
1/2 Hz.	7"	4.583"
1/2 Vt.	4.583"	7"
1/2 Long Vt.	3.333"	9.5"
1/3 Hz.	7"	3"
1/3 Vt.	2.166"	9.5"
1/3 Sq.	4.583"	4.583"
1/4 Hz.	4.583"	3.333"
1/4 Vt.	3.333"	4.583"
1/6 Hz.	4.583"	2.166"
1/6 Vt.	2.166"	4.583"
1/8 Hz.	3.333"	2.166"
1/8 Vt.	2.166"	3.333"

Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

Artwork Requirements

All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted.

IMAGES FROM THE WEB ARE NOT SUITABLE FOR PRINTING.

All color artwork must be in CMYK mode; black-and-white artwork must be in either greyscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift.

All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor Web site at www.naylor.com and click on "Ad Upload." Locate your publication code, advertising order number and advertising code in the box at the top right-hand side of your Advertising Space Contract. Simply fill in your company's contact information along with these three pieces of information, attach your files and click "Submit."

Production Services

Naylor provides professional ad assembly and layout to non-agency clients at no charge.

Engineering & Surveying Business Review magazine

2010-2011 Membership Directory

Categories

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only \$20 each. *If your product or service is not listed below, a new category can be created for you.*

- | | |
|---|---|
| <input type="checkbox"/> Aerial Photography | <input type="checkbox"/> Geotechnical Engineering |
| <input type="checkbox"/> Aerial Photography/Topographical Mapping | <input type="checkbox"/> Geotextiles |
| <input type="checkbox"/> Architects | <input type="checkbox"/> GPS Instrumentation |
| <input type="checkbox"/> Architecture/Engineering/Construction Management | <input type="checkbox"/> GPS Manufacturers, Land Surveyors |
| <input type="checkbox"/> Attorneys | <input type="checkbox"/> Hydraulic/Hydrologic Engineers |
| <input type="checkbox"/> Batteries | <input type="checkbox"/> Infrastructure |
| <input type="checkbox"/> Bridge Engineers | <input type="checkbox"/> Insurance |
| <input type="checkbox"/> Civil Engineering | <input type="checkbox"/> Job Opportunities |
| <input type="checkbox"/> Civil Engineering/Surveying/Architecture | <input type="checkbox"/> Land Surveying |
| <input type="checkbox"/> Civil Engineers - Design & Development | <input type="checkbox"/> Mechanical & Electrical Consulting Engineers |
| <input type="checkbox"/> Civil Infrastructure | <input type="checkbox"/> Photogeometric Mapping |
| <input type="checkbox"/> Civil/Structural/Land Surveying | <input type="checkbox"/> Power Phase Converters |
| <input type="checkbox"/> Consulting Engineers | <input type="checkbox"/> Pre-cast Concrete Products |
| <input type="checkbox"/> Consulting Engineers/Consulting Management | <input type="checkbox"/> Professional Liability Insurance |
| <input type="checkbox"/> Digital Reproduction | <input type="checkbox"/> Project Management Software |
| <input type="checkbox"/> Drilling Services | <input type="checkbox"/> Retaining Walls |
| <input type="checkbox"/> Electrical Switching | <input type="checkbox"/> Software |
| <input type="checkbox"/> Engineering & Design | <input type="checkbox"/> Storm Water Treatment Products |
| <input type="checkbox"/> Engineering & Surveying | <input type="checkbox"/> Structural Engineers |
| <input type="checkbox"/> Engineering/Surveying/Aerospace | <input type="checkbox"/> Survey Supplies |
| <input type="checkbox"/> Engineering Services | <input type="checkbox"/> Surveying |
| <input type="checkbox"/> Engineers & Planners | <input type="checkbox"/> Surveying/Magazines |
| <input type="checkbox"/> Environmental Consultants | <input type="checkbox"/> Surveying/Mapping/Geomatics |
| <input type="checkbox"/> Environmental Engineering | <input type="checkbox"/> Surveying Instruments & Supplies |
| <input type="checkbox"/> Environmental Services | <input type="checkbox"/> Transportation & Tunnel Consultants |
| <input type="checkbox"/> Filing | <input type="checkbox"/> Underground Utility Locating |
| <input type="checkbox"/> Financial Advisors | <input type="checkbox"/> Vibration Monitoring |
| <input type="checkbox"/> Financial Management Software | <input type="checkbox"/> Water Management |
| <input type="checkbox"/> GDS Instrumentation | <input type="checkbox"/> Water Quality Analysis Testing & Instrumentation |
| <input type="checkbox"/> General Contractors | <input type="checkbox"/> Workers' Compensation |
| <input type="checkbox"/> Geosynthetics | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Geotechnical & Environmental Engineers | <input type="checkbox"/> _____ |
| | <input type="checkbox"/> _____ |

One free listing with any size ad. Additional listings at \$20.00 each. No limit. Please list new categories on this sheet.

_____ **Additional Index Categories X \$20.00 = \$** _____

Initial: _____ **Date:** _____

Digital Edition ([click here to view archives](#))

In addition to print, *Engineering & Surveying Business Review* is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertiser's Web site.



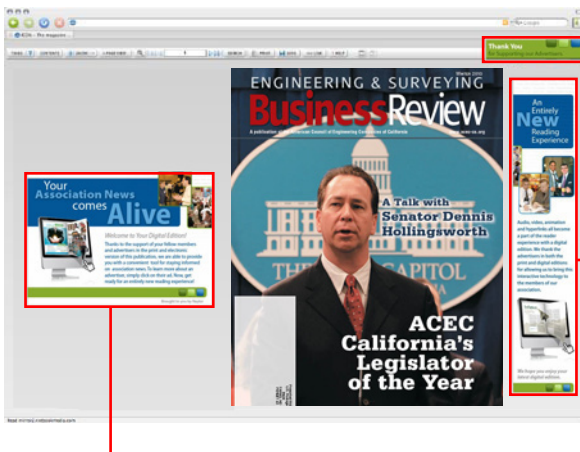
Extend your print advertising investment with the unique benefits of digital media:

- Link your ad to the landing page of your choice
- Increase traffic to your Web site
- Interact with viewers to facilitate the buying process
- Generate an immediate response from customers

Members and readers receive each issue via e-mail and each new issue is posted on the association's Web site. A full archive of past issues is available, ensuring longevity for your online presence.

With the digital edition, readers can:

- View each page as it appears in print
- View a list of articles for one-click access
- Navigate and turn pages with one click
- Read the issue online or download for later
- Bookmark and insert notes
- Perform a keyword search of the entire magazine
- E-mail articles of interest to colleagues
- Click on ads to go directly to the advertiser's Web site



eToolbar | \$750

Your company name is displayed on the toolbar, found in the top-right corner of every page of the digital edition next to frequently used navigational icons.

eSkyscraper | \$1,350

The eSkyscraper ad displays the entire time the digital edition is open giving your message consistent and lasting exposure.

eLink | Included in Display Ad Rates

eLinks increase traffic from your ad in the digital edition to your company's Web site or a corporate e-mail address. Most of our advertising options include this feature at no additional charge. Additional fees apply where noted.

eSponsorship* | \$1,500

Your message will be prominently displayed directly across from the cover of the magazine.

*Animation and video capabilities available

About ACEC-CA's E-Upd@te eNewsletter

Now more than ever, professionals consume information on the go. Our **E-Upd@te** eNewsletter allows members to stay informed of timely industry topics and association news whether they are in the office or on the road.

Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of **2,100** decision-makers each month
- Frequently forwarded to others for additional exposure
- Cross-promoted in other ACEC-CA communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive
- Artwork can be changed monthly at no additional cost to promote time-sensitive offers and events



E-Upd@te



Distributed on the first Tuesday of every month

Sections include

- Feature Headlines
- Local Chapter News
- Events Calendar
- Legislative Issues
- Welcome New Members
- Feature Firm
- Member Bulletins
- Supporters of the ACEC California Scholarship Program

Positions

Horizontal Banner

- Only two spots available – NO ROTATION
- Located at the top of *E-Upd@te* between the header and content

12 Months | \$4,200 **6 Months** | \$2,400 **3 Months** | \$1,600

Vertical Banner

- Only four spots available – NO ROTATION
- Placed next to content for constant visibility while *E-Upd@te* is viewed

12 Months | \$3,800 **6 Months** | \$2,000 **3 Months** | \$1,200

Digital File Specifications

Digital Edition †

eSponsorship

- 645 x 465 pixels
- JPG, GIF, Flash/SWF*, AVI, MPG, MOV, FLV or Real Player accepted
- File size must be no greater than 100kb
- Animation must be no longer than 25 seconds

eSkyscraper

- 228 x 1140 pixels
- JPG or GIF accepted (no animation)
- File size must be no greater than 100kb

eToolbar

- 250 x 50 pixels
- JPG or GIF accepted (no animation)
- File size must be no greater than 100kb

†Digital Edition Guidelines

- Minimum 18pt type (depending on font style) should be used for clarity.
- Avoid any ActionScript that can affect the NXTbook engine, such as `_parent` layer of the animation, `_level0` and `_root` references, or global functions like `setTimeinterval`.
- **Note: Do not add and web links or URLs**, we will create the links so they can be tracked on our system.
- Files should be compressed as much as possible.

*Flash Guidelines

Embed all fonts

- To avoid transparency issues with web pages, create a bottom layer and draw a solid filled box. Do not use Flash default stage color.
- Make sure there is no white space around the edge of the Flash animation.
- Animations that are supplied, please loop 3-4 times and add a stop action. No continuous looping animations.

Setting Up Flash Creatives for Online Ads

1. Open your .fla file.
2. In the 'Timeline' create a new layer on top, then select the first frame.
3. Draw a large rectangle or shape that will cover the whole banner.
4. Convert the shape to a 'Symbol' and track it as a button.
5. From the properties, set the 'Color Effect' as 'Alpha' and set it to 0%.
6. With the newly created button, go to the 'Actions' panel and add the following code:

```
on (press) {
  getURL(url, "_blank");
}
```

Note: Do not type the company URL but the word "URL". Contact your Naylor sales rep to supply your intended URL.

7. Publish or export your .SWF file to Flash 9 player. Your Flash file is now ready to be tracked by our system.

You can find more information on how to track Flash Banners at the Adobe Rich Media Advertising Center at:

http://www.adobe.com/resources/richmedia/tracking/designers_guide/