



# THE STRUCTURAL ENGINEERS ASSOCIATION OF TEXAS

www.seaot.org

President  
Secretary  
Treasurer  
Past President  
Executive Director

Kaitlyn Cheesebro, P.E.  
Frank Neal, P.E.  
Robert Lanser, P.E.  
Charles Hammond, P.E.  
Stansfeld, LLC

## SEAoT State Advertising - 2019

### *Reaching Professional Structural Engineers Across Texas*

#### Journal/State Newsletter

- **Twenty-four page** digital Journal with high editorial to advertising ratio.
- Increased circulation to over 900 members
- Four issues per year.
- Strong editorial content.
- Interactive insertions with full color ads and hyperlinks to advertiser's website.
- Additional email distribution and online distribution through SEAoT web site.

#### Directory

- Electronic Annual directory lists all SEAoT members – **upgraded design** provides better visibility to advertisers.
- Distributed via email to all SEAoT members and available online for download.
- A valuable source of current membership information used extensively by all SEAoT members throughout the year.
- Full color ads with hyperlinks to advertiser's website.

#### Web Site

- Web site attracts visitors looking for Structural Engineers, as well as SEAoT members and other professionals.
- The home page – which showcases company ads, and links to the advertisers site, is the most visited page on the web site.

#### Job Postings

- Companies may post job openings on the SEAoT website for a sixty day period.
- Please submit job opening details in text format to [state@seaot.org](mailto:state@seaot.org)

**PUBLICATIONS WILL BE DISTRIBUTED ELECTRONICALLY.  
RATES ARE FOR FULL COLOR INCLUDING HYPERLINKS.**

***Special Advertising Package: The combination of a page in the Journal (four issues), a half page in the directory and a web site ad with hyperlink is only \$1,925.00. A significant savings over standard rates!***

**SEAOt State Advertising  
Annual Rates & Specifications – Rates honored until the end of 2019**

**1. State Directory Rates:**

a.	1/4 page	\$ 300.00
b.	1/3 page	\$ 350.00
c.	1/2 page	\$ 475.00
d.	full page	\$ 750.00
e.	inside back cover	\$ 850.00
f.	inside front cover	\$ 850.00
f.	back cover	\$ 1000.00

**2. Journal/ State Newsletter Rates: Four Issues**

a.	1/8 page	\$ 350.00
b.	1/4 page	\$ 700.00
c.	1/3 page	\$ 875.00
d.	1/2 page (horizontal or vertical)	\$ 975.00
e.	full page	\$1,750.00
f.	Single full page insert	\$500.00

**3. Web Site Banner Ads: Appear on Website Homepage**

a.	Rotating banner ad - one year	\$850.00
b.	Rotating banner ad - six months	\$500.00
c.	Rotating banner ad - 90 days	\$350.00
d.	Rotating banner ad - 60 days	\$250.00

**4. Discounts for Multi Mediums:**

- a. 5% discount for advertising in any 2 or more media
- b. 5% SEAOt Member discount

**5. Job Openings:**

a.	Website listing - 60 days	\$250.00
b.	Quarter Page in SEAOt Journal (per issue)	\$250.00

**6. Special Package– Save up to \$600**

- o Full page in the Journal (Annual rate - 4 issues);
- o Half page in directory
- o Premier Logo placement, link and description on web site **\$1,925.00**

**Specifications:**

Ad sizes: (Inches) – Journal and Directory

1/8 page -	3 5/8 x 2 1/4
1/4 page -	3 5/8 x 4 3/8
1/3 page	3 5/8 x 6
1/2 page - horizontal	7 3/4 x 4 3/8
1/2 page - vertical	3 5/8 x 9 1/4
Full page -	8 1/2 x 11
Inserts	8 1/2 x 11

**Materials**

Artwork should be supplied electronically either in an Adobe pdf format, high resolution JPG or EPS. **Fonts must be included.** (Include your telephone number). Email to [state@seaot.org](mailto:state@seaot.org). **Advertisers may change artwork in the Journal during the year at no additional cost.**

Email materials and mail check, made payable to **Structural Engineering Association of Texas** to:

c/o Stansfeld LLC  
56 Autumn Oaks Dr. The Hills, TX 78738,  
Telephone: 512 851 1411, Email address: [state@seaot.org](mailto:state@seaot.org)

## SEAOT - INSERTION ORDER 2019

Please check the publication(s) and ad options you'd like to purchase. Rates are annual unless otherwise stated.

### 1. Directory (2019)

1/4 page	<input type="checkbox"/>	\$300
1/3 page	<input type="checkbox"/>	\$350
1/2page	<input type="checkbox"/>	\$475
Full page	<input type="checkbox"/>	\$750
Inside back	<input type="checkbox"/>	\$850
Inside Front	<input type="checkbox"/>	\$850
Back cover (if available)	<input type="checkbox"/>	\$1,000

### 2. State Journal – 2019: Four issues

Business card size	<input type="checkbox"/>	\$350
1/4page	<input type="checkbox"/>	\$700
1/3 page	<input type="checkbox"/>	\$875
1/2 page	<input type="checkbox"/>	\$975
Full page	<input type="checkbox"/>	\$1,750
Single full page insert	<input type="checkbox"/>	\$500

### 3. Web Site Banners: SEAoT Homepage

Rotating banner ad - one year	<input type="checkbox"/>	\$850
Rotating banner ad - six months	<input type="checkbox"/>	\$500
Rotating banner ad - 90 days	<input type="checkbox"/>	\$350
Rotating banner ad - 60 days	<input type="checkbox"/>	\$250

### 3. Job Openings

Website listing - 60 days	<input type="checkbox"/>	\$250
Quarter Page in SEAoT Journal (per issue)	<input type="checkbox"/>	\$250

**Cost** \$ \_\_\_\_\_

#### **Less discounts**

5% discount if advertising in two media \_\_\_\_\_

5% discount if SEAoT Member \_\_\_\_\_

#### **Total with discounts**

**Special Package: Full page in Journal;  
Half page in Directory and web site logo with link:**   
**\$1925.00**

### Contact Information (Please print clearly)

Name: \_\_\_\_\_ Email Address: \_\_\_\_\_

Company \_\_\_\_\_ Telephone: ( \_\_\_\_\_ ) \_\_\_\_\_

Mailing Address \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_ Zip \_\_\_\_\_

Web site address( URL) \_\_\_\_\_

P.O number if you wish to be billed: \_\_\_\_\_

**Mail form with your check made payable to**  
**Structural Engineers Association of Texas**  
Structural Engineers Association of Texas c/o Stansfeld LLC  
56 Autumn Oaks Dr. The Hills, TX 78738  
Telephone: (512) 851 1411 Email address: state@seao.org