



THE STRUCTURAL ENGINEERS ASSOCIATION OF TEXAS

www.seaot.org

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Stansfeld, LLC

SEAoT State Advertising - 2019

Reaching Professional Structural Engineers Across Texas

Web Site

- Web site attracts thousands of SE related industry 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

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.

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

Special Advertising Package: The combination of a full page in the Journal (four issues), a half page in the directory and six month rotating banner ad 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

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

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 \$800

- o Full page in the Journal (Annual rate - 4 issues)
 - o Half page in directory
 - o Rotating banner ad - six months
- \$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

Registration

You may [sign up to advertise with SEAOt](#) by completing a registration form and payment online. If you wish to mail a check, please register online and select "offline payment." Make checks payable to:

Structural Engineering Association of Texas
c/o Stansfeld LLC
56 Autumn Oaks Dr.
The Hills, TX 78738

Materials

Artwork should be submitted electronically either in an Adobe PDF format, high resolution JPG or EPS online at www.seaot.wildapricot.org/SEAOt-Sponsorship
Advertisers may change artwork in the Journal during the year at no additional cost.

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

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

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: \$1925 (additional discounts do not apply)

Full page in Journal; Half page in Directory; and six month rotating banner ad

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: _____

Complete advertising registration form and payment online at

www.seaot.wildapricot.org/SEAoT-Sponsorship

If you prefer to mail a check, please make payable to:

Structural Engineers Association of Texas

c/o Stansfeld LLC

56 Autumn Oaks Dr.

The Hills, TX 78738

Telephone: (512)-851-1411 Email address: state@seaot.org