



## SEAoT State Advertising – 2020

### *Reaching Professional Structural Engineers Across Texas*

#### **Website**

- Website 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 advertiser's site, is the most visited page on the website.

#### **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).

#### **Journal/State Newsletter**

- Quarterly Digital Journal with high editorial-to-advertising ratio.
- Increased circulation to over 900 members.
- Strong editorial content.
- Interactive insertions with full color ads and hyperlinks to advertiser's website.
- Additional email distribution and online distribution through SEAoT website.

#### **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 a 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 2020

## 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. Website 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

- Full page in the Journal (Annual rate - 4 issues)
- Half page in directory
  
- 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, select "offline payment" and email [state@seaot.org](mailto:state@seaot.org) for more information.

## 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](http://www.seaot.wildapricot.org/SEAOt-Sponsorship)

***Advertisers may change artwork in the Journal during the year at no additional cost.***

## SEAOT - INSERTION ORDER 2020

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

### 1. Directory (2020)

- |           |                          |       |
|-----------|--------------------------|-------|
| 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 – 2020: 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. Website 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 | <input type="checkbox"/> | \$250 |

(per issue)

**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 \_\_\_\_\_

Website 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](http://www.seaot.wildapricot.org/SEAoT-Sponsorship)

*If you prefer to mail a check, please contact [state@seaot.org](mailto:state@seaot.org)*

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