



THE STRUCTURAL ENGINEERS ASSOCIATION OF TEXAS

Media Kit



Who We Are

Structural Engineers Association of Texas (SEAoT), the largest and most active Association of registered structural engineers and allied professionals in Texas, is a non-profit organization founded in 1983 for the benefit of the structural engineering community, including structural engineers, university faculty members, students, and associates involved in the design, fabrication and construction of structures.

Advertising Opportunities

- Display Advertising (website)
- Job postings
- Journal/State Newsletter
- Editorial Opportunities

Contact Us

Phone: 512-851-1411
Email: state@seaot.org

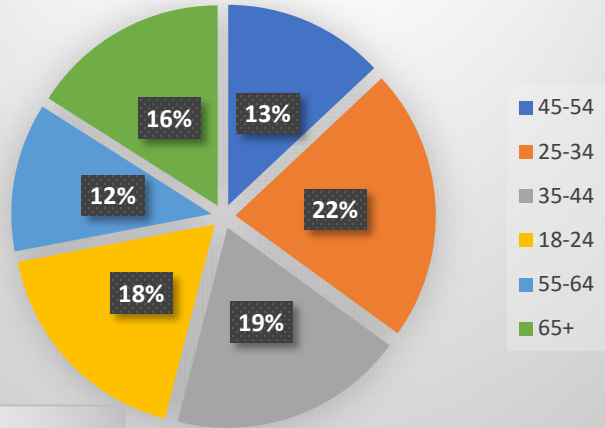
Why Advertise with SEAoT

- Reach thousands of professional engineers through a variety of highly targeted advertising placements.
- Quarterly digital Journal has high editorial-to-advertising ratio.
- SEAoT continues to show **14%** year-over-year growth.
- Our users are highly engaged with the SEAoT website:
 - The number of pages per session is **2.76** (*industry standard is 2*)
 - The average number of sessions per user is **1.57** (*industry standard is 1.5*)
 - Average session is around **4 minutes** (*industry standard is 2 minutes*)

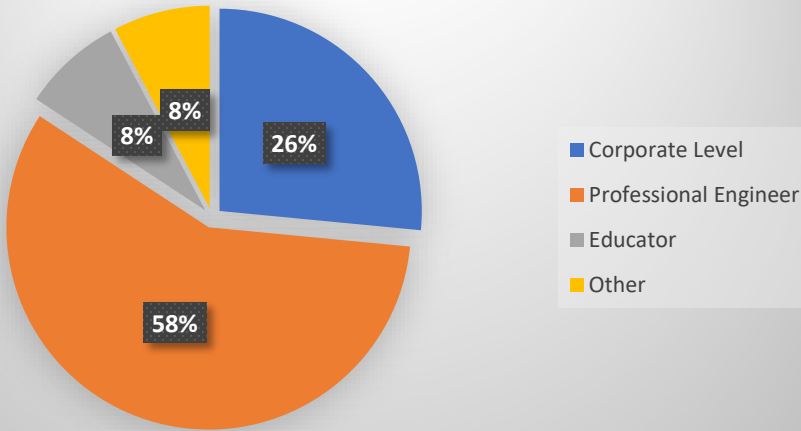


Demographics/Reach

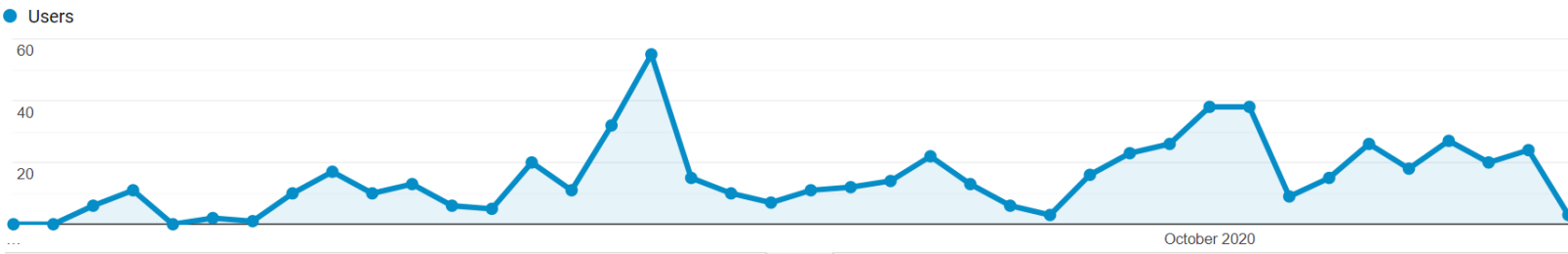
Age



Level of Responsibility

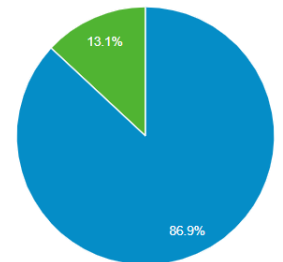


Target Audience Reach (avg monthly)



Users 465	New Users 465	Sessions 728	Number of Sessions per User 1.57
Pageviews 2,008	Pages / Session 2.76	Avg. Session Duration 00:03:57	Bounce Rate 55.91%

■ New Visitor ■ Returning Visitor





Advertising Costs

(View next pages for details)

Website Advertising

Type	Size	Price 1-Month	Price 6-Month*
Website Banner	2000 x 820	\$100.00	\$500.00

Journal Advertising

Type	Size	Price – 1 Issue	Price – 4 Issues*
Full page	8-1/2 x 11	\$450.00	\$1,800.00
Half page	7-3/4 x 4-3/8 or 3-5/8 x 9/1/4	\$250.00	\$1,000.00
1/4 page	3-5/8 x 4-3/8	\$175.00	\$700.00

Other Advertising

Type	Price**
Sponsored Story: SEAoT writes a story about your business – promote on website, in Journal and on social media	\$500
Guest Article: Write an article of your choice (can promote business, but must be approved by SEAoT) to publish in Journal	\$250
Interview: Be interviewed on a topic of your choice; will be promoted on SEAoT's website, in Journal and on social media	\$500

*First-time advertisers get one month free with 6-month contract (annual contract in Journal)

**10% discount for more than one advertising



Website Advertising

THE STRUCTURAL ENGINEERS ASSOCIATION OF TEXAS

About - Chapters - Membership - Events - Resources - Advertising - SEAoT

2020 SEAoT Summer Journal

Read the latest Summer Journal Presented by the SEAoT Team!

Read More

Membership

SEAoT membership is offered to corporations and individuals who are interested in the practice of structural engineering and its personal issues.

APPLY NOW

SEAoT Chapters

In addition to the State organization, SEAoT currently has seven chapters in Texas. These chapters hold regular meetings, as well as seminars and other events.

VIEW ALL CHAPTERS

SEAoT Awards

Each year SEAoT presents two prestigious awards to members in recognition of outstanding contributions to SEAoT and to the structural engineering profession.

VIEW RECIPIENTS

SEAoT - About the Association

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LEARN MORE ABOUT SEAoT

Showcase Your Company Here

SAMPLE HEADLINE
Your company's sample sub-heading

Your Logo

CONTACT US FOR MORE INFORMATION

Ask a question or contact us about conference registration.

Name:

STREET ADDRESS: PHONE NUMBER:

Message:

(512) 851-1411

Structural Engineers Association of Texas - Austin, Texas, USA

state@seao.org

12 + 12 = 24

ABOUT CHAPTERS MEMBERSHIP EVENTS RESOURCES ADVERTISING

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Phone: 512-851-1411

Email: state@seao.org



Advertising Sizes Journal Advertising

