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

Target Audience Reach (avg monthly)

Age
- 45-54: 16%
- 25-34: 13%
- 35-44: 12%
- 18-24: 22%
- 55-64: 18%
- 65+: 19%

Level of Responsibility
- Corporate Level: 58%
- Professional Engineer: 26%
- Educator: 8%
- Other: 8%
- Corporate Level: 8%

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%

October 2020

New Visitor: 86.9%
Returning Visitor: 13.1%
### Advertising Costs

*(View next pages for details)*

#### Website Advertising

<table>
<thead>
<tr>
<th>Type</th>
<th>Size</th>
<th>Price 1-Month</th>
<th>Price 6-Month*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website Banner</td>
<td>2000 x 820</td>
<td>$100.00</td>
<td>$500.00</td>
</tr>
</tbody>
</table>

#### Journal Advertising

<table>
<thead>
<tr>
<th>Type</th>
<th>Size</th>
<th>Price – 1 Issue</th>
<th>Price – 4 Issues*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>8-1/2 x 11</td>
<td>$450.00</td>
<td>$1,800.00</td>
</tr>
<tr>
<td>Half page</td>
<td>7-3/4 x 4-3/8 or 3-5/8 x 9/1/4</td>
<td>$250.00</td>
<td>$1,000.00</td>
</tr>
<tr>
<td>1/4 page</td>
<td>3-5/8 x 4-3/8</td>
<td>$175.00</td>
<td>$700.00</td>
</tr>
</tbody>
</table>

#### Other Advertising

<table>
<thead>
<tr>
<th>Type</th>
<th>Price**</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sponsored Story:</strong></td>
<td>$500</td>
</tr>
<tr>
<td>SEAoT writes a story about your business – promote on website, in Journal and on social media</td>
<td></td>
</tr>
<tr>
<td><strong>Guest Article:</strong></td>
<td>$250</td>
</tr>
<tr>
<td>Write an article of your choice (can promote business, but must be approved by SEAoT) to publish in Journal</td>
<td></td>
</tr>
<tr>
<td><strong>Interview:</strong></td>
<td>$500</td>
</tr>
<tr>
<td>Be interviewed on a topic of your choice; will be promoted on SEAoTs website, in Journal and on social media</td>
<td></td>
</tr>
</tbody>
</table>

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

**10% discount for more than one advertising
Website Advertising

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

1/4 PAGE

HALF-PAGE (vertical)

FULL-PAGE

HALF-PAGE (horizontal)