

techcentury

A PUBLICATION OF THE ENGINEERING SOCIETY OF DETROIT

CONNECT WITH 22,000+ ENGINEERS AND ENGINEERING LEADERS

Technology Century Quarterly Magazine

- A trusted resource for engineers and technical professionals since 1939.
- Available online and in print.
- Appeals to a wide range of audience, interest, education and professional backgrounds.
- Includes engaging interviews with Michigan leaders.
- Provides critical information to help facilitate partnerships, assist with best practices and career growth.

Digital Distribution: 18,500+ engineering leaders

Print Circulation: 3,500+ engineering leaders

PLUS: Our Online Tech Blog, techcentury.com

- **TechCentury.com** is a Michigan-focused tech news blog powered by The Engineering Society of Detroit and Lawrence Technological University, featuring the latest in Michigan and Midwest technology news, written and edited by veteran technology journalist Matt Roush.
- Updated daily, with email distribution, the website covers science, engineering, information technology, high-tech manufacturing, STEM education, tech-based economic development, energy, automotive telematics and more.

ESD's 125th Anniversary is in 2020

Take advantage of the additional exposure you will receive as a result of ESD's 125th anniversary celebration activities.

NEW: Get premium exposure by sponsoring an issue.

We will put a photo of your choice on the cover, run your 4-page article as our feature, and include a full-page prominent ad from your firm. Details on reverse.



Who is Reading?

- **DEMOGRAPHICS:** 25% of our readership are CEOs and senior leaders. 28% are engineering and technical managers.
- **SECTOR COVERAGE:** Our readership covers 35 industry sectors, including automotive manufacturing, supply, construction, architecture, utilities, engineering (all disciplines), government, environmental, and quality control.
- **DISTRIBUTION:** *TechCentury* is distributed digitally 30,000+ engineers and technical leaders in Michigan, with a print distribution of 3,500.
- **EDUCATION AND INCOME:** 94% of the magazine's readers hold a bachelor's degree; 49% have earned a postgraduate degree. 38% of our readership earn \$150,000+.

TO ADVERTISE: Contact Nick Mason at 248-353-0735, ext. 127, or nmason@esd.org.

EDITORIAL CALENDAR

Issue	Publication Date	Issue Notes
Spring/Summer 2020 CONSTRUCTION & DESIGN AWARDS ISSUE	July 15, 2020 ARTICLES DUE: 5/31/20 ADS DUE: 6/15/20	Construction & Design Awards Issue. Take an in-depth look into advancements in construction safety, efficiency, sustainability and processes. This issue is available for sponsorship.
Fall 2020 FEATURING DTE ENERGY	October 15, 2020 ARTICLES DUE: 7/15/20 ADS DUE: 8/15/20	Education: Evolution of Engineering over 125 years. As part of ESD's 125th year, we look at the evolution of engineering education
V.25 N.4 Winter 2021	January 31, 2021 ARTICLES DUE: 10/15/20 ADS DUE: 11/15/20	As we look forward to our future, we will highlight current topics in engineering in Michigan. This issue is available for sponsorship.

Advertisement Rates

Size and Placement	1x Insertion (cost per)	
	Regular Price	Corporate Member Rate
Back Cover	\$3,500	\$3,200
Inside Covers	\$2,500	\$2,000
Full Page	\$1,800	\$1,500
1/2 Page	\$1,200	\$950
1/4 Page	\$750	\$500
1/8 Page	\$350	\$250

Advertisement Specifications

Ads	Sizes
Full Page + Covers	Live Matter: 6.875" w x 9.25" h Full Bleeds: 8.375" w x 11" h Trim Size: 8.125" w x 10.75" h
1/2 Page	Horizontal: 6.875" w x 4.375" h Vertical: 3.344" w x 9" h
1/4 Page	Vertical: 3.344" w x 4.375" h NOTE: Vertical (portrait) orientation only
1/8 Page	Horizontal: 3.344" w x 2.125" h NOTE: Horizontal (landscape) orientation only

Please submit files in PDF format. Files should be CMYK, with embedded fonts, and 300 dpi.

NEW! SPONSOR AN ISSUE \$4,800

Issue sponsors receive our highest level of exposure:

- **COVER IMAGE:** Feature your firm or project on our magazine cover, along with your logo. You will need to submit one or more possible high-resolution cover images, and our design team will use that on the cover.
- **4-PAGE ARTICLE:** Our headline story will feature your firm or topic. Simply provide us with a 1,200 to 2,500 word story and photos, and our design team will do the rest.
- **FULL-PAGE AD:** Provide a full-page ad with the specs above, and we will give you very prominent placement.

TechCentury.Com Rates

Size and Placement	Single Insertion (one month)	
	Regular Price	Corporate Member Rate
Banner - 780 px x 100 px	\$400	\$300
Premium Sidebar Ad - 240 px x 350 px	\$300	\$200
Sidebar Ad - 240 px x 240 px	\$260	\$160

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Electronic ads should be JPG, GIF, or PNG format. Please include a hyperlink destination when submitting the file(s).