

# techcentury

A PUBLICATION OF THE ENGINEERING SOCIETY OF DETROIT

## techcentury The Quarterly Magazine

- A trusted resource for engineers and technical professionals since 1939.
- Features in-depth articles covering the latest research and innovations in the engineering, scientific and IT fields.
- 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.

Print Circulation: 3,000

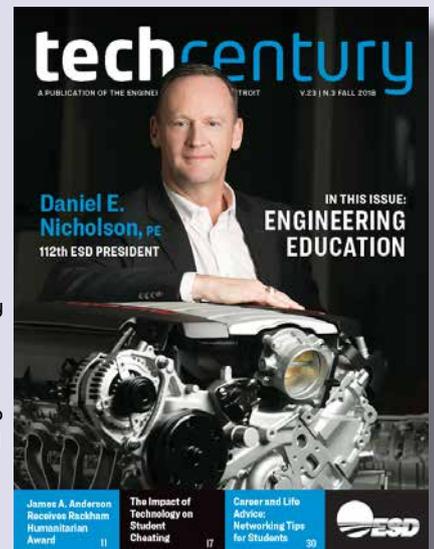
Total Readership: 11,000

## techcentury Online Anytime

- [www.TechCentury.com](http://www.TechCentury.com) is a lively website 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, the web site covers science, engineering, information technology, high-tech manufacturing, STEM education, tech-based economic development, energy, automotive telematics and more.

*TechCentury* magazine is an award-winning publication dedicated to serving readers' interest through engaging, thought-provoking and timely articles written by experts in the fields of engineering, science and IT.

*TechCentury's* mission is to serve as a reliable and trusted conduit for information about the people, companies and innovations that are shaping Southeastern Michigan.



## Five Reasons to Advertise in techcentury

- 1 READERSHIP DEMOGRAPHIC:** Decision-makers, stakeholders, new and seasoned professionals, and consumers of everyday products, services, and innovations.
- 2 SECTOR COVERAGE:** The publication is distributed to readers representing more than 35 industry sectors, including automotive manufacturing and supply, construction and architecture, utilities, engineering (all disciplines), government, environmental, quality control and more.
- 3 DISTRIBUTION RANGE:** The print edition of *TechCentury* is distributed to more than 3,500 individuals and companies.
- 4 EDUCATION AND INCOME:** Ninety four percent of the magazine's readers hold a bachelor's degree; 49 percent have earned a postgraduate degree. Most readers are also above-average wage earners (\$150,000-plus)
- 5 TIMELY AND CUTTING-EDGE:** Stories you don't see anywhere else about innovations, technology, and people making a difference.

TO ADVERTISE: Contact Elana Shelef at 248-353-0735, ext. 119, or [eshelef@esd.org](mailto:eshelef@esd.org).

## EDITORIAL CALENDAR

Issue	Publication Date	Topic
V.24 N.1 Spring 2019	<b>April 1, 2019</b> ARTICLES DUE: 1/15/19 ADS DUE: 2/15/19	<b>Michigan's Research Institutions.</b> This issue will take a look at some of the most creative, growing and impactful engineering research institutions in the state.
V.24 N.2 Summer 2019 <i>CONSTRUCTION &amp; DESIGN AWARDS ISSUE</i>	<b>July 2, 2019</b> ARTICLES DUE: 4/15/19 ADS DUE: 6/14/19	<b>Arts &amp; Entertainment.</b> From roller coasters, to music, to the methods of consumption of entertainment, we will examine how engineering impacts arts and entertainment and how ESD members, member companies, and universities are a part of this industry.
V.24 N.3 Fall 2019	<b>October 1, 2019</b> ARTICLES DUE: 7/15/19 ADS DUE: 8/15/19	<b>Engineering and the Environment.</b> This issue will look at how changes in environmental factors are affecting everything from neighborhoods to urban infrastructure to farming to the way we look at energy. Articles will focus on progress and programs to benefit Michigan.
V.24 N.4 Winter 2020 <i>125th ANNIVERSARY ISSUE</i>	<b>January 2, 2020</b> ARTICLES DUE: 10/15/19 ADS DUE: 11/15/19	<b>ESD's 125th Anniversary.</b> This issue will take a look at ESD's 125-year history; how engineering has evolved since the turn of the 19th Century when experts thought "nothing else can be invented" and the Society was formed. Key milestones in the ESD history as well as ESD's and ESD members' impact and roles in this evolution will be addressed.

### EDITORIAL GUIDELINES

- 900 to 1,200 words
- Submit in MS Word or RTF format
- Include one or more photos and graphics; 300 dpi, saved in JPG, PDF, or TIF formats

- Include a 75-word author biography and a bio photo
- If possible, please submit artwork suitable for a magazine cover, at least 8"x10" at 300 dpi

*ESD will consider unsolicited articles for publication. Submit a one-page overview of the suggested article for review.*

### Print 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

### Print Ad Specifications

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

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

### TechCentury.Com Rates

Size and Placement	Single Insertion (one month)	
	Regular Price	Corporate Member Rate
Premium Banner – 780 px × 230 px	\$600	\$500
Banner – 780 px × 100 px	\$400	\$300
Premium Sidebar Ad – 240 px × 350 px	\$300	\$200
Sidebar Ad – 240 px × 240 px	\$260	\$160
Small Sidebar Ad – 240 px × 120 px	\$225	\$125

**TO ADVERTISE:** Please contact Elana Shelef, Director of Corporate Relations at 248-353-0735, ext. 119, or [eshelef@esd.org](mailto:eshelef@esd.org).

**TO SUBMIT ARTICLES:** Please call 248-353-0735 or e-mail [esd@esd.org](mailto:esd@esd.org).

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