

ASEE

2008-09 **ADVERTISING KIT**

THE LEADING NETWORK FOR ENGINEERING FACULTY,
DEANS AND COLLEGES SINCE 1893



AMERICAN SOCIETY FOR ENGINEERING EDUCATION

ADVERTISING WITH ASEE

ASEE's network is vital for developing a presence within U.S. engineering academia. Hundreds of premier corporate, government and educational organizations regularly depend on ASEE to get their message out to the engineering education community.

If you would like to discuss how we can help you reach this important audience, please don't hesitate to contact us.

Visit: www.asee.org/ads for more information and the latest advertising rates and deadlines.

MIKE SANOFF

Commercial Advertising Manager

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(202) 331-3531

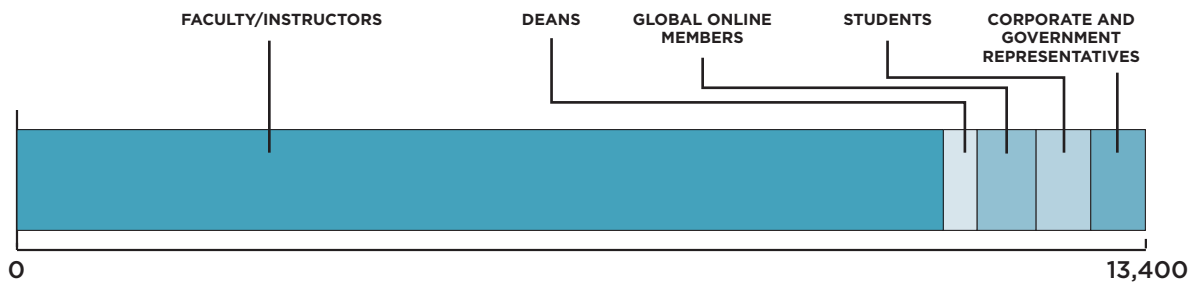
*Watch the enclosed CD-ROM video for an overview of ASEE's network and how it can help your organization.



WHO ARE ASEE MEMBERS?

ASEE is THE professional society for U.S. engineering educators and administrators. There are approximately **13,000** individual ASEE members. They include:

- 11,000 college faculty/instructors across all engineering disciplines
- 400 college deans (including over **90%** of all U.S. engineering deans)
- 700 global online members
- 650 college students
- 650 corporate and government representatives



ASEE also has 550 institutional members. These include:

- 450+ colleges (including **90%** of all accredited U.S. engineering colleges)
- 100+ corporations

ASEE's membership represents every academic discipline within engineering, including: electrical, mechanical, civil, nuclear, materials, industrial, computer science, chemical, environmental, biomedical, aerospace, architectural, software, mining and systems engineering.

WHY ASEE?

- ASEE is the most diverse, prestigious and largest engineering education society in the United States.
- ASEE reaches every accredited engineering college in the United States across all engineering disciplines.
- ASEE has been the networking center among engineering colleges since 1893.
- ASEE members are highly influential. In the classroom they teach the more than 500,000 undergraduate and graduate students who are the engineers of tomorrow. In the laboratory they conduct cutting-edge research.
- Students who use your products in the classroom today will use your products when they become leaders in industry tomorrow.
- ASEE's global initiatives play a central role in bringing together top engineering colleges from around the world to collaborate, network, and exchange best practices. This includes premier engineering colleges in China, India and many other leading nations.
- ASEE's events, publications and network are an integral component in the business plans of some of the Fortune 500's most innovative and profitable companies.
- ASEE is a leader in promoting K-12 engineering education nationwide through widely circulated publications and workshops for students and teachers.
- ASEE is the leader in providing engineering education news for campuses around the country.
- Educators who care deeply about new teaching developments in engineering regularly read ASEE's publications.
- More undergraduates major in engineering than in mathematics, computer science and the physical sciences combined.
- The diverse field of engineering covers nearly all science and math disciplines (biology, calculus, chemistry, physics, etc).
- Over \$6 billion is spent each year on research at engineering colleges.

WHO ADVERTISES WITH ASEE?

Hundreds of corporations, societies, and colleges build brand equity by regularly advertising their products and services with ASEE publications.

THIS LIST INCLUDES:

ABET

Agilent

AIAA

Autodesk

Bose

Clarkson University

CNC Mastercam

Dassault Systemes

Elsevier

Engineering.com

Freescale Semiconductor

Hewlett-Packard

IEEE

Journey Education Marketing

Kaplan

McGraw Hill

Mississippi State University

NCEES

National Instruments

Northrop Grumman

Oxford Press

Purdue University

Prentice Hall

Professional Publications

Quanser

Rose Hulman University

SolidWorks

Synplicity

Texas A&M University

USC

Vernier

Z Corp

HERE'S WHAT THEY SAY:

"ASEE has offered several channels for us to advertise our products and resources to academia. We can attribute stronger awareness of NI and our product platforms over the last few years to our consistent ad strategy."

-Jon Pafk, Academic MarCom Manager, NATIONAL INSTRUMENTS

"We have found ASEE/Prism to be an effective way to advertise to the engineering community. Through advertising and the trade show we have brand recognition and have gone from being virtually unheard of to being widely used."

-Dan Newby, Director of Education, CNC SOFTWARE, INC.

"Our biggest problem is keeping in touch with customers and being front and center when they think of controls education. We believe advertising with ASEE has done a good job of this."

-Michael Armata, Marketing Manager, QUANSER INC.

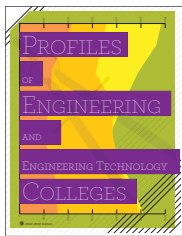
"ASEE advertising has helped us to build brand recognition and has provided us with a platform for communicating features and benefits of new and existing products."

-Sarah Jimenez, Marketing Coordinator, PROFESSIONAL PUBLICATIONS, INC.

ASEE ADVERTISING OPPORTUNITIES



PRISM MAGAZINE - ASEE's monthly flagship publication is mailed to 12,000 engineering faculty members and deans. It is the most popular magazine covering engineering higher education in the U.S. and is sent to engineering colleges across all disciplines. 90% of respondents to an ASEE membership survey indicated that PRISM magazine is the number one benefit of being an ASEE member. If you want to reach engineering faculty across disciplines, this is the magazine in which to advertise. **Page 7-11**



PROFILES OF ENGINEERING COLLEGES - This exclusive statistical directory is the authority on engineering college data. The data has been featured in many national publications, including the Wall Street Journal, the Boston Globe, and BusinessWeek. The book is sent annually to 350 U.S. engineering deans and 1,800 department heads and faculty. This directory is one of the best opportunities anywhere to brand with engineering deans. **Page 12**



ASEE WEBSITE - www.asee.org is a top location to reach engineering faculty and deans online. Thousands of engineering teachers across colleges and disciplines visit each month. **Page 13**



CONNECTIONS - ASEE's monthly e-newsletter is sent to all 13,000 ASEE members. If you want to get into the email inbox of ASEE members, this is the way to do it. **Page 14**



GO ENGINEERING - ASEE's monthly e-newsletter is sent to thousands of high school math/science/engineering teachers interested in incorporating engineering into the K-12 curriculum. This is a unique opportunity to reach teachers and students at the grassroots level of engineering education. **Page 15**



ENGINEERING K-12 CENTER - ASEE's K-12 Web site is one of the few online resources for K-12 teachers and students interested in teaching and learning about engineering. The site is at the center of ASEE's K-12 initiatives and is visited by thousands of teachers and students each month. **Page 15**



ENGINEERING GO FOR IT! - This colorful and inspiring magazine is designed to attract high school students to the exciting world of engineering and technology. Sponsor the 4th edition by ordering a print run of 5,000 customized copies with your company's exclusive advertisement on the back cover. Contact us for more details.

ASEE PRISM MAGAZINE

ASEE PRISM is an award-winning magazine and the most popular magazine covering engineering higher education in the country. *PRISM* is read by most key decision makers within engineering education and reaches engineering faculty members and administrators in all disciplines of engineering at every engineering college in the United States.

CONTENT

ASEE PRISM is committed to reporting the latest information about cutting-edge technology and other important trends in engineering education, including:

- New instructional methods
- Innovative curricula
- Trends in globalization
- Lifelong learning
- Research opportunities, trends, and developments
- Education and research projects with government and industry
- K-12 outreach activities that encourage youth to pursue studies and careers in engineering.

ISSUANCE

ASEE PRISM is published nine times per year (monthly September through May) by the American Society for Engineering Education. The magazine is published in accordance with the academic year and mailed second class two weeks before the issue date.

CIRCULATION

PRISM is mailed to more than 12,000 ASEE members. They include 11,000 engineering faculty members and over 400 engineering deans. *PRISM* is also sent to students, corporate executives, members of Congress, government advisors, and science and engineering writers and publishers. Subscription is covered in ASEE membership dues. Non-members pay \$150 per year in the United States and Canada, \$200 in all other countries. Libraries pay \$150 in the United States and Canada, \$200 in all other countries.

RATE POLICY

Advertising Policies: All advertisements are subject to the publisher's approval. The words "advertorial" is placed above any advertisement that resembles editorial content. The publisher is not liable for any failure or tardiness in printing, or in circulating all or any portion of any issue, if such failure is due to natural disasters, strikes, accidents or any other circumstances beyond the publisher's control. Discounts are available for frequent advertisers.

COMMISSIONS AND DISCOUNTS

Recognized Agency Commission: 15% of gross on space and position. To qualify for the discount, in-house advertising agencies must provide a federal tax identification number that is different from that of the parent company. *Educational Discount:* 15% of gross on space and position to schools and other non-profit educational organizations. *Frequency Discount:* Applies to multiple ads in *ASEE PRISM*.

SPECIAL AD OPPORTUNITIES

* Polybag Inserts and 'Advertorials' are available.
Please contact us for pricing, specs and availability.

AD OPTIONS AND RATES MEMBER/NON-MEMBER

4 Color	1x	3x	6x	9x
1 page	\$2,140/\$2,215	\$2,090/\$2,155	\$2,020/\$2,080	\$1,955/\$2,015
2 page spread	\$3,035/\$3,165	\$2,875/\$3,040	\$2,810/\$2,935	\$2,690/\$2,770
2/3 page	\$2,095/\$2,165	\$2,040/\$2,085	\$1,975/\$2,035	\$1,930/\$1,980
1/2 page	\$1,970/\$2,030	\$1,930/\$1,980	\$1,865/\$1,920	\$1,825/\$1,870
1/3 page	\$1,810/\$1,860	\$1,765/\$1,810	\$1,725/\$1,770	\$1,685/\$1,720
1/4 page	\$1,700/\$1,745	\$1,665/\$1,705	\$1,630/\$1,655	\$1,595/\$1,630

Black and White	1x	3x	6x	9x
1 page	\$1,025/\$1,100	\$975/\$1,040	\$905/\$956	\$840/\$900
2 page spread	\$1,920/\$2,050	\$1,760/\$1,925	\$1,695/\$1,820	\$1,575/\$1,655
2/3 page	\$980/\$1,050	\$925/\$970	\$860/\$920	\$815/\$865
1/2 page	\$855/\$915	\$815/\$865	\$750/\$805	\$710/\$755
1/3 page	\$695/\$745	\$650/\$695	\$610/\$655	\$570/\$605
1/4 page	\$585/\$630	\$550/\$590	\$515/\$540	\$480/\$515

Additional Colors (Standard Cyan, Magenta, Yellow, Black process colors only) Rates are in addition to the base black and white rates.

One color	\$150
Two colors	\$285
Three colors	\$475
Bleed	no charge

Special Position Rates

Cover 2 (inside front cover)	\$300
Cover 3 (inside back cover)	\$210
Cover 4 (outside back cover)	\$495
Opposite Calendar/Comments	\$225
Conference Highlights (February issue)	\$210
Other special position requests	\$205

PRISM 2008-09 AD MATERIALS AND RESERVATION DEADLINES:

September <i>PRISM</i>	Ad Closing: Aug 8
October <i>PRISM</i>	Ad Closing: Sep 12
November <i>PRISM</i>	Ad Closing: Oct 10
December <i>PRISM</i>	Ad Closing: Nov 14
January <i>PRISM</i>	Ad Closing: Dec 12
February <i>PRISM</i>	Ad Closing: Jan 16
March <i>PRISM</i>	Ad Closing: Feb 13
April <i>PRISM</i>	Ad Closing: Mar 13
Summer <i>PRISM</i>	Ad Closing: Apr 17

Client will be billed in full for any advertisement that is canceled after the deadline. Previous advertisements will be repeated if new material is not received by the closing date.

AD REQUIREMENTS

Accepted ad formats include art files in the following electronic formats: jpg, pdf, and tiff. Please make sure all fonts are embedded or outlined. All color art files should be 300+ dpi at 100% and created as CMYK builds. Black and white files should be at least 600 dpi and created as greyscale builds. Ads should be submitted with a laser proof. Printer will not be responsible for shifts in color due to differences between the file and the proof.

MECHANICAL REQUIREMENTS

Keep essential matter 1/4" from trim.

Printed Web offset with saddle-stitched binding.

Copy requiring composition, additional work, or alterations will be billed at cost.

Trim Size	8.25" x 10.875"
Two-page non-bleed	15.5" x 9.875"
Two-page bleed	16.75" x 11.125"
Full-page non-bleed	7.25" x 9.875"
Full-page bleed	8.5" x 11.125"
2/3 page vertical non-bleed	4.75" x 9.875"
2/3 page vertical bleed	5.375" x 11.125"
1/2 page horizontal non-bleed	7.25" x 4.75"
1/2 page horizontal bleed	8.5" x 5.376"
1/3 page vertical non-bleed	1.75" x 9.875"
1/3 page vertical bleed	2.375" x 11.125"
1/4 page non-bleed	3.5" x 4.75"
1/4 page bleed	4.125" x 5.375"

2007/08 ASEE PRISM AWARDS

2007/08 Association of Educational Publishers (AEP)

Distinguished Achievement Awards:

- “Cream of the Crop,” Design, May 2007
- “Heave Ho,” Cover Design, October 2007

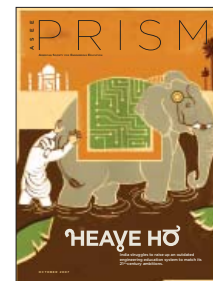
Distinguished Achievement Award finalists:

- “Bangalore Jolt,” Article Design, October 2007
- “Click. Build. Learn,” Article Design, September 2007.
- “Pleading for Acceptance,” Cover Design, March 2007
- “2 for 1,” Article Design, October 2007

2007/08 Awards for Publications Excellence (APEX)

Awards of Excellence:

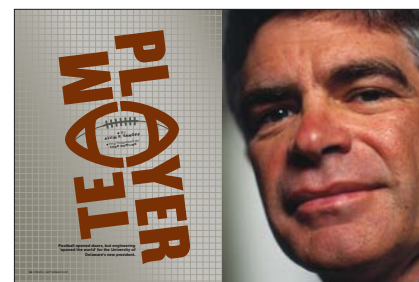
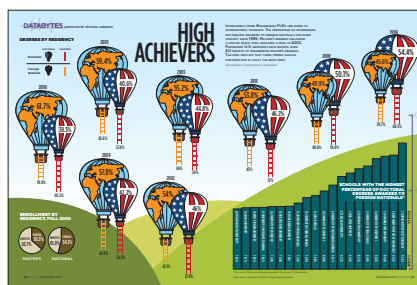
- “High Achievers,” Infographics, December 2007
- “Team Player,” Illustration & Typography, September 2007
- “Team Player,” Interviews & Personal Profiles, September 2007
- “Bangalore-Jolt,” Feature Writing, October 2007
- “A Network of a Different Stripe,” Science & Environment Writing, September 2007
- “Extreme Learning,” Education & Training Writing, January 2008



2007/08 The Communicator Awards:

Gold Award of Excellence:
October Prism, Entire Issue

Silver Award of Distinction:
October Prism, Entire Issue



P RISM EDITORIAL CALENDAR 2008-09

SEPTEMBER

Cover: Researchers Use Lessons Learned by U.S. Military in Iraq and Afghanistan to Develop New Battlefield Technology.

Up-Close: A Spelman College Teacher Uses a Robot Competition to Draw Students to Engineering.

Feature 1: Charging Higher College Tuition for Engineering Majors is a New Trend.

Feature 2: Profile of ASEE President, Sarah Rajala.

Teaching Toolbox: Researchers Develop Techniques to Improve Engineering Instruction.

Last Word: Technology is Revolutionizing the Classroom, Aiding Professors and Students.

OCTOBER

Cover: Engineering Researchers are Working to Make Higher-Quality Health Care at a Reasonable Cost.

Up Close: Smith College Professor's Unusual Classroom Antics Grab Students' Attention.

Feature 1: Where Barack Obama and John McCain Stand on Scientific Research Funding and STEM Education.

Feature 2: What is Being Done to Correct the Low Representation of African Americans Among Engineering Students.

Teaching Toolbox: The Best Ways to Teach the Techniques of Reverse Engineering.

Last Word: Competitions Turn Students into Engineering Enthusiasts.

NOVEMBER

Cover: Engineering Education in Israel and the Gaza Strip.

Feature 1: How Tulane and the University of New Orleans Managed to Recover from Katrina.

Feature 2: Online 'Wiki' Sites Spur Invention.

Teaching Toolbox: Students Can Learn from the Failure of New Orleans' Levies.

DECEMBER

Cover: Researchers Examine Ways to Offset a Looming Water Shortage.

Feature 1: The Persian Gulf Taps Its Oil Windfall to Invest in Western-Style Higher Education.

Feature 2: The Trend Toward Combining Engineering and Liberal Arts Education.

Teaching Toolbox: How to Teach Engineering to the Over-30 Crowd.

JANUARY

Cover: MIT's Open Courseware Catches on, at Home and Abroad.

Feature 1: A British Educator Doubles as a BBC Star to Popularize and Demystify Science.

Feature 2: In Japan, Robots Take on Elder-Care Duties.

FEBRUARY

Cover: Technology is Making Plagiarism Easier--and Easier to Spot.

Feature 1: Are Endowments Widening the Rich-Poor Divide in Education?

Feature 2: Volunteer Engineers and Scientists Boost K-12 Learning.

*Stories are subject to change at any time.

THE #1 WEBSITE FOR “ENGINEERING EDUCATION”

ASEE.org is:

- a top location to reach engineering educators online.
- visited daily by thousands of ASEE members, from all engineering colleges and disciplines, who regularly use the site’s many resources including job postings, *PRISM* magazine, online research journals and many others.
- always the top-ranked website on Google and Yahoo! when searching the keywords “engineering education.”
- designed to display ads throughout the entire ASEE Web site, including high traffic administrative areas.
- designed so that ads are easily visible on the right side of each page.

Ad Traffic

Ads generally receive between 1,000 to 1,700 impressions per day.

Advertising Rates/Formats

All online advertisements are \$650 per 30-day time period.

“Graphic” and “text” ad formats are both accepted.

Graphic button ads must be 120 x 90 pixels. We accept most standard art files, including tiff and jpg files for graphic ads. We also accept animated ads.

Text ads consist of 4 lines of text. Each line is limited to 30 characters. The four lines of text include a headline with a link, a two line description and a URL.

Visit www.asee.org

REACH THOUSANDS OF ENGINEERING FACULTY VIA EMAIL

CONNECTIONS is a monthly e-newsletter sent to over 13,000 engineering and engineering technology faculty members and instructors. *CONNECTIONS* serves to help engineering faculty keep up to date on the latest news within their profession.

CONNECTIONS features:

- Exclusive statistics on the status of engineering education today
- Political developments on Capitol Hill affecting engineering
- Exciting innovations in the engineering classroom

Circulation

CONNECTIONS is sent to approximately 13,000 engineering educators, mostly in the U.S. They include 12,000 ASEE members and an additional 1,000 faculty who are not members of ASEE. Each issue is also posted on the ASEE Website, where it will continue to be read by Website visitors long after it is emailed out.

Issuance

CONNECTIONS is sent out the third week of each month throughout the entire year.

Ad Specs

Please submit a standardized 300 x 250 pixel digital art file in the jpg or gif formats (including animated gifs) that is under 50k in file size. Please also include a 4-8 word header and link which will be posted at the top of each e-newsletter. If you'd like us to include the copy from your art file in the alternative Text version of *CONNECTIONS* (not HTML), please send us a text version of your ad as well.

Deadline

The deadline for ad submissions is the first Friday of any given month.

Price

Ad spots are \$500 each.

Additional Advertising Information

CONNECTIONS is sent in both an html and text format for e-mail systems that do not accept html documents. Ads are placed in the margin so they are viewable while reading editorial content. A listing of each advertiser's name and link is placed in an advertiser "table of contents" located at the top margin of each e-newsletter above all ads and content to ensure maximum exposure for all advertisers regardless of position.

Visit www.asee.org/publications/connections/ to view past issues of *CONNECTIONS*.

P ROFILES OF ENGINEERING COLLEGES

REACH ENGINEERING AND ENGINEERING TECHNOLOGY DEANS

ASEE's annual *PROFILES OF ENGINEERING COLLEGES* is sent to most engineering and engineering technology deans in the U.S. The 500-page annual directory provides the latest statistics on U.S. engineering colleges. ASEE's deans participate in the creation of the directory and view it as an extremely valuable resource for determining where their school ranks and where engineering education stands today.

Data areas include the number of both undergraduate and graduate:

- Degrees Awarded
- Enrollment
- Faculty Headcounts
- Research Expenditures

Circulation

The *PROFILES OF ENGINEERING COLLEGES* is sent to 350 engineering and engineering technology deans in addition to 1,800 department heads, faculty, libraries and publisher distributors in the United States.

Issuance

The *PROFILES OF ENGINEERING COLLEGES* is published annually at the end of May.

Ad Specs

The trim size is 8.375" by 10.875"

Keep essential matter (text/graphics) 1/4" away from the trim.

Full Page Non-Bleed Ad Size:	7.375" x 9.875"
Full Page Bleed Ad Size:	8.625" x 11.125"
Half Page Non-Bleed ad size:	7.375" x 4.4375"
Half Page Bleed ad size:	8.625" x 5.4375"

The format we prefer is pdf, but we also accept jpg and tif files. Color ads need to be at least 300 dpi resolution, fonts need to be embedded, the color needs to be CMYK. Black and white ads need to be at least 600 dpi and done in greyscale. Ads should be submitted with a laser proof.

Ad Options/Rates

Full-page black and white ad	\$1,000
Half-page black and white ad	\$650
Section Separator Tab - 4 color	\$1,350
Envelope Insert	\$3,000

*rates are subject to change. Please contact us for the latest rates

Deadline

Please contact us for the latest deadline information.

K-12 E-NEWSLETTER & WEBSITE ADVERTISING

GO ENGINEERING E-NEWSLETTER:

GO ENGINEERING is a subscription-based e-newsletter read by high school science/math/technology teachers interested in incorporating engineering into their classrooms. *GO ENGINEERING* focuses on providing exercises and tips to incorporate engineering into the K-12 classroom.

Circulation

GO ENGINEERING is e-mailed to 3,000 high school math/science/technology educators in the United States in addition to being posted online for recipients and Web visitors.

Issuance

GO ENGINEERING is e-mailed and posted online twice monthly throughout the entire year.

Ad Specs

Ad spots consist of less than 50 words of text, a hyperlink and a jpg logo.

Deadline

The deadline for ad submissions is a week before a given issue is sent out.

Price

Ads cost \$350 per month and include a spot in two issues of *GO ENGINEERING*

Additional Advertising Information

The e-mail version of *GO ENGINEERING* is abbreviated and is intended to prompt readers to visit the online version where articles and ads are posted in their entirety.

Visit www.engineeringk12.org/newsletter/ to view past issues of *GO ENGINEERING*.

ASEE's K-12 CENTER WEBSITE:

ASEE's online K-12 Center (www.engineeringk12.org/) is visited by thousands of teachers and students across grades K-12 who are interested in engineering. It is the top search engine result when searching the keywords, "K-12 Engineering." The K-12 Center contains numerous resources for students who want to be engineers and teachers who want to incorporate engineering into the K-12 classroom.

Visit www.engineeringk12.org/.

Advertising Rates/Formats

- Ads are priced on a 30-day basis. (Please contact us for the latest rates)
- "Graphic" and "text" ad formats are both accepted. Ads are placed on multiple pages throughout the Web site.
- Graphic button ads must be 120 x 90 pixels.

We accept most standard art files including tiff and jpg files for graphic ads. We also accept animated ads.

- Text ads consist of 4 lines of text. Each line is limited to 30 characters. The four lines of text include a headline with a link, a two-line description and a URL.

***K-12 e-newsletter and Website ads are available together at a discounted package rate or separately at full price.**

*FOR THE MOST UPDATED RATES PLEASE VISIT WWW.ASEE.ORG/ADS

ALL AD MATERIALS AND RESERVATIONS CAN BE E-MAILED OR MAILED TO:

MIKE SANOFF
1818 N Street, N.W.
Suite 600
Washington, DC 20036
m.sanoff@asee.org
(202) 331-3531