



AMERICAN COUNCIL OF ENGINEERING COMPANIES OF MICHIGAN MICHIGAN SOCIETY OF PROFESSIONAL ENGINEERS AMERICAN SOCIETY OF CIVIL ENGINEERS MICHIGAN SECTION

Introducing a Cost-Effective Connection to Michigan's Engineering Profession: One Magazine Reaching the Complete Membership of Three Associations

The ACEC/MI, MSPE and ASCE-MI Advantage

- By consolidating our similar, yet separate publications into one communication device, we will provide timely and relevant information for all **three association memberships** while reaching a wider audience .
- Reaching the complete memberships of all three associations, you will target more than **7,500 industry decision-makers** including CEOs, presidents and all levels of management, as well as:

- ♦ Building and road contractors
- ♦ Developers
- ♦ Federal and state government officials
- ♦ Michigan municipalities and road commissions

Don't dilute your company's marketing investment by advertising in markets you don't serve!

Our focused readership includes industry leaders across Michigan who control purchasing budgets. **Make sure you are part of their budget plans!**

As of October 2009, Michigan recipients of federal stimulus funding have been allocated more than **\$9.3 billion from the Recovery Act**. The Michigan engineering profession is planning for the future to revive Michigan — make certain you are a part of their plans. **Contact your Naylor account representative today.**

For more information, please contact:

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Project Manager
Naylor, LLC
Ph (800) 369-6220 Ext. 2744
Fax: (352) 331-3525
jdolder@naylor.com



IN PRINT AND ONLINE

Connecting you with ACEC/MI, MSPE and ASCE-MI members throughout the year

Michigan Engineering PRINT EDITION

Published three times per year, our official publication is an 8.375" x 10.875" full-color, saddle-stitched magazine. *Michigan Engineering* is shipped directly to the ACEC/MI, MSPE and ASCE-MI membership who relies on it to keep them up-to-date on the latest information and the newest and best products and services related to the civil engineering profession.



Michigan Engineering DIGITAL EDITION

In addition to print, *Michigan Engineering* is also available to members in a fully interactive digital version. Extend your print advertising investment with the unique benefits of digital media. **All print advertising rates include free eLinks in the digital edition!**



Who We Are

Collectively we are the the voice of Michigan's engineering profession. Our members are engaged in a wide range of engineering works that propel the economy and enhance and safeguard Michigan's quality of life. These works allow Michigans to drink clean water, enjoy a healthy life, take advantage of new technologies and travel safely and efficiently. We contribute to Michigan's prosperity and welfare.

To learn more about ACEC/MI, visit **www.acecmi.org**.

To learn more about MSPE, visit **www.michiganspe.org**.

To learn more about ASCE-MI, visit **<http://sections.asce.org/michigan>**.



Dear Members and Colleagues:

The American Council of Engineering Companies of Michigan, the Michigan Society of Professional Engineers and the American Society of Civil Engineers Michigan Section are pleased to announce a joint venture in producing a new magazine to communicate with the Michigan engineering community. The new tri-annual publication – *Michigan Engineering*, will focus both on the practice and business of engineering. We have chosen to work with Naylor, LLC as the official integrated media solutions partner for our new publication. We are confident that working with Naylor will significantly increase the benefits that we already offer to our members.

This new media opportunity will help you communicate with the Michigan engineering community, build your business and insure you promote your company to a major purchasing audience!

By partnering with ACEC of Michigan, MSPE and ASCE-Michigan, you are demonstrating the strength and reliability of your company. Take advantage of this premiere opportunity to partner with 3 major engineering groups — make plans today to advertise in our print and online communications options.

- *Michigan Engineering* - Print Edition
- *Michigan Engineering* – Digital Edition

We are proud to serve as the voice of the engineers in Michigan, and these media opportunities will be valuable outlets for the organization to provide in-depth perspectives on the vast array of critically important issues to our readers.

For 40 years, Naylor has been North America’s leading media and events partner for associations. We are confident that Naylor will provide us with the highest quality media solutions for our members and the engineering community. When an account executive from Naylor contacts you, please consider allocating part of your advertising budget to promote your products and services to the decision-makers in our industry.

On behalf of ACEC of Michigan, MSPE and ASCE-Michigan, I would like to thank you in advance for your advertising support.

Sincerely,

Ronald W. Brenke, PE
Executive Director
ACEC/Michigan, MSPE, Michigan Section-ASCE

Michigan Engineering — print edition

Net Advertising Rates

All rates include an eLink in the digital edition of the magazine.

Revisions and Proofs: \$50.00
Position Guarantee: 15% Premium

Full-Color Rates	1x	2x	3x
Double Page Spread	\$2,529.50	\$2,349.50	\$2,179.50
Outside Back Cover	\$2,349.50	\$2,219.50	\$2,099.50
Inside Front or Inside Back Cover	\$2,179.50	\$2,049.50	\$1,929.50
Full Page	\$1,799.50	\$1,669.50	\$1,549.50
2/3 Page	\$1,559.50	\$1,449.50	\$1,339.50
1/2-Page Island	\$1,339.50	\$1,249.50	\$1,149.50
1/2 Page	\$1,139.50	\$1,059.50	\$979.50
1/3 Page	\$859.50	\$799.50	\$739.50
1/4 Page	\$659.50	\$609.50	\$569.50
1/6 Page	\$519.50	\$479.50	\$449.50
1/8 Page	\$409.50	\$379.50	\$349.50

Black-and-White Rates	1x	2x	3x
Full Page	\$979.50	\$909.50	\$839.50
2/3 Page	\$849.50	\$789.50	\$729.50
1/2-Page Island	\$729.50	\$679.50	\$629.50
1/2 Page	\$619.50	\$579.50	\$529.50
1/3 Page	\$469.50	\$439.50	\$399.50
1/4 Page	\$359.50	\$329.50	\$309.50
1/6 Page	\$279.50	\$259.50	\$239.50
1/8 Page	\$219.50	\$199.50	\$189.50

Invoices issued upon publication.

2010 Publishing Planner:

This schedule is subject to change without notice.

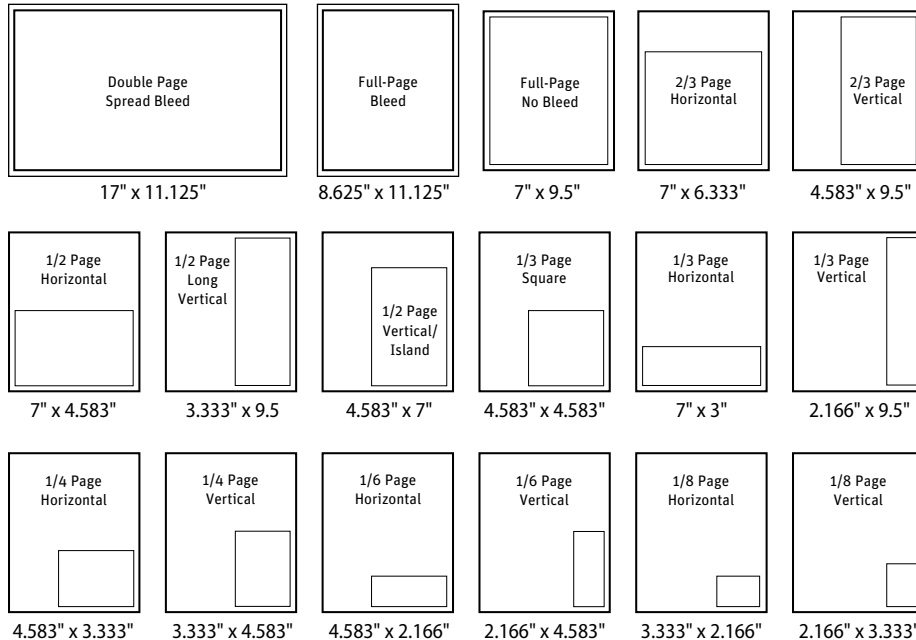
Issue	Ships
Spring 2010	April 2010
Fall 2010	July 2010
Winter 2010	November 2010

Don't have an ad created? With our complimentary production services, Naylor, LLC provides professional ad assembly and layout services to non-agency clients at no charge.

Michigan Engineering — tri-annual magazine

Print Advertising Specifications

Magazine Trim Size: 8.375" x 10.875"



Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

DPS Live Area: 15.417" x 9.5"

Full-Page Live Area: 7" x 9.5"

Production Services

Naylor provides professional ad assembly to non-agency clients at no charge.

Artwork Requirements

All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either greyscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor Web site at www.naylor.com and under the Client Support section click "Ad Upload." Locate your publication code, advertising order number and advertising code in the box at the top right-hand side of your advertising space contract. Simply fill in your company's contact information along with these three pieces of information, browse for your file and click "Submit." Changes or corrections resulting from problems of supplied material will be billed at cost plus 15%.

Proofs and Revisions

Proofs of ads produced by Naylor are available upon request at a charge of \$50. Revisions are rework for Naylor and are subject to a \$50 surcharge.

Digital Edition

For more information on digital specifications, including FLASH cratives, visit: <http://www.naylor.com/clientSupport-onlineGuidelines.asp>

eSponsorship

- 645 x 465 pixels
- JPG, GIF, Flash/SWF*, AVI, MPG, MOV, FLV or Real Player accepted
- File size must be no greater than 100kb
- Animation must be no longer than 25 seconds

eSkyscraper

- 228 x 1140 pixels
- JPG or GIF accepted (no animation)
- File size must be no greater than 100kb

eToolbar

- 250 x 50 pixels
- JPG or GIF accepted (no animation)
- File size must be no greater than 100kb