

## Cutting-edge editorial content

With a streamlined appearance and high level of sophistication, *The Utah Engineers Council Journal & Resource Guide* delivers up-to-date information about today's engineering sphere, and celebrates the most accomplished engineers.

*The Journal & Resource Guide* features articles from the industry's most authoritative specialists and instructors. Subjects include:

- Safety and security issues
- Marketing and branding
- Industry history and advances
- Utah Engineers Council news and events
- ROI methodologies
- Industry standards, practices and ethics
- Government affairs affecting engineering
- Continued engineering education
- News on ASCE, SEAU, ASHRAE and ASME happenings
- Environmental concerns and updates
- UEC awards and recognitions

## Readers want competitive advantage

*The UEC Journal & Resource Guide* serves the membership and prospective members of Utah Engineers Council. It is published annually with a circulation of 6,500, and is enjoyed by over 14 associations within the sphere of engineering.

*The Journal & Resource Guide* readers are among the most successful engineers in their respective fields. They strive to continuously learn about new laws and regulations, methodologies, software, training opportunities, academic research, environmental concerns and other issues that help build a stronger and more productive engineering industry. *The UEC Journal* promotes the healthy competition and advancement of engineering in Utah, with keys to becoming a leading business and competing in an ever-changing marketplace.

Our readers represent companies of all sizes and from all types of engineering firms: civil, mechanical, chemical, industrial, and others. This is your opportunity to reach the niche market this association provides. Our research shows that the magazine is read cover-to-cover and stored in members' libraries for future reference.

### 2010 Publication & Advertising Schedule

#### Issue Artwork/Editorial Due:

November 1, 2009

#### Mail Date:

January 20, 2010

### Design Information

*Ads submitted must be in .tiff, .eps, .jpg, or .pdf format. 300 dpi, high-resolution press-quality, CMYK images only. Ads may be submitted as original Illustrator or Photoshop format. If the original ad is submitted, please include all linked files and change all type to outlines. Please provide a hard copy print. Ads on a disk or e-mailed must be zipped (PC), or stuffed as a self-extracting file (MAC).*

\* Ad Design Available \$250.<sup>00</sup>

### 2010 Advertising Rates

Size	Cost: Color
Full Page	\$1,475. <sup>00</sup>
1/2 Page Horizontal	\$1,175. <sup>00</sup>
1/4 Page Horizontal	\$ 975. <sup>00</sup>
Inside Front/Back Cover	\$1,575. <sup>00</sup>
Outside Back Cover	\$1,795. <sup>00</sup>
Page 3 RH Read	\$1,795. <sup>00</sup>
Resource Guide Listing	\$ 275. <sup>00</sup>

• All color is process color • Ad rates are net

### AD Specifications (Width X Height)

Inside Front/Back Cover:	7.5" X 10"
Full Page Ads:	7.5" X 10"
1/2 Page Ads:	7.5" X 5"
1/4 Page Ads:	3.75" X 5"
Buyer's Guide Listing:	2" X 3.5"
Outside Back Cover:	8" X 8.5"

\* for bleed add .125" on all sides



*The UEC Journal & Resource Guide* is printed on SFI/FSC Certified Paper

