



## Cutting-edge editorial content:

The *UEC Journal* offers clear, sophisticated, and up-to-date, comprehensive but concise information about strategies, methods and techniques that readers can apply immediately in their own organizations.

With articles written by the engineering industry's most authoritative practitioners and consultants. The *UEC Journal* covers a broad range of subjects, including the following:

- 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
- Scholarship recipients
- Environmental concerns and updates
- UEC awards and recognitions

## 2011

### Publication & Advertising Schedule:

#### Issue Artwork/Editorial Due

January 10, 2012

#### Mail Date

February 3, 2012

### Design Information:

All ads must be submitted in press-ready .pdf format. Ads may also be submitted as original Illustrator format. If the original ad is submitted, please include all linked files and convert all type to outlines.

Ad Design Available \$250.

## Readers want competitive advantage:

The *UEC Journal* serves the UEC membership and prospective membership. The *UEC Journal* is published annually and the circulation is 6,500 each issue.

The *UEC Journal* readers are among the most successful engineers in their respective fields. They strive to continuously learn 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 from all types of engineering firms: civil, mechanical, chemical, industrial and others. This is your opportunity to reach the target market the council provides. Our research shows that the magazine is read cover-to-cover and stored in our members' libraries for future reference.

## UEC Member Societies:

AAEE, ACEC-Utah, AIAA, ASCE, ASHRAE, ASME, ASPE, IEEE, ITE, SAME, SEAU, SWE, UCLS, USPE  
Affiliate Member:

GOED (Governor's Office of Economic Development)

## 2011 Advertising Rates:

Size	Price Per Term
Full Page	\$1,250. <sup>00</sup>
1/2 Page	\$750. <sup>00</sup>
1/4 Page	\$475. <sup>00</sup>
1/8 Page	\$250. <sup>00</sup>
Inside Front/Back Cover	\$1,850. <sup>00</sup>
Outside Back Cover	\$2,500. <sup>00</sup>
1/2 Page Ad & Editorial Spread	\$2,500. <sup>00</sup>

■ All color is process color ■ Ad rates are net

## AD Specifications (Width X Height):

*Inside Front/Back Cover:	8.5" X 11"
*Full Page Ads:	8.5" X 11"
1/2 Page Ads:	7.5" X 4.75"
1/4 page Ads:	3.625" X 4.75"
1/8 page Ads:	3.625" X 2.375"
*Outside Back Cover:	8.5" X 8.5"

\* for bleed add .125" on all sides

**2012 Engineers Week:  
February 20 - 26th!**



# Utah Engineers Council

## 2012 Annual Journal

### COMPANY INFORMATION

Contact Name			
Company Name			
Address	City	State	Zip
E-mail	Phone	Fax	

### ADVERTISING REQUIREMENTS

AD SIZE	TOTAL COST	SPECIAL REQUESTS - NOTES
FULL PAGE		
1/2 PAGE		
1/4 PAGE		
Inside Front Cover		
Inside Back Cover		
Back Cover		
Page 3		
1/2 Page Ad and Editorial Spread		

<input type="checkbox"/> We will provide ad. <input type="checkbox"/> We will pay you to design our ad. <input type="checkbox"/> Payment is enclosed. (Please make checks payable to newsLINK). <input type="checkbox"/> Please Invoice me. I will authorize payment in full prior to publication. <input type="checkbox"/> Please bill my credit card.	Credit Card Number _____ Expiration Date: _____ CVC CODE: (Three Digit code on Back of Card) _____ Cardholder's Signature _____ Cardholder's Name (Print): _____ Billing Address: _____
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### PLEASE MAIL, FAX OR E-MAIL TO



newsLINK Marketing &  
Professional Publishing Services  
PO Box 651093  
Salt Lake City, Utah 84165



(fax) 801.704.3501



EMAIL  
rhett@mediacommunicationsinc.com

### TERMS AND CONDITIONS

- Account balance is due in full prior to publication. A monthly finance charge of 1.5%, which is 18% per annum, will be charged on the unpaid balance of past due accounts. Customer agrees to pay reasonable attorney's fees and other costs of collection after default and referral to an attorney.
- All materials will be reviewed for acceptability, and the UEC or publisher reserves the right to refuse any advertisement.
- Position of advertisements is at the discretion of the publisher, unless the advertiser has specifically paid for a premium position.
- Advertisers assume liability for all content (including text representation and illustration) of the advertisement printed and agree to indemnify, protect, and hold harmless the UEC and the Publisher from any claim or action based on the content of an advertisement published.
- Order is non-cancelable.
- Publisher reserves the right, at its discretion, to either refund or make good any paid ad that does not run, for any reason, such as publisher's error or inappropriate for the publication ad content. If there is a problem with an ad, such as late distribution, or quality that is the publisher's fault, a make-good will be given.
- Ads that are not paid for prior to publishing are not guaranteed to run.

### SIGNATURE AND DATE

Signature	Date
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# Print More Relevant than Ever!

According to a cross-media study published February 2007 by Simmons Engagement that analyzed the effectiveness of magazines, TV, and the Internet according to six different categories, people who see magazine advertisements are more receptive than they would be when viewing TV or the Internet. Magazines also have a higher score when it comes to engaging a person's attention and influencing where that person goes on the Internet.

The six categories consisted of the following:

- **INSPIRATIONAL:** Were readers inspired by the material? Did it make them feel emotionally connected?
- **TRUSTWORTHY:** Did readers think they were being told the truth without unnecessary sensationalism?
- **LIFE ENHANCING:** Did readers think the material taught them something useful that would help them make better decisions?
- **SOCIAL INTERACTION:** Did readers learned interesting information

they wanted to discuss with family or friends?

- **PERSONAL TIMEOUT:** Did readers think the time spent reading or watching was quality, well-spent time?
- **AD ATTENTION/RECEPTIVITY:** Was the advertising both relevant and interesting to the readers?

Gary Garland, executive director of advertising services for Magazines Can, was unsurprised for several reasons:

- People like to read magazines, in part because they have more control than they do over TV. When people watch TV, each show ends on the hour or half-hour; with a magazine, those same people can move at whatever speed suits them.
- Effective advertisers have become more oriented toward permission-based media that lets the consumer control the advertising. Magazines and the Internet both allow people to read, save, and re-read ads. People are often influenced by magazines when deciding about products.
- Magazines offer a great place to find specialized facts and information. People may pick up the magazine because of a specific article that contains interesting information, but they also browse through the other articles and ads. In fact, magazine ad recall increased 13% between 2005 through 2009.

Other companies (BIGresearch in 2007, Roper Roberts in 2005, and the American Advertising Federation in 2006) have confirmed

these results. The Internet does not make print obsolete; instead, the two coexist well together. Marketers consider magazines to be more effective than corporate web sites, online promotions, or Internet-based marketing sites when it comes to encouraging people to surf the Internet. In particular, the report published by BIGresearch, entitled "A Simultaneous Media Survey (SIMM 9)," found that magazines outperformed TV by 10% and face-to-face communication by 33%. In part, this is because adults between the ages of 18 and 34 are avid magazine readers, reading more than people who are older than they are.

Magazines present an opportunity for content providers who connect the magazine to the Internet:

- Statistics gathered between 1999 and 2005 show that when you calculate the average annual compound rate, magazines grew 7.4%. All other media (TV, radio, newspapers, and anything out of the home, such as movies) only grew 3.7%.
- More current research by MRI from the fall of 2009 puts the increase in magazine readership at 4.3% over the last five years. Some of this is because of 12-year-old Google; since Google, magazine readership has increased 11%.

In other words, magazines are more relevant than ever. They are getting stronger as content providers, can form mutually beneficial relationships with the Internet, and are increasingly effective places for advertisements.



**newsLINK**

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