

# ENGINEER

<b>ISSUE</b>	<b>FOCUS</b>	<b>CLOSING DATE</b>	<b>ARRIVING</b>
Spring '21	The PA Turnpike's Southern Beltway	March 31, 2021	April 15, 2021
Summer '21	IBC '21 Special Conference Issue	May 16, 2021	June 18, 2021
Fall '21	ACAA's Airport Modernization Program	September 5, 2021	September 15, 2021
Winter '21	ALCOSAN	December 15, 2021	January, 2022

## ADVERTISING RATE SCHEDULE

<b>POSITION</b>	<b>1X / PER</b>	<b>2X / PER</b>	<b>3+ X / PER</b>
<b>COVERS</b>			
Outside back	\$2800.00	\$2600.00	\$2400.00
Inside back	\$2600.00	\$2400.00	\$2200.00
Inside front	\$2600.00	\$2400.00	\$2200.00
Full page	\$2000.00	\$1800.00	\$1600.00
1/2 page	\$1000.00	\$900.00	\$800.00
1/4 page	\$600.00	\$500.00	\$400.00
1/8 page	\$300.00	\$275.00	\$250.00

You will be invoiced for your ad after publication.  
Prime advertising positions are offered on a first-come, first-serve basis.

## ADVERTISEMENT INFORMATION

Size:

Frequency:

Position Request:

Spring '21    Summer '21    Fall '21    Winter '21

Rate:

Total:

For additional advertising information contact:  
David Teorsky, Editor-in-Chief  
Ph: 412-261-0710  
Email: [d.teorsky@eswp.com](mailto:d.teorsky@eswp.com)

Note: Contract must be received before ad placement.  
Terms: 30 days

*Cancellations must be made in writing and are not accepted after space reservation deadlines.*

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*Pittsburgh ENGINEER* is our online publication at a no-cost basis to ESWP members and affiliates.

**Subscriptions are available @ \$10/year by contacting ESWP.**

## ADVERTISING CONTRACT Please fax to 412-261-1606

### ADVERTISER INFORMATION

Company:

Contact:

Address:

City:

State:

Zip:

Phone:

Fax:

E-mail:

SIGNATURE

DATE

## AD / PRINTER SPECIFICATIONS

Acceptable Material: Digital Files only, FTP, or by e-mail (if less than 10MB). File must contain layout, all image files and fonts used. Colors must be CMYK

**Electronic File Formats:** PDF or Windows Platform, PageMaker, Photoshop, Illustrator, eps or tif. (MAC files are NOT acceptable.)

*All ads are printed in full color at no extra charge!*

**FINISHED SIZE:** Full-Page 8.5"w x 11" h (bleed allowed, please allow 1/4")

**AD SIZE:** Covers have full bleed, please allow 1/4"

1/2 page — 7.625"w x 5"h

1/4 page — 3.75"w x 5"h

1/8 page — 3.75"w x 2.5"h

**Halftone:** 133 line

**Screen:** Scanned photos at no less than 300 dpi

PLEASE SEND ALL ARTWORK in ELECTRONIC FORMAT TO:

David Teorsky, c/o ESWP

• Email: [d.teorsky@eswp.com](mailto:d.teorsky@eswp.com)

• FTP: [www.eswp.com/eswp-file-upload/](http://www.eswp.com/eswp-file-upload/)