

Utah Engineers Council

2013 Annual Journal

Utah Engineers Council
JOURNAL

7,000,000,000
PEOPLE
SEVEN BILLION DREAMS

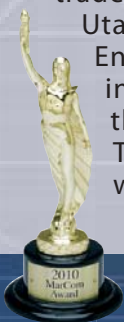
Engineers turn dreams into reality

ENGINEERS WEEK® 2013

Advertisement Opportunity!

Business-to-Business Marketing That Moves Products and Services

The *UEC Journal* is the award-winning professional trade journal for all engineering disciplines within Utah. As the official trade journal of the Utah Engineers Council, The *UEC Journal* reflects the industry's highest standards and reinforces the organization's sterling professional image. The *UEC Journal* is published in conjunction with National Engineers Week each year.



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

2013 Publication & Advertising Schedule:

Issue Artwork/Editorial Due

January 10, 2013

Mail Date

February 4, 2013

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)

2013 Advertising Rates:

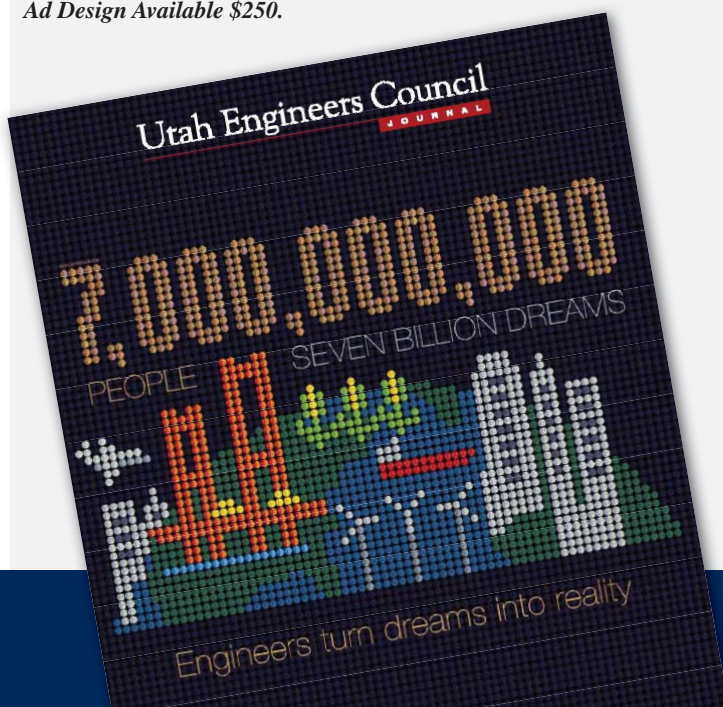
Size	Price Per Term
Full Page	\$1,250. ⁰⁰
1/2 Page	\$750. ⁰⁰
1/4 Page	\$475. ⁰⁰
1/8 Page	\$250. ⁰⁰
Inside Front/Back Cover	\$1,850. ⁰⁰
Outside Back Cover	\$2,500. ⁰⁰
1/2 Page Ad & Editorial Spread	\$2,500. ⁰⁰
Full Page Article & Editorial Spread	\$3,500. ⁰⁰
Page 3	\$1850. ⁰⁰

■ 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



**2013 Engineers Week:
February 17 - 23rd!**

Utah Engineers Council

2013 Annual Journal

COMPANY INFORMATION

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

ADVERTISING REQUIREMENTS

AD SIZE	TOTAL COST	SPONSORSHIPS
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		

- We will provide ad.
 We will pay you to design our ad.
 Payment is enclosed. (Please make checks payable to newsLINK).
 Please Invoice me. I will authorize payment in full prior to publication.
 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: _____

PLEASE MAIL, FAX OR E-MAIL TO



The newsLINK Group
 PO Box 65611
 Salt Lake City, Utah 84165



FAX
 801.742.5803



EMAIL
 lori@thenewslinkgroup.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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Award Banquet Sponsorships



**ENGINEERS
WEEK® 2013**
February 17-23

John E Richardson
Chair, Utah Engineers
Council
Home: 801-771-4052
Cell: 801-510-5301
johner149@comcast.net



3149 So. State Street, Suite A
Salt Lake City, UT 84115

855.747.4003
or
801.746.4003

DIAMOND LEVEL SPONSOR: \$5,000.⁰⁰

- ◆ 8 tickets to the UEC Banquet (table)
- ◆ Name and logo on UEC website
- ◆ Prominent company mention and logo on the banquet spread in the *UEC Journal*
- ◆ Diamond Plaque presented to Sponsor at the UEC Banquet
- ◆ Time at the Banquet to honor the company and for the Sponsor to briefly discuss their products and services and their contribution to the engineering culture in the Utah community
- ◆ Industry exclusivity as a sponsor
- ◆ Copy of the attendee list
- ◆ Company bio and logo in the banquet program

PLATINUM LEVEL SPONSOR: \$3,000.⁰⁰

- ◆ 4 tickets to the UEC Banquet (1/2 table)
- ◆ Name and logo on the UEC website
- ◆ Prominent company mention and logo on the banquet spread in the *UEC Journal*
- ◆ Platinum Plaque presented to the company, acknowledgement and verbal thank you to the sponsor at the Banquet.

GOLD LEVEL SPONSOR: \$1,000.⁰⁰

- ◆ 2 tickets to the UEC Banquet
- ◆ Name and logo on the UEC website
- ◆ Company mention and logo on the banquet spread in the *UEC Journal*
- ◆ Gold Plaque presented to the company, acknowledgement and verbal thank you to the sponsor at the Banquet.

SILVER LEVEL SPONSOR: \$500.⁰⁰

- ◆ Name and logo on the UEC website
- ◆ Company mention and logo on the banquet spread in the *UEC Journal*
- ◆ Silver Plaque presented to the company, acknowledgement and verbal thank you to the sponsor at the Banquet.