

Utah Engineers Council

JOURNAL

The Official Publication of the Utah Engineers Council (UEC)



Utah Engineers Council

2020



PIONEERS OF PROGRESS

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Why advertise?

COMMUNICATION WITH MEMBERS IS ALWAYS AN IMPORTANT THING — RIGHT NOW IT'S EVEN MORE SO. UEC JOURNAL IS AN EXCEPTIONAL PLATFORM FOR YOUR MESSAGE.

As our economy moves towards stability and future growth, now is a great time for you to reach out to your customers and let them know you appreciate their business and are also open for more business. Print magazines offer a tactile experience of trust, authority and credibility that stands out in today's world.

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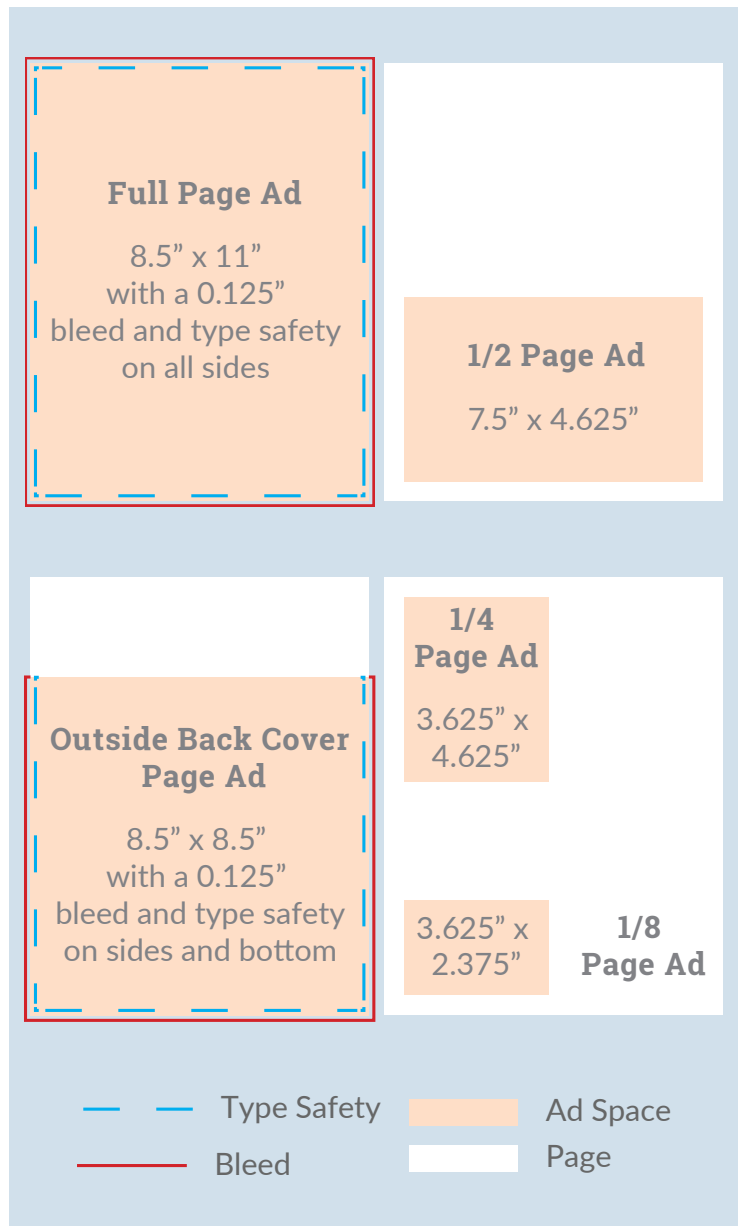
The UEC Journal offers information about methods and techniques that readers can apply immediately in their own organizations. The information is clear, sophisticated, up-to-date, comprehensive and concise.

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

2021 Advertising Rates	
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Inside Front/Back Covers	\$1,850
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Centerfold space available; call for rates.	

2021 Publication and Advertising Schedule			
Issue	Editorial	Artwork Due	Mail Date
1	Jan 20, 2021		Mar 27, 2021



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Print or Digital? We say both.

Digital magazines are not competing with print — they have their own, very solid place in the mix of marketing and communication campaigns. Digital publications are available on readers and phones, allowing for a different level of engagement that supports information bites, if you will, as opposed to the more immersive reading that happens with print. And readers have access to this digital content anytime, anywhere because most people are not far away from their mobile devices. Technology has enhanced the way we communicate with one another, find information and experience the world. And it has expanded the possibilities in publishing as well.

WHICH IS WHY UEC JOURNAL IS PUBLISHED IN BOTH PRINT AND DIGITAL FORMATS.



UEC Journal offers these value added services to help you reach your target audience:

- A digital version of the publication — pdf, “flipping book” and a true built-out digital version for SEO and social media sharing
- A magazine website with your company logo, linked to your website and housing a multiyear archive of the publication
- An additional email distribution of the publication, so UEC members and magazine readers will enjoy the benefits of both print and digital experiences



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