



2024

# MEDIA KIT



The Official Publication of the Utah Engineers Council

## Your Brand, Promoted.

Make sure your company is top of mind. UEC Journal magazine is the perfect place to be seen by all the decision makers in the industry. Advertise in this publication and watch your revenue grow.

# Advertise in this publication and get your brand in the hands of UEC members, AKA your target market.

## CUTTING-EDGE EDITORIAL CONTENT:

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

## VALUE ADDED SERVICES TO HELP KEEP YOU IN THE FOREFRONT:

- A magazine website that includes your logo linked back to your website
- A built-out digital version of each issue that includes options for social sharing, a downloadable PDF and a flipping book for those who prefer swiping
- An additional email distribution of the publication, so UEC members and magazine readers will enjoy the benefits of both print and digital experiences
- Options to purchase digital advertising space on the magazine website (see pricing on the next page)

**Are you ready for growth? Go crazy. Be seen.**  
Contact us today to advertise in this publication.



The UEC Journal is the official publication of  
The Utah Engineers Council.

## 2023 Production Schedule\*

Issue	Editorial   Artwork Due	Estimated Mail Date
Annual Issue	May 10, 2024	June 5, 2024

\* The Editorial | Artwork Due date is the projected production start date and the date we need the content for the issue noted.

\* Based on the needs of the Association, these dates may be pushed back to accommodate events, legislative concerns or last minute news, which makes the publication current and relevant and increases the value to members and advertisers. However, all publications are published as close to these dates as possible.

\* Digital ads are published on the same schedule as the print magazine. In other words, one supports the other, which has proven ROI.



**VIEW UEC JOURNAL  
ONLINE AT:**

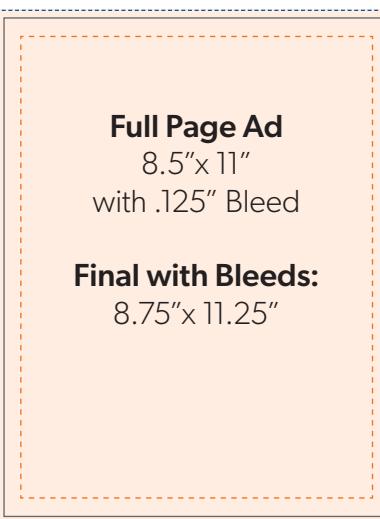
<https://uec-journal.thenewslinkgroup.org>



## Print Ad Specifications and Pricing

2024 Advertising Rates		
Size	Early Bird Pricing	Per Term (1 issue)
Full Page		\$1,420
Half Page		\$872
Quarter Page		\$475
Eighth Page		\$284
Page 3, 5, or Premium		\$2,839
Inside Front/Back Covers		\$2,101
Outside Back Cover		\$2,839
Print + Digital Premium Pkg.		\$2,839
Centerfold space available; call for rates.		

- All ads MUST be submitted in a press-ready format (300dpi PDF or 300dpi .jpg format).
- If a full page ad or outside back cover is submitted without a 0.125" bleed, the ad will be resized to fit the page with a 0.25" white border around it.

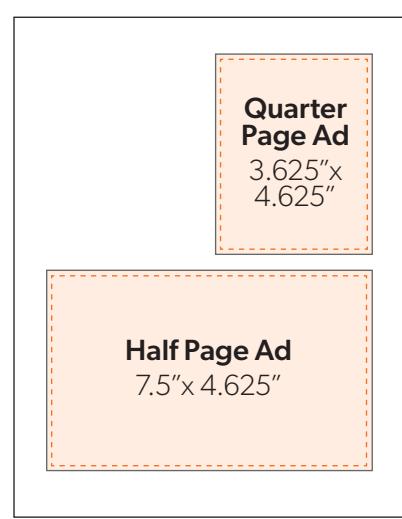


**Full Page Ad**  
8.5" x 11"  
with .125" Bleed

**Final with Bleeds:**  
8.75" x 11.25"



**Outside Back Cover Ad**  
8.5" x 8.5"  
  
**Final with Bleeds:**  
8.75" x 8.75"



**Quarter Page Ad**  
3.625" x 4.625"

**Half Page Ad**  
7.5" x 4.625"

## Digital Ad Specifications and Pricing

2024 Digital Advertising Rates	
Size	Per Issue
Issue Homepage Skyscraper	\$475
Top Leaderboard (exclusive to entire publication)	\$800
Article Leaderboard (exclusive to one article)	\$375

### EVERY AD SHOULD CONTAIN FOUR MAIN COMPONENTS:

1. Your logo or company name
2. A value proposition
3. An image or visual representation of your service
4. A clear call to action with contact information

#### Acceptable Digital Ad File Formats:

.jpeg, .jpg, .png, .gif

#### File Size:

50KB or smaller

#### Skyscraper:

300px X 500px

#### Skyscraper (mobile):

600px X 120px

#### Leaderboard:

970px X 90px

#### Leaderboard (mobile):

600px X 120px

#### 125 characters of text or less.

Images that consist of more than 20% text may experience reduced delivery.

• LEADERBOARD (DESKTOP & TABLET)  
970px x 90px

• SKYSCRAPER (MOBILE)  
• LEADERBOARD (MOBILE)  
600px x 120px



• SKYSCRAPER (DESKTOP & TABLET)  
300px x 500px

# Purchase an ad in the Annual UEC Journal.

## Company Information

Name/Title		Company	
Phone	Email		
Address			
City	State	Zip Code	
Website			
Contact Name	Email		

Print Ad Size	# of Insertions	Ad Placement	Total Cost
Full Page			
Half Page			
Quarter Page			
Page 3, 5, or Premium			
Inside Front/Back Covers			
Outside Back Cover			
Print + Digital Premium Pkg.			

**Ad Design:** We will provide an ad in CMYK at 300dpi, .jpg or PDF format with bleed if needed.  
We will pay you to design our ad for \$250.

## PAYMENT METHOD:

Please invoice me  
Credit Card

CC Number	Signature		
Exp. Date	CVV Code	Date	

- Account balance is due in full before publication. Ads not paid in full before publishing are not guaranteed to run. 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. The publisher and the sponsor reserve the right to refuse any advertisement.
- Position of advertisements is at the discretion of the publisher unless the advertiser has specifically contracted and paid for a premium position.
- Advertisers assume all liability for all content (including text representation and illustration) of the advertisement printed and agree to indemnify, protect and hold harmless the publisher and the sponsor from any claim or action based on the content of an advertisement published.
- Orders cannot be canceled. If there is a problem with an ad, such as excessively late distribution, or quality concerns that are the publisher's fault, the publisher reserves the right, at its discretion, to either refund or make good any paid ad that does not run due to publisher error.

Purchaser: \_\_\_\_\_

Date: \_\_\_\_\_

newsLINK Group: \_\_\_\_\_

Date: \_\_\_\_\_

