Published in concert with the three leading professional associations for practicing structural engineers:

National Council of Structural Engineers Associations (NCSEA)

Council of American Structural Engineers (CASE)

Structural Engineering Institute (SEI)

The editorial mission of this professional collaboration is to deliver superior content that is specifically designed for, and intended to serve and benefit, the practicing structural engineer.
100% Practicing Structural Engineers

**Readership**

Based on the most recent survey, STRUCTURE readers identify with the following classifications – a diverse readership with phenomenal buying authority:

- 26% Owner/Executive/C-Level
- 22% Senior Management
- 19% Project Manager
- 10% Senior Structural Engineer
- 13% Structural Engineer
- 10% Other

**Primary Materials**

SPECIFIED ON PROJECTS

- 85% STEEL
- 83% CONCRETE
- 64% PRE-CAST CONCRETE
- 60% WOOD
- 59% MASONRY
- 51% COLD-FORMED STEEL

**Readers by Size of Firm**

- 30% FEWER THAN 9
- 24% 10 to 49
- 10% 50 to 99
- 12% 100 to 199
- 11% 200 to 499
- 10% 500 to 999
- 9% 1000+

**SUBSCRIBER Preferred Format**

- 64% cite a preference for print-only
- 25% cite a preference for both print and digital formats
- 11% cite a preference for digital-only

**AUDIENCE + REACH**

- 32,500 SUBSCRIBERS
- 20,000+ RECIPIENTS
- 876,000+ PAGE VIEWS
- 84,000+ UNIQUE VISITORS
- 8,500+ VIEWERS

**STRUCTURE**

- Print Edition
- Email Distribution
- STRUCTUREmag.org Monthly Averages
- Digital Edition Monthly Average
## 2022 Editorial Calendar

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>Theme</th>
<th>Focus</th>
<th>Structural Insights Topic</th>
<th>Resource Guide</th>
</tr>
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<tbody>
<tr>
<td>JAN</td>
<td>CONCRETE</td>
<td>Concrete Slabs</td>
<td>Structures in the Context of Resilience</td>
<td>Anchor Updates</td>
</tr>
<tr>
<td>FEB</td>
<td>STEEL/ COLD-FORMED STEEL</td>
<td>Hybrid Structures</td>
<td>Work/Life Fit in Engineering</td>
<td>Bridge Guide</td>
</tr>
<tr>
<td>MAR</td>
<td>WIND/SEISMIC</td>
<td>Designing for Hazards</td>
<td>Special Inspection vs. Jurisdictional Inspections</td>
<td>Software Guide</td>
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<tr>
<td>APR</td>
<td>CONCRETE</td>
<td>Concrete Reinforcement</td>
<td>Fall Arrest Design Loads</td>
<td>Engineered Wood Products Guide</td>
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<tr>
<td>MAY</td>
<td>MASONRY</td>
<td>Masonry Materials</td>
<td>Substitution Requests</td>
<td>Steel/Cold-Formed Steel Guide</td>
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<tr>
<td>JUNE</td>
<td>TALL BUILDINGS/ HIGH-RISE</td>
<td>Core Selection and Design</td>
<td>BRIM – The Future or Waste of Time?</td>
<td>Tall Buildings Guide</td>
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<tr>
<td>JULY</td>
<td>WIND/SEISMIC</td>
<td>Codes and Standards Updates</td>
<td>Green Initiatives</td>
<td>Concrete Products Guide</td>
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<tr>
<td>AUG</td>
<td>STEEL/ COLD-FORMED STEEL</td>
<td>Unique Connections</td>
<td>Simplifying Loads in the Codes</td>
<td>Seismic/Wind Guide</td>
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<tr>
<td>SEPT</td>
<td>CONCRETE</td>
<td>Concrete Detailing</td>
<td>Scope Creep</td>
<td>Anchor Guide</td>
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<tr>
<td>OCT</td>
<td>BRIDGES</td>
<td>Infrastructure and Climate Change</td>
<td>Deconstructing Implicit Bias in the AEC Workplace</td>
<td>SPECIAL SECTION ANNUAL STRUCTURAL ENGINEERING Resource Guide with Company Profiles</td>
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<tr>
<td>NOV</td>
<td>STEEL/ COLD-FORMED STEEL</td>
<td>Components and Systems</td>
<td>Involving SEs in the Conceptual Design Process</td>
<td>Software Updates</td>
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<tr>
<td>DEC</td>
<td>SOILS AND FOUNDATIONS</td>
<td>Piles – Selection and Design</td>
<td>Shop Drawings</td>
<td>Earth Retention Guide</td>
</tr>
</tbody>
</table>
The October edition of STRUCTURE magazine includes the trusted and often referenced Annual Structural Engineering Resource Guide. Chock full of categorized product listings and company profiles from industry partners and suppliers, this publication also lives on the home page and throughout the STRUCTURE website for a full year.

Take advantage of this content marketing piece to highlight your products, solutions, and company story to the structural engineering audience.

October issue advertisers receive special reduced rates for equal sized company profiles and prioritized complimentary product listings.

**Full Page Company Profile – $1,600**
- approximately 750 – 800 words of editorial copy
- two graphics
- website URL

**Half Page Company Profile – $900**
- approximately 350 – 400 words of editorial copy
- one graphic
- website URL

Proofs will be sent for review and final approval.

Those not advertising in October STRUCTURE can run full or half page Company Profiles at their earned frequency rate.

**Free editorial listings under these categories:**
- Anchors
- Foundations
- Concrete
- Bridge Resources
- Masonry
- Software
- Seismic/Wind
- Steel/Cold-Formed Steel
- Wood Products
AD SIZES

STANDARD SIZES

<table>
<thead>
<tr>
<th>Size</th>
<th>Width x Height (in.)</th>
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<tr>
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<tr>
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<td>5” x 10”</td>
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<tr>
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<tr>
<td>1/8 Page</td>
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</table>

Digital File Specs

PREFERRED FORMAT: PDF

- High Resolution (300 dpi)
- CMYK – Spot colors will be converted to CMYK.
  To ensure color accuracy, submit files in CMYK.
- Images / Fonts must be Embedded
- Live copy must be kept .25” from trim
- .125” Bleed (FULL PAGE ONLY)
- Crop marks for full page ads
- No other printer’s marks (Color Bars, Registration, Page, Page Information, etc)

PROOFS

Electronic (PDF) proofs of publication will be furnished in time for approval, provided all deadlines are met.

SUBMIT AD MATERIALS OR QUESTIONS TO: graphics@STRUCTUREmag.org.

Ads are due by the 5th of the month prior to the issue month.
STRUCTURE’s rates are NET, with earned frequency based on 12-month contract periods.

<table>
<thead>
<tr>
<th>Rate</th>
<th>1x Rate</th>
<th>3x Rate</th>
<th>6x Rate</th>
<th>9x Rate</th>
<th>12x Rate</th>
<th>18x Rate</th>
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<tbody>
<tr>
<td>Full Page</td>
<td>$4,720</td>
<td>$4,560</td>
<td>$4,455</td>
<td>$4,370</td>
<td>$4,240</td>
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<tr>
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<td>$4,115</td>
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10% Premium for guaranteed preferred position.

COVERS

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<td>$4,805</td>
<td>$4,700</td>
<td>$4,560</td>
<td>$4,235</td>
</tr>
</tbody>
</table>

Contact monica.shripka@STRUCTUREmag.org for inserts, tip-ins, polybags and other options.

Advertorial Rates – appropriate full page rate for the first page, 20% discount for subsequent pages.

Contracts are due the 1st of the month prior to the issue month, and the creative materials are due the 5th of the month prior to the issue month.

Monica Shripka
Director for Sales, Marketing & Business Development
Tel: 773-974-6561
Email: monica.shripka@STRUCTUREmag.org
DIGITAL OPPORTUNITIES

HARNESS THE POWER OF

STRUCTURE’s online reach.

STRUCTURE’s email program, website, and digital issues are all popular and well-respected resources that structural engineers engage with regularly. Reach 20,000+ email subscribers, 84,000+ monthly website visitors and 8,500+ digital edition visitors to achieve your branding, lead generation, and marketing goals.

STRUCTUREmag.org BANNER ADS

- **Leaderboard** (top of page) $2,000 per month
- **Sideboard** (upper right side) $1,600 per month

All ads rotate and are run-of-site.

EVERY ISSUE OF STRUCTURE IS ALSO PUBLISHED IN A digital format.

- Every digital edition is prominently posted on the STRUCTURE homepage for the entire issue month, with past editions always available in the website’s archives.
- All print ads are included in the online digital edition and are linked to the advertiser’s website.
- Digital-only ads for the monthly digital edition of the magazine are also available.
  - **Full Page Digital Edition** – $1,200 per issue
  - **Embedded Video in Ad** – $1,200 per issue/video

(Video must be hosted on YouTube or Vimeo)
MONTHLY DIGITAL EDITION ENEWSLETTER

Sent in the first week of each month, this newsletter highlights the new issue of STRUCTURE magazine and gives readers early digital access.

- Leaderboard ad – $2,000
- Button and Sideboard ads – $1,600
- Anchorboard ad – $1,200

QUARTERLY FOCUS ENEWSLETTER

This newsletter is a curated selection of past articles with each edition focused on a single topic. (Concrete/January, Steel/March, Seismic/July, and Wood/November).

- Leaderboard ad – $2,000
- Button and Sideboard ads – $1,600
- Anchorboard ad – $1,200

CUSTOM E-BLASTS

- Your message, your brand, your call to action – front and center, and delivered right to their inboxes.
- You provide the content, either in HTML format or copy and images four weeks in advance of the email send date.
- Reach our full database of 20,000+ structural engineers for $6,200; or opt for a geographically targeted list of 10,000 engineers for $3,600.

SOLUTIONS LEAD GENERATION ENEWSLETTER

- STRUCTUREsolutions emails, sent 6 times a year, includes a table array of advertiser-supplied content – image, headline, URL, and 50 words of copy.
- Receive contact details of the engineers that clicked on your ad to serve as a boost to your lead generation efforts.
- Prices range from $2,000 for top row placement to $1,000 for fourth row placement.

DEADLINES: Orders and materials needed by the 15th of the preceding month. Email material to graphics@structuremag.org.
Remarketing with STRUCTURE

REACH STRUCTURAL ENGINEERS WITH your marketing message AS THEY ENGAGE IN THEIR NORMAL ONLINE ACTIVITIES.

STRUCTURE’s new remarketing program will place your advertisements in front of STRUCTURE website visitors as they visit common websites and scroll through their social media feeds.

Benefits
- Ads served to your target audience: STRUCTURE website visitors – amidst their normal online activities
- Highly-targeted, cost-effective digital advertising strategy
- Guaranteed impressions (ad views)
- Several creative ad formats included
- Great brand building and lead generation opportunity
- Metrics report provided

Value
- 50k impressions/month for $4,000
- 100k impressions/month for $7,500

How it works
- The STRUCTURE website averages over 84,000 visitors and over 876,000 page views, monthly.
- When someone visits the site, a pixel is triggered. STRUCTURE creates a custom audience based on our website visitors.
- Your digital advertisements are delivered to this target audience on numerous websites through the Google Display Network and on the Facebook/Instagram platform.
- Creative materials due two weeks prior to ad start date; email to graphics@structuremag.org.
With STRUCTURE sponsored webinars, you can promote to a highly engaged audience of structural engineers. STRUCTURE will collect registrant and attendee contact information and provide you with these qualified leads. Recent webinars averaged more than 600 registered attendees, which serves as a solid base or healthy boost to your lead generation efforts.

- STRUCTURE will promote your sponsored webinar to 20,000+ structural engineers in our email database at least twice before the event. Your branded webinar opportunity is the sole message of the email.
- Contact information (name, company, email, phone) of all registrants will be sent to you after the webinar.
- The webinar will be broadcasted live, and a recorded version will be posted on the website. We will provide you a link for your marketing purposes.
- Webinars are intended to serve as a helpful, non-intrusive marketing tool to inform and educate your target audience.

WHAT WE NEED FROM YOU

- Custom webinar – 40 minute educational presentation and 15-20 minutes for questions.
- Promotional content and logistical information required 6 weeks in advance of the webinar date.
- Presentation must be submitted one week in advance of the webinar date.

$10,000 for unlimited registrants. 2nd within a 12-month period: $7,500.