

ASCE News Classified Advertising Rates

(Positions Available, University Positions Available, Software, etc.) No agency commission for non-display ads. Legal notices and proposals take the column-inch rate. 5% discount for multiple insertions. Box number is \$100.00 additional. Minimum font size is 6 point.

Basic Line Ad

\$200.00 per column inch. One inch minimum; billed by the half inch. Approximately 360 characters and spaces per column inch. Set in straight paragraph format.

Enhanced Line Ad

(Eye-Catching Option!)

\$200.00 per column inch, plus an additional \$300.00 for the *Special Enhancement*:

- Increased size
- Larger section in bold with a box/ border around the ad

Deadline

Ad space close: 15th of month, prior to month of issue (i.e., March issue would close on February 15th)

Materials due: 20th of month prior to issue. *ASCE News* is mailed the 15th day of publication month.

Mechanical Specs

Display Ads

Space Size	Dimensions
Full-page spread	21½" × 14½"
Full-page, tabloid	10¾" × 14½"
Jr. Full Page	7⅝" × 10⅝"
1/2 page horizontal	9¾" × 6¼"
1/2 page vertical	4⅜" × 12½"
1/3 page horizontal	9¾" × 4⅞"
1/3 page standing	4⅜" × 8⅜"
1/3 page square	4⅜" × 6¼"
1/3 page vertical	2⅝" × 12½"
1/8 vertical	2⅝" × 6¼"

■ Add 1/2" to both width and height (1/4" on all sides) to compute the ad's bleed dimensions. For example, a spread with bleed would be 22" × 15." To compute live area for the ad, subtract 3/4" from both trim width and height. For example, the live area of a full-page tabloid ad would be 10" × 13¾". Floated spreads or full-page ads should be submitted at live size.

■ Publication trim size:

10¾" × 14½"

■ Column width (on 4-column page): 2⅝"

■ Column height: 12"

■ Number of columns per page: 3 or 4

