

Utah Engineers Council

2014 Annual Journal

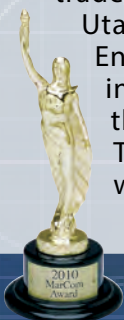
Utah Engineers Council
JOURNAL

7.000.000.000
PEOPLE
SEVEN BILLION DREAMS

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.



Engineers turn dreams into reality

ENGINEERS WEEK® 2014

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

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.

- Editorial opportunities available, guidelines apply.

2014 Publication & Advertising Schedule

Issue Artwork/Editorial Date

January 10, 2014

Mail Date

March 4, 2014

2014 Advertising Rates - Full Color

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

- All color is process color / Ad rates are net.
- Centerfold Space available, call for rates.

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.**

Ad Specification (Width X Height)

* Full Page Ads:	8.5" x 11"
1/2 Page Ads:	7.5" x 4.625"
1/4 Page Ads:	3.625" x 4.625"
1/8 Page Ads:	3.625" x 2.375"
* Inside Front / Back Cover	8.5" x 11"
* Outside Back Cover	8.5" x 8.5"

* for bleed add .125" on all sides

UEC Member Societies:

AAEE, ACEC-Utah, AIAA, ASCE, ASHRAE, ASME, ASPE, AWWA, EWB, IEEE, ITE, SAME, SEAU, SWE, UCEA, UCLS, UEC, USPE, Affiliate Member: GOED (Governor's Office of Economic Development)

Utah Engineers Council

2014 Annual Journal

COMPANY INFORMATION

Name of Advertiser			
Address	City	State	Zip
Contact Name	Phone	Fax	
E-mail			

ADVERTISING REQUIREMENTS

AD SIZE	COST PER TERM	# OF INSERTIONS	TOTAL COST
Full Page			
1/2 Page			
1/4 Page			
1/8 Page			
Page 3			
Inside Front/Back Cover			
Outside Back Cover			
1/2 Page Ad and Editorial Spread			
Sponsorship			

- ☐ We will provide ad.
- ☐ We will pay you to design our ad.
- ☐ Payment is enclosed. (Please make checks payable to The newsLINK Group, LLC.)
- ☐ Please Invoice me.
- ☐ 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, LLC
PO Box 65611
Salt Lake City, Utah 84165



FAX
801.742.5803



E-MAIL
dani@thenewslinkgroup.com

TERMS AND CONDITIONS

- Account balance is due in full prior to publication. Ads not paid in full prior to publishing are not guaranteed to run. A monthly financial charge of 1.5%, which is 18% 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.
- Order is non-cancelable. 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.

SIGNATURE AND DATE

Signature	Date
-----------	------

Who is talking to your clients?

We Think it Should Be
You!



news/LINK
GROUP

Magazines | Newsletters | Annual Reports

QUESTIONS?

Contact Dani at:
(Direct) 801-676-9722
(tf) 855-747-4003
dani@thenewslinkgroup.com

855.747.4003