



MEDIA PLANNER



2010 | 2011



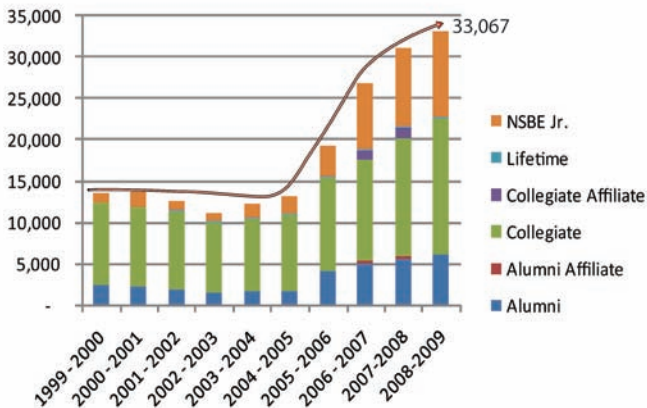
NSBE Magazine/Career Engineer

NSBE Magazine, a publication of the National Society of Black Engineers (NSBE), is the most powerful resource available for reaching pre-college and college students, as well as professionals, in the African-American technical community. NSBE's membership has surged to more than 33,000, with 400 chapters across the globe.

Recruiting is a year-round job, and whether you want to fill a junior or senior level position, NSBE Magazine, along with its insert title, Career Engineer, offer an exclusive reach among Black engineers. No other technical diversity publication rivals the targeted reach of NSBE Magazine to students and technical professionals.



Record Membership Growth in 10 Years



DIGITAL EDITION—An Added Bonus

NSBE Magazine is now available digitally to all members. Members receive an email with a link to the digital issue where through their browsers they have access to a complete, digitally-enhanced issue. Advertisements become links that take readers directly to your website, making the publication a seamless connection to your opportunities. Other interactive features are available for advertisers. Contact your sales representative to learn more about digital sponsorship and advertising opportunities.

Animation: \$895 additional (gross rate)

Please visit http://www.nxtbook.com/nxtbooks/nsbe/2010_convention/index.php#/114

Premier Media Partners

Chairman's Club \$28,000	Multimedia Premier Partner \$20,000	Multimedia Jr. Partner \$15,000
<ul style="list-style-type: none"> Full page, 4-color ads in each issue of NSBE Magazine and NSBE Bridge magazine. (Total of 6 ads) Rich media in 3 digital issues of NSBE Magazine Editorial Profile in NSBE Magazine and NSBE Bridge magazine Job posting (6 months complimentary) Page 1 recognition in each NSBE Magazine Active link on www.nsbe.org Premier Partner award Complimentary team photo at Annual Convention 	<ul style="list-style-type: none"> 3 full page 4-color ads in each issue of NSBE Magazine Rich media in 1 digital issue of NSBE Magazine Editorial Profile in NSBE Magazine Job posting (3 months complimentary) Page 1 recognition in each NSBE Magazine Active link on www.nsbe.org Premier Partner award Complimentary team photo at Annual Convention 	<ul style="list-style-type: none"> Full page 4-color ad in two selected issues of NSBE Magazine Animation of ad in 1 digital issue of NSBE Magazine Employer Profile in one issue

All rates are gross unless otherwise noted. Orders are billed at time of reservation and are non-cancellable.

NSBE

NATIONAL SOCIETY OF BLACK ENGINEERS

NSBE Magazine 2010-2011 Editorial Calendar

Issue	Subject	Space Due	Materials Due
Fall 2010	Fall Recruitment	August 5	August 12
Winter 2010-11	Careers Issue	October 7	October 14
Convention 2011	Annual Convention Issue	February 3	February 10

NSBE Magazine 2010-2011 Advertising Rates

4 Color	Dimensions	1x	2x	3x
Inside Covers	7 1/8" x 9 7/8"	\$10,013	\$9,780	\$8,965
Back Cover	7 1/8" x 9 7/8"	\$10,058	\$9,820	\$9,359
Spread	15 1/4" x 9 7/8"	\$15,601	\$15,135	\$14,499
Full page	7 1/8" x 9 7/8"	\$8,807	\$8,556	\$8,189
2/3 page	4 11/16" x 9 7/8"	\$7,350	\$7,101	\$6,727
1/2 page island	4 11/16" x 7 3/4"	\$7,101	\$6,852	\$6,477
horizontal	7 1/8" x 4 3/4"	\$6,605	\$6,363	\$6,104
vertical	3 7/16" x 9 7/8"	\$6,605	\$6,363	\$6,104
1/3 page vert	2 3/16" x 9 7/8"	\$5,480	\$5,294	\$5,106
1/3 square	4 11/16" x 4 5/8"	\$5,480	\$5,294	\$5,106
1/4 page	3 7/16" x 4 5/8"	\$4,981	\$4,855	\$4,731
Black & White	Dimensions	1x	2x	3x
Spread	15 1/4" x 9 7/8"	\$13,970	\$13,505	\$12,806
Full page	7 1/8" x 9 7/8"	\$7,335	\$7,090	\$6,724
2/3 page	4 11/16" x 9 7/8"	\$5,990	\$5,740	\$5,364
1/2 page island	4 11/16" x 7 3/4"	\$5,740	\$5,489	\$5,115
horizontal	7 1/8" x 4 3/4"	\$5,241	\$5,002	\$4,741
vertical	3 7/16" x 9 7/8"	\$5,241	\$5,002	\$4,741
1/3 page vert	2 3/16" x 9 7/8"	\$4,118	\$3,930	\$3,744
1/3 square	4 11/16" x 4 5/8"	\$4,118	\$3,930	\$3,744
1/4 page	3 7/16" x 4 5/8"	\$3,619	\$3,493	\$3,368

Visit www.nsbe.org for additional rates and mechanical specifications.

Web Banner Advertising Rates

Banner Ads	3 months	6 months
Pre/post-convention season (April 1–Nov. 1)	\$3,000	\$5,500
Convention season (Nov. 1–April 1)	\$3,500	\$6,000



Web Banner

NSBE's newly launched website offers your brand the opportunity to connect with NSBE's youthful audience who use the Internet daily. Eighty-six percent of college students have gone online, compared with 59% of the general population, according to Pew Research.

Materials specifications

Placement on the NSBE website is currently available with one banner size:

- 60k maximum file size
- Dimensions: 468x60 pixels (256 colors), 336x280 pixels (256 colors)
- Resolution for graphics must be 72 dpi
- GIF is preferred
- Animations are acceptable under 60k
- E-mail attachment or CD



For more information, contact your advertising sales representative, or call 703-549-2207



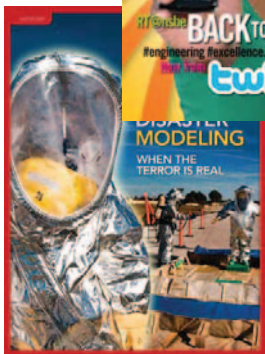


National Society of Black Engineers

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NSBE Bridge Magazine



NSBE Bridge, with total annual readership of more than 50,000, presents science, technology, engineering and math in a lively engaging editorial style written for today's active teenager. With departments like Brain Teasers, Pop Quiz and What's New?, *NSBE Bridge* is colorful, hip, jazzy and smart, just like the students who read it!

NSBE Bridge is the official publication of the NSBE Pre-College Initiative program and the official publication for participants of the Summer Engineering Experience for Kids (SEEK) academies. NSBE's Pre-College Initiative focuses on encouraging young students to develop interest and skills in math and science. The program is composed of more than 9,800 middle and high school students.

NSBE Jr.'s website—<http://pci.nsbe.org>—includes a number of online services, such as NSBE Jr. membership, scholarship and award information, as well as preparation tips on the Scholastic Aptitude Test, the American College Test and college admission. Sponsorship and banner ad opportunities are available.

Talk to your sales representative about NSBE's affordable combo packages that enable you to reach this demographic through both print and the web.

NSBE Bridge Magazine Advertising Rates (All rates are gross)

	Dimensions	Fall (Oct.)*	Winter (Feb.)**	Spring (May)***
Full Page 4C	7 1/8" x 9 7/8"	\$3,500	\$3,500	\$3,500
Full Page BW	7 1/8" x 9 7/8"	\$2,900	\$2,900	\$2,900
Ad Close Date		September 9	January 13	April 14

30% discount available for colleges and universities.

**Bonus distribution at Fall Regional Conferences.*

*** Bonus distribution at Annual Convention.*

**** Bonus distribution at Summer Camping Conferences and Summer Engineering Experience for Kids Academy (SEEK)*

Contact your NSBE advertising sales representative, or call the National Sales office at 703-549-2207. You can also visit www.nsbe.org for additional information.