



# MEDIA PLANNER



# NSBE Magazine/Career Engineer

**NSBE Magazine**, a publication of the National Society of Black Engineers, is the most powerful resource available for reaching college students and professionals in the African-American technical community. Whether you want to fill a junior- or senior-level position, **NSBE Magazine's** exclusive reach among Black engineers can help.

NSBE has 30,000 members, and chapters at major colleges and universities across the globe, giving **NSBE Magazine** a connection with students and technical professionals that no other technical diversity organization can rival.

Published three times a year, **NSBE Magazine**, along with its insert title, **Career Engineer**, ensure that their more than 60,000 readers are up-to-date on: the latest trends and advances in the engineering, science and technology sectors; employment and higher education opportunities and NSBE national, regional and chapter events. Members use the magazine as a prime resource for job-hunting as well as news about NSBE and African-American achievement. No other minority recruitment publication reaches as many Black engineers as **NSBE Magazine/Career Engineer**, making it the ideal medium for recruitment ads.

## DIGITAL EDITION—An Added Bonus

**NSBE Magazine** is now available digitally to all members. Members receive an e-mail with a link to the digital edition, which gives them easy access to enhanced content through their browsers. Advertisers have the benefit of having their logos connect to a link on their websites. Also, any URL that appears in the creative can be made live, so members are just a click away from job opportunities. Other interactive features are available for advertisers. Contact your sales representative to learn more about digital sponsorship and advertising opportunities.

**Animation: \$895**

**Sole Sponsor of Digital Edition:**

**\$2,950 | \$4,350 (Convention Issue)**



To see the latest digital edition, visit  
<http://www.nxtbook.com/nxtbooks/nsbe/2012conference/index.php>

## Premier Media Partners...

extend their branding within each of the issues of **NSBE Magazine**. **Premier Media Partners** are **NSBE Magazine's** most valued advertisers, as they fully support the diversity engineering effort in the global workplace. Become a **Premier Media Partner**, and benefit from more than just frequency, with opportunities to extend your brand via rich media, job posting and web banner advertising.

### Ambassadors Club \$35,000

- A full-page, 4-color ad in each issue of **NSBE Magazine** and **NSBE Bridge** magazine (Total of 6 ads)
- Rich media in 3 digital editions of **NSBE Magazine**
- Job posting (6 months complimentary)
- Page 1 recognition in each issue of **NSBE Magazine**
- Active link on [www.nsbe.org](http://www.nsbe.org)
- Premier Partner Award
- Complimentary team photo at Annual Convention
- A full year's banner on [NSBE.org](http://NSBE.org)

### Chairman's Club \$28,000

- A full-page, 4-color ad in each issue of **NSBE Magazine** and **NSBE Bridge** magazine (Total of 6 ads)
- Rich media in 3 digital editions of **NSBE Magazine**
- Job posting (6 months complimentary)
- Page 1 recognition in each issue of **NSBE Magazine**
- Active link on [www.nsbe.org](http://www.nsbe.org)
- Premier Partner Award
- Complimentary team photo at Annual Convention

### Multimedia Premier Partner \$21,000

- A full-page, 4-color ad in each issue of **NSBE Magazine**
- Rich media in 1 digital edition of **NSBE Magazine**
- Editorial Profile in **NSBE Magazine**
- Job posting (3 months complimentary)
- Page 1 recognition in each issue of **NSBE Magazine**
- Active link on [www.nsbe.org](http://www.nsbe.org)
- Premier Partner Award
- Complimentary team photo at Annual Convention

### Multimedia Jr. Partner \$16,000

- A full-page, 4-color ad in two selected issues of **NSBE Magazine**
- Rich media of ad in 1 digital edition of **NSBE Magazine**
- Editorial Profile in one issue of **NSBE Magazine**





## NSBE Magazine 2012-2013 Editorial Calendar

Issue	Subject	Ad Close Date	Materials Due
Fall 2012	Fall Recruitment	August 9	August 16
Winter 2013	Pre-Convention Issue	November 29	December 6
Convention 2013	Annual Convention Issue	February 5	February 12

## NSBE Magazine 2012-2013 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 vertical	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 vertical	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](http://www.nsbe.org) for additional rates and mechanical specifications.

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

**Board of Corporate Affiliates (BCA)  
entitled to 15% discount**

## Web Banner Advertising Rates

3 months	6 months	12 months
\$3,500	\$6,000	\$11,000

### Materials Specifications

Placement on the NSBE website is now available with two banner sizes:

- 60K maximum file size
- Dimensions, 180 x 120 pixels or 468 x 60 pixels (256 colors)
- Resolution for graphics must be 72 dpi
- GIF is preferred
- Animations are acceptable under 60K
- E-mail attachment or CD

## NSBE'S RE-LAUNCHED WEBSITE WON THE 2011 AMERICAN WEB DESIGN AWARD –

a competition hosted by Graphic Design USA that celebrates the power of well-designed websites and other online communications. The website offers your brand the opportunity to connect with NSBE's youthful audience, which uses the internet daily to track and capture useful information.

**NEW!**

## E-Newsletter Advertising Rates

Current advertisers can now select to run ads in NSBE E-Newsletters, which are delivered to members monthly. Regional, national and convention placements are available.

1x	3x	6x
\$1,200	\$3,500	\$7,000



For more information, contact a NSBE advertising sales representative at 703.549.2207





## National Society of Black Engineers

205 Daingerfield Road | Alexandria, VA 22314

P: 703.549.2207 | F: 703.683.5312 | [www.nsbe.org](http://www.nsbe.org)

## 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 "Brainteasers," "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 in 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 school 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 ACT 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

<b>Full Page 4C</b>	\$3,500	<b>Full Page BW</b>	\$2,900
<b>Issue</b>	<b>Fall (Oct.)*</b>	<b>Winter (Feb.)**</b>	<b>Summer (April)***</b>
<b>Ad Close Date</b>	September 12	January 12	March 12

*All rates are gross.*

*30% discount available for colleges and universities.*

*\* Bonus distribution at Fall Regional Conferences.*

*\*\* Bonus distribution at Annual Convention.*

*\*\*\* Bonus distribution at 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](http://www.nsbe.org) for additional information.**