Founded in 1975, the National Society of Black Engineers (NSBE) has more than 600 chapters and more than 22,000 active members in the U.S. and abroad. NSBE’s mission is to increase the number of culturally responsible Black Engineers who excel academically, succeed professionally and positively impact the community. The website is accessed daily by NSBE members and is an outstanding medium for recruiters to place employment ads that will link back to their home page or careers page.

ABOUT NSBE

NSBE BY THE NUMBERS

MORE THAN
22K members worldwide

45K monthly website visitors

22K Facebook
22K Twitter
9.9K Instagram
16K LinkedIn
Our award-winning NSBE Magazine reaches more Black Engineers than any other minority publication.

Published annually, NSBE Magazine reaches more than 22,000 readers and stands alone among diversity publications in STEM. Whether you’re a college or pre-college student, a technical expert, an engineering faculty member or an HR pro, this flagship publication offers regular sections for you — including Career Engineer for our technical professionals and NSBE Bridge for our K-12 students — as well as exciting feature articles that span the gamut of engineering and technology disciplines.

Career Engineer

Learning doesn’t stop once you graduate. Career Engineer offers the latest industry news and cutting-edge information on topics such as leadership and training opportunities, career opportunities, personal finances and maintaining work-life balance in today’s competitive employment marketplace.

NSBE Bridge

NSBE Bridge presents science, technology, engineering and math in a lively, engaging editorial style written for today’s youth. With sections such as “What’s New?,” “Cash for College,” “Math Tips” and “Puzzling,” NSBE Bridge is colorful, contemporary and smart, just like the students who read it! The magazine also includes content for our NSBE parents, including information from master educators about how to keep kids engaged in STEM. NSBE Bridge is the official publication of the NSBE Pre-College Initiative Program and NSBE’s Summer Engineering Experience for Kids (SEEK) program.

NSBE Magazine's Convention Issue

NSBE Magazine's Convention Issue will include highlights of the agenda for NSBE's 2021 Annual Convention. Attendees receive a personal copy at registration. This issue is also emailed to our membership, making it the essential advertising tool for employers and academic institutions targeting NSBE members with their opportunities.

To view the 2020 Annual Convention Issue, click here.
Engage our members with your message. *NSBE Magazine* is published digitally and is distributed to dues-paid members of our Society.

### NSBE Magazine B/W Rates

<table>
<thead>
<tr>
<th></th>
<th>1X</th>
<th>2X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-page</td>
<td>$7,728</td>
<td>$7,194</td>
</tr>
<tr>
<td>Island half-page</td>
<td>$5,495</td>
<td>$5,275</td>
</tr>
<tr>
<td>Half-page</td>
<td>$4,995</td>
<td>$4,734</td>
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<tr>
<td>One-third-page</td>
<td>$3,963</td>
<td>$3,750</td>
</tr>
<tr>
<td>Quarter-page</td>
<td>$3,435</td>
<td>$3,263</td>
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### NSBE Magazine 4-Color Rates

<table>
<thead>
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<th></th>
<th>1X</th>
<th>2X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-page</td>
<td>$9,023</td>
<td>$8,489</td>
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<tr>
<td>Island half-page</td>
<td>$6,790</td>
<td>$6,570</td>
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<tr>
<td>Half-page</td>
<td>$6,290</td>
<td>$6,029</td>
</tr>
<tr>
<td>One-third-page</td>
<td>$5,258</td>
<td>$5,045</td>
</tr>
<tr>
<td>Quarter-page</td>
<td>$4,730</td>
<td>$4,558</td>
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</table>

### Packages

<table>
<thead>
<tr>
<th></th>
<th>1X</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 issue with 1 full-page, 4-color ad and 1 bonus Employer Profile page</td>
<td>$18k</td>
</tr>
<tr>
<td>1 issue with 1 full-page, 4-color ad and a six-month leaderboard 728 x 90 banner</td>
<td>$16K</td>
</tr>
</tbody>
</table>

### Digital Edition

**Sent to all members**

Members receive an email with a link to the Digital Edition, which gives them easy access to enhanced content through their browsers.

**Optimize your ad**

Add animation to your ad, or stream a video in its place!

**Link to your website**

All ads in the Digital Edition are live links to the advertisers’ websites!

**Deadlines**

For deadlines, please turn to page 6.
Dates are subject to change. Contact our Corporate Relations team at corp_relations@nsbe.org or 703.549.2207.

AD DEADLINES

NSBE MAGAZINE

NSBE MAGAZINE CONVENTION 2021
Ad Close Date (Last Day to Reserve Ad Space): Jan. 10
Ad Materials Due: Jan. 17

NSBE ENEWS

Ads close on the Submission Deadline dates noted on the NSBE eNews Calendar: NSBE.org/eNewsCalendar

PRINT AD SIZES

Full page w/bleed = 8.125" x 10.875" (8 1/8" x 10 7/8")
   - Plus 1/8" bleed all around
Full page w/non-bleed = 7.125" x 9.875" (7 1/8" x 9 7/8")
1/4-page = 3.4375" x 4.625" (3 7/16" x 4 5/8")
1/5-page vertical = 2.1875" x 9.875" (2 3/16" x 9 7/8")
1/3-page square = 4.687" x 4.687" (4 11/16" x 4 11/16")
1/2-page vertical = 3.4375" x 9.875" (3 7/16" x 9 7/8")
1/2-page horizontal = 7.125" x 4.75" (7 1/8" x 4 3/4")
1/2-page island = 4.6875" x 7.75" (4 11/16" x 7 3/4")
2/3-page vertical = 4.687" x 9.875" (4 11/16" x 9 7/8")
Live Area = 1/2-inch from edge of page

PRINT PRODUCTION SPECS

- Press-ready PDFs preferred
- Line screen 133 lines; negatives should be right-reading, emulsion side down and accompanied by a four-color proof
- Printing: WEB
- Binding: perfect-bound
Use NSBE’s website to develop your brand among job-seeking NSBE students and professionals nationally. Special packages available (See page 10.)

**Banner Size:** 728 x 90 pixels. 60K max file size, .GIF or .SWF animations accepted.

Horizontal Banner (top of page): $5,200/quarter

**Banner Size:** 300 x 600 pixels. 60K max file size; .GIF or .SWF animations accepted.

Vertical Banner (right side of page): $4,250/quarter

**Banner Size:** 300 x 250 pixels. 60K max file size; .GIF or .SWF animations accepted.

Smaller Banner (right side of page): $3,875/quarter

**Want More Media?**
Brand the website experience for our visitors by taking over all of the advertising on one of our webpages in its entirety on the following websites: nsbe.org, connect.nsbe.org or my.nsbe.org. Or add a roadblock, an animated element that will take our visitors by surprise. Both customized options are available by request. Email mediarequest@nsbe.org for more information.

Billing Information: Payment due prior to digital ad placement.

**Note:** Two-week cancellation policy on all banner advertising.
NSBE eNews

Drive traffic to your organization’s website through emails to our membership.

REACH NSBE MEMBERS FASTER!

NSBE eNews newsletters are sent out regularly to our members! You have the opportunity to include your ad in an email specifically targeted to your demographic, through our national, conference, regional or NSBE Jr. editions of NSBE eNews.

**NSBE ENEWS ADVERTISEMENT RATES**

<table>
<thead>
<tr>
<th></th>
<th>1X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premier eNews</td>
<td>$3,500</td>
</tr>
<tr>
<td>NSBE eNews Banner 728x90px</td>
<td>$1,500</td>
</tr>
</tbody>
</table>

**NSBE ENEWS OPPORTUNITIES**

**ENEWS PREMIER**

Customize the entire eNews to your color scheme, and have both top and bottom banner slots represent your corporation! In addition, you have the ability to place your corporation’s ad at the bottom of the eNews.

**ENEWS BANNER**

Submit your 728x90 px ad, and link it to the website of your choice!

**SPONSORED SOCIAL MEDIA POSTS**

NSBE’s social media channels reach thousands of NSBE members and related organizations every day. You can sponsor a post on our social media that will organically reach our following throughout the year.

<table>
<thead>
<tr>
<th>NSBE SPONSORED SOCIAL MEDIA POSTS</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premiere Package -Twitter, Instagram and Facebook, 4x per year</td>
<td>$16,800</td>
</tr>
<tr>
<td>Standard Package -Twitter, Instagram and Facebook, 2x per year</td>
<td>$8,400</td>
</tr>
<tr>
<td>Twitter post</td>
<td>$1,400</td>
</tr>
<tr>
<td>Facebook post</td>
<td>$1,200</td>
</tr>
<tr>
<td>Instagram post</td>
<td>$1,200</td>
</tr>
</tbody>
</table>
List your jobs, internships, co-op positions and other opportunities with NSBE’s Career Center, to reach our base of thousands of users. Special listings are available to make your posting highly visible. Don’t miss the opportunity to put your position in the inbox of thousands of engineers!

### Passive Job Seeker Package: Job Flash Email Package
Put your job posting in the inbox of more than 24,600 STEM students and professionals.
- Job emailed to more than 24,600 STEM students and professionals
- Premium 60-day posting
- Job stays near top of list on job board
- Job highlighted on job board

### Enhanced Posting
Keep your job posting at the top of search results!
- Single 60-day posting
- Job stays near top of list on job board
- Job highlighted on job board

### Basic Posting
Post your job opening in our online Career Center for 60 days from date of purchase. Upgrades are available for additional exposure.

<table>
<thead>
<tr>
<th>Service</th>
<th>National Supporter</th>
<th>All Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>30-Day Job Posting</td>
<td>$350</td>
<td>$350</td>
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<tr>
<td>60-Day Job Posting</td>
<td>$450</td>
<td>$600</td>
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<tr>
<td>Enhanced Posting</td>
<td>$610</td>
<td>$835</td>
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<tr>
<td>Passive Job Seeker Package: Job Flash Email Package</td>
<td>$700</td>
<td>$850</td>
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### Resume Access Subscriptions

<table>
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<tr>
<th>Subscription Duration</th>
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<tbody>
<tr>
<td>1-Month Resume Access Subscription</td>
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<td>$1000</td>
</tr>
<tr>
<td>3-Month Resume Access Subscription</td>
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</tr>
<tr>
<td>6-Month Resume Access Subscription</td>
<td>$4,100</td>
<td>$4,100</td>
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</table>

### Job Postings Credits/Subscriptions

<table>
<thead>
<tr>
<th>Package Description</th>
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<th>All Others</th>
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<tbody>
<tr>
<td>30-Day Job Postings, 5 Pack (5 credits)</td>
<td>$1,100</td>
<td>$1,225</td>
</tr>
<tr>
<td>30-Day Job Postings, 10 Pack (10 credits)</td>
<td>$1,850</td>
<td>$2,100</td>
</tr>
<tr>
<td>6-Month Spider Wrapping</td>
<td>$10,100</td>
<td>$15,100</td>
</tr>
<tr>
<td>12-Month Spider Wrapping</td>
<td>$15,100</td>
<td>$20,100</td>
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</table>

### Banner Ads

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>National Supporter</th>
<th>All Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>90-Day Home Page Ad</td>
<td>$3,600</td>
<td>$3,600</td>
</tr>
<tr>
<td>6-Month Home Page Ad</td>
<td>$6,100</td>
<td>$6,100</td>
</tr>
</tbody>
</table>

For information about joining NSBE as a National Supporter, contact the NSBE Corporate Relations team at corp_relations@nsbe.org or 703.549.2207. For more information about our Career Center products, contact Curtis Goodwin at cgoodwin@yourmembership.com or 727.497.6565, ext. 3376.
# Packages

## Annual Convention Package
- **$50,000 for the year**

### Print Advertising
- 1 full-page ad and 1 Premier Profile in NSBE Magazine for one calendar year (1 issue)

### Digital Advertising
- Top advertiser in the Digital Edition of NSBE Magazine’s Annual Convention issue

### Website Advertising
- 12 first-position banner ads on NSBE.org and 6 second-position banner ads on MyNSBE and NSBEConnect
- 18 ads, yearlong commitment

### In-App Advertising
- Lead sponsor in the NSBEGuide mobile app during the Annual Convention and National Leadership Conference
  - All NSBEGuide graphical announcement ads (“brought to you by” messages)
  - Social media NSBEGuide announcements
  - In-app banner (600 x 110px) with link to the website of your choice
  - “Main Sponsor” listing, with the organization’s logo, on the NSBEGuide page on the website convention.NSBE.org
  - 2 push announcements per day to users (200 characters)

## Branding Package
- **$30,000 for the year**

### Print Advertising
- 2 full-page ads in NSBE Magazine for one calendar year (1 issue)

### Website Advertising
- 12 first-position banner ads on NSBE.org and 6 second-position banner ads on MyNSBE and NSBEConnect
- 18 ads, yearlong commitment

### Email Marketing
- 6 dedicated email marketing messages per year to NSBE’s 24,600-plus members

### In-App Advertising
- 2 push announcements to users per day (200 characters) in the NSBEGuide mobile app, during the Annual Convention

### Social Media
- One Twitter post using your messaging and branded art
- One Instagram post using your messaging and branded art

## NSBE Supporter Package
- **$18,000 for the year**

### Email Marketing
- 4 dedicated email marketing messages per year to NSBE’s members

### In-App Advertising
- 1 push announcement to users per day (200 characters) in the NSBEGuide mobile app

### Social Media
- One Twitter post using your messaging and branded art
- One Instagram post using your messaging and branded art

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NSBE.ORG
Our 22,000-plus members and more than 600 chapters give NSBE a connection with black students and professionals that no other technical organization can rival.

NSBE World Headquarters
ATTN: Charles Thompson III
205 Daingerfield Road
Alexandria, VA 22314

P: (703) 549-2207