

2019-20 NSBE MEDIA KIT

ADVERTISING AND
SPONSORSHIP
OPPORTUNITIES



NSBE
NATIONAL SOCIETY OF BLACK ENGINEERS

**ROOTED
IN GOOD**

NSBE.ORG



TABLE OF CONTENTS

About NSBE	3
NSBE by the Numbers	3
<i>NSBE Magazine</i>	4
Ad Deadlines	6
NSBE.org	7
<i>NSBE eNews</i>	8
Career Center Listings	9
Integrated Marketing Packages	10

ABOUT NSBE

Founded in 1975, the National Society of Black Engineers (NSBE) has more than 600 chapters and more than 24,000 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. NSBE's newly redesigned website, found at NSBE.org, accepts national advertising. 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.



NSBE BY THE NUMBERS

MORE THAN

24.6K members
worldwide



41K

monthly website
visitors

 21K

 20.7K

 8K

NSBE MAGAZINE

Our award-winning *NSBE Magazine* reaches more Black Engineers than any other minority publication.

Published annually, *NSBE Magazine* reaches more than 24,600 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 Convention Issue

NSBE Magazine's Convention Issue will include highlights of the agenda for NSBE's 2020 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 2019 Annual Convention Issue, [click here](#).



Engage our members with your message.
NSBE Magazine is published digitally and in print, and is distributed to dues-paid members of our Society.



NSBE MAGAZINE B/W RATES	1X	2X
Full-page	\$7,728	\$7,194
Island half-page	\$5,495	\$5,275
Half-page	\$4,995	\$4,734
One-third-page	\$3,963	\$3,750
Quarter-page	\$3,435	\$3,263

NSBE MAGAZINE 4-COLOR RATES	1X	2X
Full-page	\$9,023	\$8,489
Island half-page	\$6,790	\$6,570
Half-page	\$6,290	\$6,029
One-third-page	\$5,258	\$5,045
Quarter-page	\$4,730	\$4,558

PACKAGES	1X
1 issue with 1 full-page, 4-color ad and 1 bonus Employer Profile page	\$16K
1 issue with 1 full-page, 4-color ad and a six-month leaderboard 728 x 90 banner	\$14K

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.

2019-2020 AD DEADLINES

Dates are subject to change.
Contact our Corporate Relations team at
corp_relations@nsbe.org or 703.549.2207.

NSBE MAGAZINE

NSBE MAGAZINE CONVENTION 2019

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")

1/3-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")

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



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

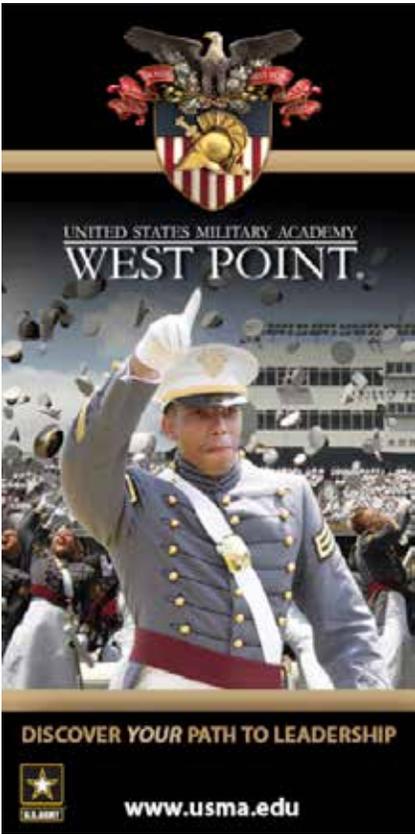
- Printing: WEB
- Binding: perfect-bound

Use NSBE's website to develop your brand among job-seeking NSBE students and professionals nationally. Special packages available (See page 10.).



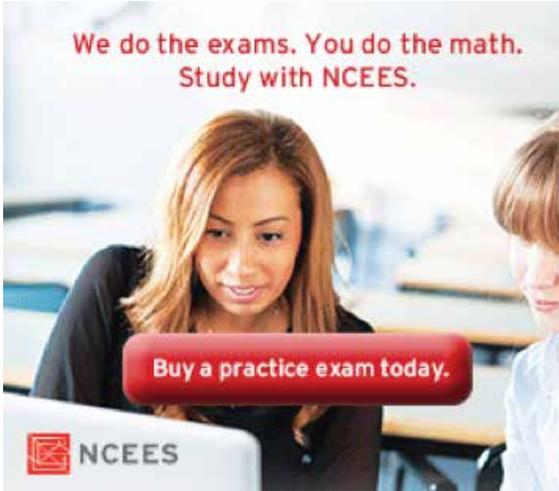
BANNER SIZE: 728 X 90 PIXELS. 60K MAX FILE SIZE, .GIF OR .SWF ANIMATIONS ACCEPTED.

Horizontal Banner (top of page): \$4,250/quarter



BANNER SIZE: 300 X 600 PIXELS. 60K MAX FILE SIZE; .GIF OR .SWF ANIMATIONS ACCEPTED.

Vertical Banner (right side of page): \$3,475/quarter



BANNER SIZE: 300 X 250 PIXELS. 60K MAX FILE SIZE; .GIF OR .SWF ANIMATIONS ACCEPTED.

Smaller Banner (right side of page): \$3,475/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 media@nsbe.org for more information.

Billing Information: Banners will be billed at time of reservation. Terms are gross 30 days.

NOTE: Two-week cancellation policy on all banner advertising.

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.

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

*Dates are subject to change.



NSBE ENEWS ADVERTISEMENT RATES	1X
eNews Takeover (limited availability)	\$3,500
“Corporate Corner” article ad	\$2,000
NSBE eNews Banner 728x90px	\$1,500

NSBE ENEWS OPPORTUNITIES

ENEWS TAKEOVER

Customize the entire eNews to your color scheme, and have both top and bottom banner slots filled by you! In addition, you receive a “Corporate Corner” article!

CORPORATE CORNER

Submit your article, 300 characters or less, including spaces, and a 400x200 px graphic. Link your article to your website of choice!

ENEWS BANNER

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

CAREER CENTER LISTINGS

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.

SINGLE JOB POSTINGS	NATIONAL SUPPORTER	ALL OTHERS
30-Day Job Posting	\$250	\$250
60-Day Job Posting	\$350	\$500
Enhanced Posting	\$510	\$735
Passive Job Seeker Package: Job Flash Email Package	\$600	\$750

RESUME ACCESS SUBSCRIPTIONS	NATIONAL SUPPORTER	ALL OTHERS
1-Month Resume Access Subscription	\$750	\$900
3-Month Resume Access Subscription	\$1,750	\$2,200
6-Month Resume Access Subscription	\$4,000	\$4,000

JOB POSTINGS CREDITS/SUBSCRIPTIONS	NATIONAL SUPPORTER	ALL OTHERS
30-Day Job Postings, 5 Pack (5 credits)	\$1,000	\$1,125
30-Day Job Postings, 10 Pack (10 credits)	\$1,750	\$2,000
6-Month Spider Wrapping	\$10,000	\$15,000
12-Month Spider Wrapping	\$15,000	\$20,000

BANNER ADS	NATIONAL SUPPORTER	ALL OTHERS
90-Day Home Page Ad	\$3,500	\$3,500
6-Month Home Page Ad	\$6,000	\$6,000

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



BRANDING PACKAGE \$30,000 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)



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

- 1 Twitter chat using your messaging to engage NSBE's 20,700-plus followers on Twitter
- Client-supplied branded art (can be created by NSBE for an additional fee)

NSBE SUPPORTER PACKAGE | \$15,000 FOR THE YEAR



EMAIL MARKETING

- 6 dedicated email marketing messages per year to NSBE's 24,600-plus members



IN-APP ADVERTISING

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

Our 24,600-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
F: (703) 683-5312



NSBE
NATIONAL SOCIETY OF BLACK ENGINEERS