ADVERTISING AND SPONSORSHIP OPPORTUNITIES
TABLE OF CONTENTS

About NSBE 3
NSBE by the Numbers 3
NSBE Magazine 4
Ad Deadlines 6
NSBE.org 7
NSBE eNews 8
Career Center Listings 9
Integrated Marketing Packages 10
Founded in 1975, the National Society of Black Engineers (NSBE) now has hundreds of chapters across the U.S. 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 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 19K members worldwide

41K monthly website visitors

19.7K Facebook
18.7K Twitter
6K Instagram
Our award-winning NSBE Magazine reaches more Black Engineers than any other minority publication.

Published annually, NSBE Magazine reaches more than 19,500 readers and stands alone among diversity publications. Whether you’re a student, 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 — and 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, careers, personal finances and maintaining work-life balance in today’s competitive 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, hip 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 2019 Annual Convention. Attendees receive a personal copy at registration. This issue is also mailed and emailed to our membership, making it the essential advertising tool for employers and academic institutions targeting NSBE members with their opportunities.

To view the 2018 Annual Convention Issue, click here.
Engage our members with your message. *NSBE Magazine* is published digitally and in print, and is distributed to all dues-paid members of our society.

**NSBE Magazine B/W Rates**

<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>Full-page</td>
<td>$7,728</td>
<td>$7,194</td>
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<tr>
<td>Island half-page</td>
<td>$5,495</td>
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<td>Half-page</td>
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<td>One-third page</td>
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<td>Quarter-page</td>
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**NSBE Magazine 4-Color Rates**

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<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>
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<tr>
<td>One-third page</td>
<td>$5,258</td>
<td>$5,045</td>
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<tr>
<td>Quarter-page</td>
<td>$4,730</td>
<td>$4,558</td>
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**Packages**

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<tbody>
<tr>
<td>1 issue with 1 full-page, 4-color ad and 1 bonus Employer Profile page</td>
<td>$16K</td>
</tr>
<tr>
<td>1 issue with 1 full-page, 4-color ad and a six-month leaderboard 728 x 90 banner</td>
<td>$14K</td>
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**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.

**NSBE MAGAZINE**

**NSBE MAGAZINE CONVENTION 2019**
Ad Close Date (Last Day to Reserve Ad Space): Jan. 9
Ad Materials Due: Jan. 16

**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”)
- 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 for NSBE Magazine
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 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.

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

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.

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

*Dates are subject to change.

<table>
<thead>
<tr>
<th>NSBE ENEWS ADVERTISEMENT RATES</th>
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<tr>
<td>eNews Takeover (limited availability)</td>
<td>$3,500</td>
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<tr>
<td>“Corporate Corner” article ad</td>
<td>$2,000</td>
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<tr>
<td>NSBE eNews Banner 728x90px</td>
<td>$1,500</td>
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**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!
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 19,500 STEM students and professionals.
- Job emailed to more than 19,500 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

<table>
<thead>
<tr>
<th></th>
<th>National Supporter</th>
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<tbody>
<tr>
<td>30-Day Job Posting</td>
<td>$250</td>
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<td>60-Day Job Posting</td>
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<td>Enhanced Posting</td>
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<tr>
<td>Passive Job Seeker Package: Job Flash Email Package</td>
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<td>$750</td>
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### Resume Access Subscriptions

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<tr>
<td>1-Month Resume Access Subscription</td>
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<td>$900</td>
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<td>3-Month Resume Access Subscription</td>
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<tr>
<td>6-Month Resume Access Subscription</td>
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### Job Postings Credits/Subscriptions

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<tbody>
<tr>
<td>30-Day Job Postings, 5 Pack (5 credits)</td>
<td>$1,000</td>
<td>$1,125</td>
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<tr>
<td>30-Day Job Postings, 10 Pack (10 credits)</td>
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<tr>
<td>6-Month Spider Wrapping</td>
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<tr>
<td>12-Month Spider Wrapping</td>
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### Banner Ads

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<tr>
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<tbody>
<tr>
<td>90-Day Home Page Ad</td>
<td>$3,500</td>
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<tr>
<td>6-Month Home Page Ad</td>
<td>$6,000</td>
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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 the Annual Convention issue

WEBSITE ADVERTISING
- 12 first-position banner ads on NSBE.org and 6 second-position banner ads on MyNSBE and NSBECONNECT
  - 24 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 organization website
  - “Main Sponsor” listing, with the organization’s logo, on the NSBEGuide page on convention. NSBE.org
  - Two 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
  - 24 ads, yearlong commitment

EMAIL MARKETING
- 6 dedicated email marketing messages per year to NSBE’s 19,500-plus members

IN-APP ADVERTISING
- Two 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 18,000-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 19,500-plus members

IN-APP ADVERTISING
- One push announcement to users per day (200 characters) in the NSBEGuide mobile app
Our 19,500-plus members and more than 500 chapters give NSBE a connection with black students and professionals that no other technical organization can rival.