

N.A.P.E. PRINT & DIGITAL ADVERTISING

The National Association of Power Engineers, Inc. is a national organization comprised of people in the field of power generation, HVAC, facility operation, maintenance, inspection, co-generation, process industries, commercial and residential buildings, government agencies, and design. We are a not-for-profit educational organization with chapters throughout the country. *Organized in 1882, we are the oldest engineering association in the United States, offering education to benefit those in the engineering industry.*

Our national print magazine, *The National Engineer* is distributed in a quarterly publication to our members, corporate members, and subscribers (your target audience!), and so are our monthly e-blasts. Our national website, www.powerengineers.com, receives traffic from this same significant audience as well, along with numerous other types of individuals from the overall engineering industry.

We have ad space available:

- In our magazine for partial & full-size page ads
- On our website for top/bottom & side column ads
- In our monthly e-blast for top/bottom or side ads

Find out about all available sizes, types, prices, & lengths below.

PRINT ADS

For feature in our quarterly magazine

Black & White Ads with Image & Text

Advertising Print Rates per Quarterly Issue

Type	Width x Height	1 Issue	2 Issues	4 Issues (1 Yr.)
Full Page (1)	7.500" x 9.750"	\$1,000.00	\$820.00	\$720.00
Half (1/2)	7.500" x 4.750"	\$600.00	\$450.00	\$355.00
Quarter (1/4)	3.650" x 4.750"	\$300.00	\$270.00	\$175.00

Refer to print ad size-chart on next page

Color Ads with Image & Text (4-Color Process)

Advertising Print Rates per Quarterly Issue

Type	Width x Height	1 Issue	2 Issues	4 Issues (1 Yr.)
Full Page (1)	7.500" x 9.750"	\$1,800.00	\$1,620.00	\$1,425.00
Half (1/2)	7.500" x 4.750"	\$1,000.00	\$850.00	\$755.00
Quarter (1/4)	3.650" x 4.750"	\$500.00	\$470.00	\$375.00

Refer to print ad size-chart on next page

Design Services

Please contact the National Office at (413) 592-6273 or email us at nape@powerengineers.com.

Art Requirements

Ads accepted in PDF format (with art and fonts embedded). Artwork can be emailed to our graphic designer at marisa@powerengineers.com. Please feel free to call or email us with any questions regarding artwork requirements.

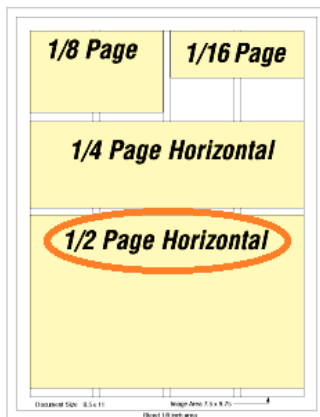
Ad Deadline

Deadline is the *first week* of the following months: January, April, July, and October.

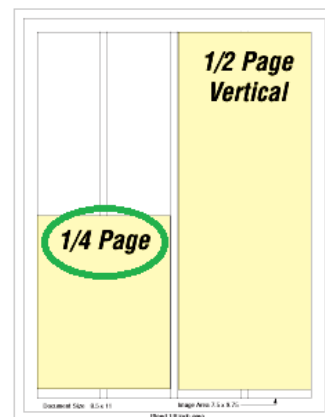
Print ad shapes & dimensions (available sizes are encircled)



**Full Page 7.5 x 9.75 Tall
With Bleed 8.5 x 11 Tall**



**1/16 Page Horizontal 3.65 x 1.125 Tall
1/8 Page Horizontal 3.65 x 2.25 Tall
1/4 Page Horizontal 7.5 x 2.375
1/2 Page Horizontal 7.5 x 4.75**



**1/2 Vertical 3.65 x 9.75
1/4 Vertical 3.65 x 4.75**

*** Reproduction material will be destroyed if return not requested within one year. ***

ONLINE ADS

For feature on our website
Colored Ads with Image & Text

Online Advertising Rates per Month				
Type	Size (px)	1 Month	6 months (save \$60)	12 months (save \$180)
Full Banner Ad	468x60	\$145	\$810	\$1,560
Square Ad	250x250	\$135	\$750	\$1,440
Skyscraper Ad	160x600	\$140	\$780	\$1,500
Rectangle Ad	180x150	\$125	\$690	\$1,320

Refer to web ad size-chart on next page

Design Services

Please contact the National Office at (413) 592-6273 or email us at nape@powerengineers.com.

Art Requirements

Ads accepted in GIF, JPG, JPEG, PNG, and SWF format (with art and fonts embedded). Artwork can be emailed to our graphic designer at marisa@powerengineers.com. Please feel free to call with any questions regarding artwork requirements.

**--You can now also send YOUR ad to our mailing list of members, corporate members, & subscribers through our monthly e-blast newsletter!--
(below)**



E-BLAST

For feature in our email newsletter

Colored Ads with Image & Text

E-Blast Advertising Rates per Month				
Type	Size (px)	Contents	1 Month	6 months (save \$30)
Half Banner Ad	234x60	Copy / Image	\$115	\$660
Rectangle Ad	180x150	Copy / Image	\$125	\$720
Square Button Ad	125x125	Copy	\$95	\$540

Refer to web ad size-chart below

Art Requirements

Send us a PDF of what you'd like 'e-blasted', along with the ad copy and images (GIF, JPG, JPEG, PNG, and SWF format), and we will add you in to our mid-monthly blast that goes out to our large list of members! We offer one set of revisions with your order and will send an e-blast proof to you for approval before scheduling it to run. Changes made after the first revision are billable at \$25.00 per revision. Copy should be sent as an editable file or in the body of the email. Images accepted at minimum of 300dpi. Artwork can be emailed to our graphic designer at marisa@powerengineers.com. Please feel free to call with any questions regarding artwork requirements.

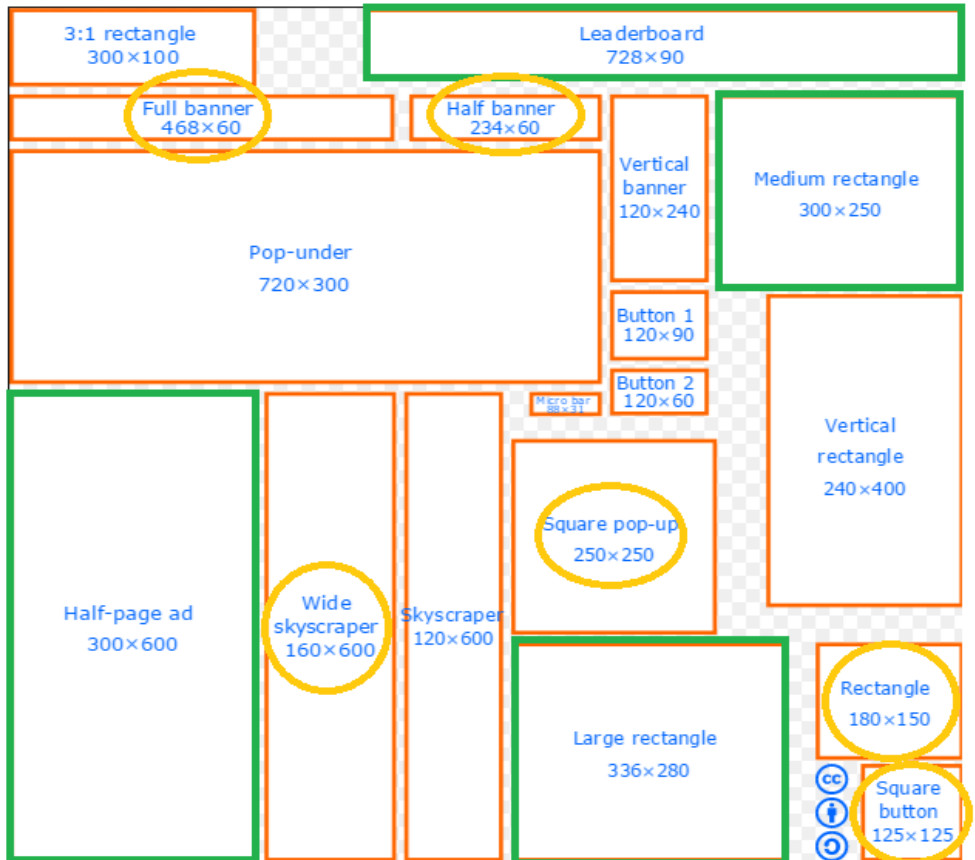
Design Services

Please contact the National Office at (413) 592-6273 or email us at nape@powerengineers.com.

Ad Deadline

Deadline is *first week* of every month you wish to advertise.

Web ad shapes & dimensions (sizes available are encircled)



Contracts & Copy Regulations

The publisher reserves the right to reject any advertisements at the option of the Publication Committee or Editor. It is understood that the advertiser agrees to indemnify and to protect the **National Engineer** from any claims or expenses resulting from the unauthorized use of any name, photograph, sketch, design, or words protected by copyright or registered trademarks, labels, etc., in connection with advertising referred to herein.

The publisher reserves the right to place the word "advertisement" with copy which, in the author's opinion, resembles editorial opinion.

Typographical rights reserved.

Short Rates and Rebates: Space order (excluding covers and reserved special positions) are subject to cancellation by either party upon 30 days notice in advance of closing date of month of publication of any given issue. If more or less space called for in contracts is used within one year, the actual space used is to be paid in accordance with the rates schedule printed herein.

The publisher reserves the right to make such revisions in advertising rates on 90 days notice as may be necessitated by economic conditions. If a rate revision is made under this clause and is not accepted by the advertiser, the latter may cancel his contract without short rate adjustment.

"Publisher is not liable for delays in delivery in the event of Act of God, action by any government or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes, whether legal or illegal, labor or material shortage, transportation interruption of any kinds, work slowdown, or any condition beyond the control of publisher affecting production of delivery in any manner."

In the event of non-payment, publisher reserves the right to hold advertiser/ its advertising agency jointly and severally liable for such monies due and payable to publisher.

Last updated June 2017.

National Association of Power Engineers, Inc.
1 Springfield Street, Suite 1
Chicopee, MA 01013

