

A full-page background image featuring a long pier extending into the ocean at sunset. The sky is a vibrant orange and yellow, with scattered clouds. The pier is silhouetted against the bright sky, with several people visible walking along it. The ocean in the foreground is dark with white-capped waves.

EA ENGINEERING FLORIDA

Media Kit
2024



Your Source for Florida Engineering News

Engineering Florida is the statewide magazine of Florida's engineering industry, published quarterly by the American Council of Engineering Companies of Florida (ACEC Florida), American Society of Civil Engineers Florida Section (FLASCE), American Society of Highway Engineers (ASHE), Florida Engineering Society (FES), Florida Structural Engineers Association (FSEA) and the Society for Marketing Professional Services (SMPS) Florida Chapters. Its mission is to provide engaging, non-technical content that is of interest to engineers, legislators and industry officials alike.

Advertise With Us

Are you looking to get your company in front of industry professionals, firm leaders, government officials, business leaders and potential clients from every part of Florida? If you are doing business anywhere in the engineering or consulting space in the Sunshine State, this is exactly the valuable audience you want to reach.

WHO READS ENGINEERING FLORIDA?

Decision-makers from the leading engineering and consulting firms from across the state, as well as the public and private sector clients who hire engineering companies and the local and state officials who influence the A/E/C industry. Readers turn to *Engineering Florida* for relevant content highlighting business trends, economic development, public policy, and the innovation of Florida's A/E/C business community.

OUR CIRCULATION OF 10,000 INCLUDES:

- Leading Professionals in the A/E/C Industry
- Private Developers
- State and Local Elected & Appointed Officials
- Key Leaders within State Agencies
- State and Local DOT Officials
- The Florida Governor's Office and Key Staff
- County Commissioners, Managers and Department Heads
- Mayors, City Council Members and City Managers
- Utility and Planning Departments
- Economic Development Leaders

Submit Your Story

ENGINEERING FLORIDA EDITORIAL GUIDELINES

Engineering Florida accepts editorial contributions from industry specialists and relevant news releases from sector stakeholders. While not all submissions will be accepted, the following criteria will be used in the review process:

- Submit your story ideas at least 3 months before the publish date. Ideas for contributions should be discussed with the editors in advance. The first step is to submit an abstract describing the article focus and available photos and other assets.
- Submissions must be no longer than 2,000 words in length. Submissions should align with our editorial calendar, photos and other assets.
- *Engineering Florida* holds the right to edit any submissions for length, clarity or content.
- Only original work will be accepted. No copied work or plagiarized material will be accepted.

**FOR MORE INFORMATION ABOUT OUR
REQUIREMENTS, VISIT
[fleng.org/publications-resources/
engineeringflorida](http://fleng.org/publications-resources/engineeringflorida).**

**FOR QUESTIONS OR MORE INFORMATION, PLEASE CONTACT ENGINEERING FLORIDA
MANAGING EDITOR JOE VANHOOSE AT JOE@TRESTLECOLLECTIVE.COM.**

Editorial Calendar

ISSUE 2.1 (SPRING '24)

Sustainability & Energy

- Cover Story: How Florida Communities (and the engineers designing them) Are Promoting Sustainability
- Connective Features:
 - Solar Energy Projects Expand
 - Green Hydrogen
 - Sustainability Project Profiles

DEADLINES

Content Deadline: **March 1**
Ads & Art Deadline: **March 15**
Print Deadline: **March 29**

ISSUE 2.2 (SUMMER '24)

Technology

- Cover Story: Florida's Space Coast
- Connective Features:
 - Digital Twins
 - 3D and Digital Workflows
 - Infrastructure & Autonomous Vehicles

DEADLINES

Content Deadline: **May 17**
Ads & Art Deadline: **May 31**
Print Deadline: **June 14**

ISSUE 2.3 (FALL '24)

Connecting Communities

- Cover Story: How Engineers Are Giving Back to Their Communities
- Connective Features:
 - Reconnecting Communities Pilot Program (RCP) in Florida
 - Brightline Rail

DEADLINES

Content Deadline: **Aug. 23**
Ads & Art Deadline: **Sept. 6**
Print Deadline: **Sept. 20**

ISSUE 2.4 (WINTER '24)

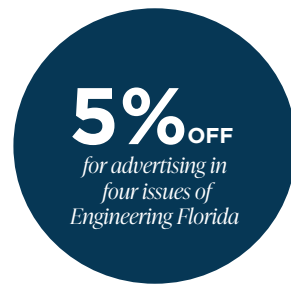
Projects & People of the Year

- Cover Story: Top Projects of the Year
- Connective Features:
 - People of the Year
 - Young Professionals of the Year
 - Industry Roundtable

DEADLINES

Content Deadline: **Nov. 8**
Ads & Art Deadline: **Nov. 22**
Print Deadline: **Dec. 6**

Advertising Specs



Pricing:

BACK COVER: \$3,000

INSIDE FRONT COVER: \$2,850

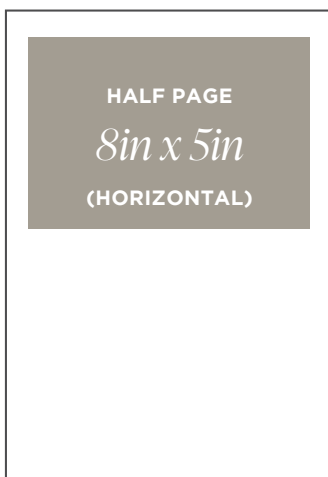
INSIDE BACK COVER: \$2,700

FULL PAGE: \$2,350

HALF PAGE: \$1,600

QUARTER PAGE: \$1,100

Design Specs:



FILE FORMAT: HIGH RESOLUTION, PDF OR JPEG

IDEAL: 300 DPI; ACCEPTABLE: 175 DPI

PLEASE SEND ALL FILES TO MSHINER@FLENG.ORG

FOR QUESTIONS OR MORE INFORMATION, PLEASE CONTACT ENGINEERING FLORIDA
MANAGING EDITOR JOE VANHOOSE AT JOE@TRESTLECOLLECTIVE.COM.

2024 Advertising Contract

Engineering Florida is the statewide magazine of Florida's engineering industry, published quarterly with a mission to provide engaging, non-technical content that is of interest to engineers, legislators and industry officials alike.

Editorial Calendar

- Issue 2.1 *Sustainability & Energy* Spring 2024
Contract Deadline: **March 1**
Artwork Deadline: **March 15**
- Issue 2.2 *Technology* Summer 2024
Contract Deadline: **May 17**
Artwork Deadline: **May 31**
- Issue 2.3 *Connecting Communities* ... Fall 2024
Contract Deadline: **August 23**
Artwork Deadline: **September 6**
- Issue 2.4 *People & Projects* Winter 2024
Contract Deadline: **November 8**
Artwork Deadline: **November 22**

Advertising Pricing & Selection

Ad Position	Price	Issue 2.1	Issue 2.2	Issue 2.3	Issue 2.4	Subtotal
Back Cover..... SOLD OUT	\$3,000	_____	_____	_____	_____	\$ _____
Inside Front Cover.....	\$2,850	_____	_____	_____	_____	\$ _____
Inside Back Cover.....	\$2,700	_____	_____	_____	_____	\$ _____
Full Page.....	\$2,350	_____	_____	_____	_____	\$ _____
Half Page.....	\$1,600	_____	_____	_____	_____	\$ _____
Quarter Page.....	\$1,100	_____	_____	_____	_____	\$ _____
5% Discount for Advertising in 4 Issues						- \$ _____
GRAND TOTAL						\$ _____

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Email questions & contracts to: mshiner@fleng.org and claire@hingecreativeco.com

The above signed agrees to insert advertising as indicated above. Advertising in any of these issues is subject to the policies, data requirements, and rates specified in this contract. Rates do not include production charges. Ad design is the responsibility of the advertiser. Previous insertion will be run if ad is not received by specified closing date, or if no previous insertion, client is liable for cost of contracted space not used and space will be allocated at the discretion of the publisher. In the event of nonpayment, publisher reserves the right to hold advertiser and/or its agency jointly liable for such money due and payable to the publisher. No cancellations accepted after contract deadline date.