



ENGINEERING
FLORIDA

*Media Kit
2025*



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 Heating, Refrigeration and Air-Conditioning Engineers (ASHRAE Region XII), 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 3.1 (SPRING '25)

Preparing for Disaster

- USAR/StS follow up RE: Milton and Helene
- How Engineers Help Hurricane Prep & Response
- Flood Management
- Responding to Hot Waters
- **Deadlines:**
 - Content Due: **March 7**
 - Ads & Art Deadline: **March 14**
 - Print Deadline: **March 28**

ISSUE 3.2 (SUMMER '25)

Engineering Marvels

- Focus on designated engineering marvels
- Engineering Simulation Labs
- The Many Engineering Feats of the Keys
- Frank Lloyd Wright
- Education Spotlight: Senior Design Days
- **Deadlines:**
 - Content Due: **May 16**
 - Ads & Art Deadline: **May 23**
 - Print Deadline: **June 6**

ISSUE 3.3 (FALL '25)

Safety

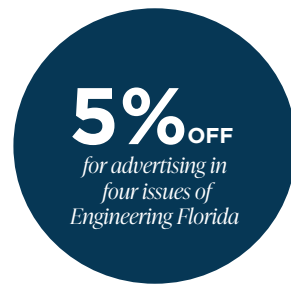
- FDOT Target Zero
- Changes in Structural Engineering
- AI/VR use to monitor infrastructure
- Highlight Florida Pedestrian/Bicycling Safety Resource
- Market Spotlight: Pensacola and its SR 426 Coalition
- **Deadlines:**
 - Content Due: **Aug. 22**
 - Ads & Art Deadline: **Aug. 29**
 - Print Deadline: **Sept. 12**

ISSUE 3.4 (WINTER '25)

Projects & People of the Year

- Award Winning Projects
- Engineer Profiles
- **Deadlines:**
 - Content Due: **Nov. 14**
 - Ads & Art Deadline: **Nov. 21**
 - Print Deadline: **Dec. 5**

Advertising Specs



Pricing:

BACK COVER: \$3,300

INSIDE FRONT COVER: \$3,100

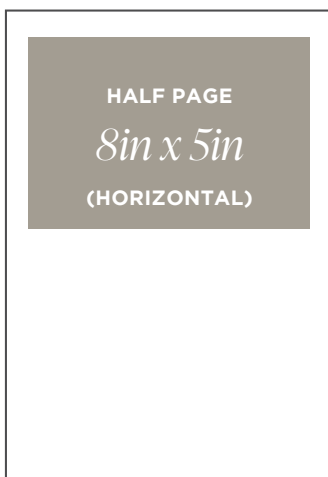
INSIDE BACK COVER: \$2,950

FULL PAGE: \$2,600

HALF PAGE: \$1,750

QUARTER PAGE: \$1,200

Design Specs:



FILE FORMAT: HIGH RESOLUTION, PDF OR JPEG

IDEAL: 300 DPI; ACCEPTABLE: 175 DPI

PLEASE SEND ALL FILES TO [SBUTLER@FLENG.ORG](mailto:sbutler@fleng.org)

**FOR QUESTIONS OR MORE INFORMATION, PLEASE CONTACT ENGINEERING FLORIDA
MANAGING EDITOR JOE VANHOOSE AT [JOE@TRESTLECOLLECTIVE.COM](mailto:joe@trestlecollective.com).**

2025 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 3.1 Preparing for Disaster..... Spring 2025
Contract Deadline: **March 7**
Artwork Deadline: **March 14**
- Issue 3.2 Engineering Marvels Summer 2025
Contract Deadline: **May 16**
Artwork Deadline: **May 23**
- Issue 3.3 Safety..... Fall 2025
Contract Deadline: **August 22**
Artwork Deadline: **August 29**
- Issue 3.4 Projects & People of the Year Winter 2025
Contract Deadline: **November 14**
Artwork Deadline: **November 21**

Advertising Pricing & Selection

Ad Position	2025 Price	Issue 3.1	Issue 3.2	Issue 3.3	Issue 3.4	Subtotal
Back Cover..... SOLD OUT	\$3,300	_____	_____	_____	_____	\$ _____
Inside Front Cover.....	\$3,100	_____	_____	_____	_____	\$ _____
Inside Back Cover.....	\$2,950	_____	_____	_____	_____	\$ _____
Full Page.....	\$2,600	_____	_____	_____	_____	\$ _____
Half Page.....	\$1,750	_____	_____	_____	_____	\$ _____
Quarter Page.....	\$1,200	_____	_____	_____	_____	\$ _____
5% Discount for Advertising in 4 Issues						- \$ _____
GRAND TOTAL						\$ _____

COMPANY NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ EMAIL: _____

PAYMENT METHOD : CHECK VISA MASTERCARD AMEX

CREDIT CARD NUMBER: _____ / _____ / _____ / _____ EXP DATE: _____ / _____

CARDHOLDER NAME: _____ CVV #: _____

SIGNATURE: _____

Email questions & contracts to: sbutler@fleng.org

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.