

An aerial photograph of a city street at dusk. The street is wide and multi-laned, with traffic lights and some vehicles visible. On either side are tall, modern skyscrapers with many windows lit up. The sky is a mix of orange and blue. The text 'EF ENGINEERING FLORIDA' is overlaid in the center in a large, white, sans-serif font. The 'EF' is stylized and larger than the other text.

EF ENGINEERING FLORIDA

*Media Kit
2023*



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 (ASCE), American Society of Highway Engineers (ASHE), Florida Engineering Society (FES), Florida Structural Engineers Association (FSEA) and Society for Marketing Professional Services (SMPS). 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.

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

Editorial Calendar

ISSUE 1.1 (SPRING '23)

Resiliency

- Cover Story: Ian and its Aftermath
- Features:
 - Urban Search and Rescue (Ian Response)
 - Addressing Sea Level Rise
 - Resiliency Project Profiles

DEADLINES

Content Deadline: **March 3**
Ads & Art Deadline: **March 17**
Print Deadline: **March 31**

ISSUE 1.2 (SUMMER '23)

Workforce

- Cover Story: How Our Industry Moves Forward Amidst Supply, Labor Shortages
- Features:
 - Mental Health in the Workplace
 - How STEM in schools/universities is preparing a new workforce
 - Accreditation and Licensing challenges and ideas

DEADLINES

Content Deadline: **May 17**
Ads & Art Deadline: **June 2**
Print Deadline: **June 16**

ISSUE 1.3 (FALL '23)

Growth

- Cover Story: Economic Engines fueling Florida's Economy (Airports/Ports/Tourism)
- Features:
 - Applying a DE&I Lens to Infrastructure
 - Florida Freight and Logistics Infrastructure
 - Projects responding to — and preparing for — growth

DEADLINES

Content Deadline: **Aug. 25**
Ads & Art Deadline: **Sept. 8**
Print Deadline: **Sept. 22**

ISSUE 1.4 (WINTER '23)

People & Projects of the Year

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

DEADLINES

Editorial Board Voting: **Oct. 20**
Content Deadline: **Nov. 10**
Ads & Art Deadline: **Nov. 17**
Print Deadline: **Dec. 8**

Advertising Specs



Pricing:

BACK COVER: \$2,850

INSIDE COVER: \$2,700

FULL PAGE: \$2,250

HALF PAGE: \$1,500

QUARTER PAGE: \$1,000

Design Specs:



FILE FORMAT:
HIGH RESOLUTION
PDF OR JPEG
IDEAL: 300 DPI
ACCEPTABLE: 175 DPI



PLEASE SEND ALL FILES TO CLAIRE@HINGECREATIVECO.COM.

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2023 Advertising Contract

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Editorial Calendar

- Issue 1.1 (*Resiliency*) Spring 2023
 Contract Deadline: **March 3**
 Artwork Deadline: **March 17**
- Issue 1.2 (*Workforce*) Summer 2023
 Contract Deadline: **May 17**
 Artwork Deadline: **June 2**
- Issue 1.3 (*Growth*) Fall 2023
 Contract Deadline: **August 25**
 Artwork Deadline: **September 8**
- Issue 1.4 (*People & Projects*) Winter 2023
 Contract Deadline: **November 10**
 Artwork Deadline: **November 17**

Advertising Pricing & Selection

Ad Position	Price	Issue 1.1	Issue 1.2	Issue 1.3	Issue 1.4	Subtotal
Back Cover..... SOLD OUT	\$2,850	—	—	—	—	\$ —
Inside Cover.....	\$2,700	—	—	—	—	\$ —
Full Page.....	\$2,250	—	—	—	—	\$ —
Half Page.....	\$1,500	—	—	—	—	\$ —
Quarter Page.....	\$1,000	—	—	—	—	\$ —
5% Discount for Advertising in 4 Issues						-\$ —
<i>(To be eligible for the 5% discount, contract must be received by March 3, 2023.)</i>						
GRAND TOTAL						\$ —

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Email questions & contracts to mshiner@fleng.org and artwork to 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.