



ENGINEERS' FORUM

magazine

Celebrating Virginia Tech's 150th Anniversary!

Virginia Tech pushes the boundaries of knowledge by taking a hands-on, transdisciplinary approach in preparing students to be leaders and problem-solvers!

ADVERTISING POLICY

One reason why **VA Tech** grads receive more job offers than many other schools' graduates is the quality of education imparted by **Tech's world-class** staff and faculty. For over three quarters of a century the **Engineers' Forum**, **Tech's** student written and edited quarterly engineering magazine, has chronicled the Institute's many achievements that keep **VA Tech** focused in the national spotlight of academic excellence. **Engineers' Forum** also offers technical students the opportunity to develop and hone the communication skills so necessary for success in the professional world. Astute recruiters in **Military and Government, Computer Science, Engineering, Construction, and Agricultural** have all built long lasting relationships with the **Virginia Tech** community through the **Engineers' Forum!** This is an opportunity for your company or firm to recruit **Tech's** erudite graduates in a format where your message will have lasting impact, and a shelf-life far exceeding any other available medium. The **Engineers' Forum** will be extensively distributed to the students, staff, faculty, graduates and alumni of **Virginia Tech**. Additional distribution at **Tech** student recruiting events (see **DISTRIBUTION NOTES**) affords recruiters the opportunity to enhance their campus visit, as well as allowing those firms not visiting the chance to keep themselves in the mainstream of **Tech's** engineering community. Your support allows **Tech** to expand and grow in the area of engineering journalism, and guarantees the continued publication and free distribution of **Engineers' Forum**, which dates back to the early **1930's!** Advertising revenue is set aside each year create a growing number of **Endowed Scholarships** for engineering students.

Advertising contracts, insertion orders, or written notice authorizing an advertisement to run must accompany or precede the arrival of the advertising material. Guaranteed positions are contracted for inside the front page (Cover 2) and back page (inside, Cover 3, and outside, Cover 4) positions only. However, requested placement will be attempted based on space availability and the discretion of the publisher. Only ads that meet our design specifications will be accepted.



PAYMENT

The advertiser and advertising agency are jointly and separately responsible for payment. Pre-payment is required. Ads will be pulled at the discretion of the Publisher for non-payment.

To reserve your company's space contact our **Program Manager Mr. Michael Massicott** at **800-891-2828 Ext: 1162** or email him at **mike@topgrad.com**

DIMENSIONS & MECHANICALS REQUIREMENTS

Please request our detailed **Advertising Mechanicals and Electronic Ad Specifications** from your program representative or from our **Art Department** at **800-891-2828 Ext: 1148** or **art@pentagon-usa.us**

Digital data is required for all ad submissions. Preferred file format is PDF/X-1a. However, other digital art will be accepted. High-resolution PDFs must be provided as CMYK with fonts and images embedded and sent via disk, CD-ROM or email. Ads submitted as hard copy will be scanned for use.

Engineers' Forum is printed on a high-speed web and SWOP standards apply. Final trim size is 8 1/4 x 10 7/8 inches and bleed size is 8 1/2 x 11 1/8 inches. Live material must be kept 1/4 inch from the trim.

Additionally, the production department at **Pentagon Publishing, Inc.** is available to design or reformat files at \$75 per hour (fee may be waived). Please contact the **Art Department** at **800-891-2828 Ext: 1148** or **art@pentagon-usa.us** if you require assistance.

DISTRIBUTION NOTES

The **Engineers' Forum** is distributed to the **students, faculty, administrative staff, and alumni** of the **Virginia Polytechnic Institute & State University, Blacksburg, VA.** All advertisers will receive a free copy mailed upon completion. Special career event issues include **spring Co-op Fair** and **fall Career EXPO.** Both events celebrate over 30 years of service to Tech's graduates and corporate recruiters. Hundreds of recruiters from both local and national companies attend these events and the most successful use the **Engineers' Forum!**

On the WWW: www.ef.org.vt.edu

DEADLINE

-PLEASE NOTE: **DEADLINES ARE APPROXIMATE.** PLEASE CONSULT YOUR REPRESENTATIVE

WINTER CAREER ISSUE - OCTOBER - **SPRING CO-OP FAIR - FEBRUARY**
SUMMER JOBS ISSUE - APRIL - **FALL CAREER EXPO - AUGUST**

AD RATES

PLEASE NOTE: ALL AD RATES REFLECT 4/C PROCESS AND FULL PAGES INCLUDE BLEED. MULTIPLE ISSUE DISCOUNTS AVAILABLE! ALL RATES ARE NET - AGENCIES MUST ADD COMMISSION

COVER 4	\$3,495.00
COVER 2 OR 3	\$3,295.00
FULL PAGE	\$3,095.00
2/3 PAGE	\$2,695.00
1/2 PAGE	\$1,995.00
1/3 PAGE	\$1,495.00
1/4 PAGE	\$1,095.00
1/6 PAGE	\$ 695.00

