



DIGITALLY
ENABLED

MEDIA PLANNER



NSBE Magazine/Career Engineer

NSBE Magazine, a publication of the National Society of Black Engineers, is the most powerful resource available for reaching pre-college students, college students and professionals in the African-American technical community. Whether you want to fill a junior- or senior-level position, **NSBE Magazine's** exclusive reach among Black engineers can help.

NSBE has 30,000 members, and chapters at major colleges and universities across the globe, giving **NSBE Magazine** a connection with students and technical professionals that no other technical diversity organization can rival.

Published three times a year, **NSBE Magazine**, along with its insert title, **Career Engineer**, ensure that their more than 60,000 readers are up-to-date on the latest trends and advances in: the engineering, science and technology sectors; employment and higher education opportunities and NSBE national, regional and chapter events. Members use the magazine as a prime resource for job-hunting as well as news about NSBE and African-American achievement. No other minority recruitment publication reaches as many Black engineers as **NSBE Magazine/Career Engineer**, making it the ideal medium for recruitment ads.

DIGITAL EDITION—An Added Bonus

NSBE Magazine is now available digitally to all members. Members receive an e-mail with a link to the digital edition, which gives them easy access to enhanced content through their browsers. Advertisers have the benefit of having their logos connect to a link on their websites. Also, any URL that appears in the creative can be made live, so members are just a click away from job opportunities. Other interactive features are available for advertisers. Contact your sales representative to learn more about digital sponsorship and advertising opportunities.

Animation: \$895

Sole Sponsor of Digital Edition:

\$2,950 | \$4,350 (Convention Issue)



To see the latest digital edition, visit
<http://www.nxtbook.com/nxtbooks/nsbe/2011convention>

Premier Media Partners...

extend their branding within each of the issues of **NSBE Magazine**. **Premier Media Partners** are **NSBE Magazine's** most valued advertisers, as they fully support the diversity engineering effort in the global workplace. Become a **Premier Media Partner** and benefit from more than just frequency, with opportunities to extend your brand via rich media; job posting and web banner advertising.

Chairman's Club \$28,000

- A full-page, 4-color ad in each issue of **NSBE Magazine** and **NSBE Bridge** magazine. (Total of 6 ads)
- Rich media in 3 digital editions of **NSBE Magazine**
- Editorial Profile in **NSBE Magazine** and **NSBE Bridge** magazine
- Job posting (6 months complimentary)
- Page 1 recognition in each issue of **NSBE Magazine**
- Active link on www.nsbe.org
- Premier Partner Award
- Complimentary team photo at Annual Convention

Multimedia Premier Partner \$20,000

- A full-page, 4-color ad in each issue of **NSBE Magazine**.
- Rich media in 1 digital edition of **NSBE Magazine**
- Editorial Profile in **NSBE Magazine**
- Job posting (3 months complimentary)
- Page 1 recognition in each issue of **NSBE Magazine**
- Active link on www.nsbe.org
- Premier Partner Award
- Complimentary team photo at Annual Convention

Multimedia Jr. Partner \$15,000

- A full-page, 4-color ad in two selected issues of **NSBE Magazine**
- Animation of ad in 1 digital edition of **NSBE Magazine**
- Editorial Profile in one issue **NSBE Magazine**



NSBE

NATIONAL SOCIETY OF BLACK ENGINEERS



NSBE Magazine 2011-2012 Editorial Calendar

Issue	Subject	Space Due	Materials Due
Fall 2011	Fall Recruitment	August 9	August 16
Winter 2011-12	Pre-Convention Issue	November 29	December 6
Convention 2012	Annual Convention Issue	February 9	February 16

NSBE Magazine 2011-2012 Advertising Rates

4-Color	Dimensions	1x	2x	3x
Inside Covers	7 1/8" x 9 7/8"	\$10,013	\$9,780	\$8,965
Back Cover	7 1/8" x 9 7/8"	\$10,058	\$9,820	\$9,359
Spread	15 1/4" x 9 7/8"	\$15,601	\$15,135	\$14,499
Full page	7 1/8" x 9 7/8"	\$8,807	\$8,556	\$8,189
2/3 page	4 11/16" x 9 7/8"	\$7,350	\$7,101	\$6,727
1/2 page island	4 11/16" x 7 3/4"	\$7,101	\$6,852	\$6,477
horizontal	7 1/8" x 4 3/4"	\$6,605	\$6,363	\$6,104
vertical	3 7/16" x 9 7/8"	\$6,605	\$6,363	\$6,104
1/3 page vert	2 3/16" x 9 7/8"	\$5,480	\$5,294	\$5,106
1/3 square	4 11/16" x 4 5/8"	\$5,480	\$5,294	\$5,106
1/4 page	3 7/16" x 4 5/8"	\$4,981	\$4,855	\$4,731
Black & White	Dimensions	1x	2x	3x
Spread	15 1/4" x 9 7/8"	\$13,970	\$13,505	\$12,806
Full page	7 1/8" x 9 7/8"	\$7,335	\$7,090	\$6,724
2/3 page	4 11/16" x 9 7/8"	\$5,990	\$5,740	\$5,364
1/2 page island	4 11/16" x 7 3/4"	\$5,740	\$5,489	\$5,115
horizontal	7 1/8" x 4 3/4"	\$5,241	\$5,002	\$4,741
vertical	3 7/16" x 9 7/8"	\$5,241	\$5,002	\$4,741
1/3 page vert	2 3/16" x 9 7/8"	\$4,118	\$3,930	\$3,744
1/3 square	4 11/16" x 4 5/8"	\$4,118	\$3,930	\$3,744
1/4 page	3 7/16" x 4 5/8"	\$3,619	\$3,493	\$3,368

Web Banner Advertising Rates

Banner Ads	3 months	6 months
Pre-/Post-Convention season (April 1–Nov. 1)	\$3,000	\$5,500
Convention season (Nov. 1–April 1)	\$3,500	\$6,000

Materials Specifications

Placement on the NSBE website is currently available with one banner size:

- 60K maximum file size
- Dimensions, 468 x 60 pixels, 180 x 120 pixels (256 colors)
- Resolution for graphics must be 72 dpi
- GIF is preferred
- Animations are acceptable under 60K
- E-mail attachment or CD

NSBE'S RE-LAUNCHED WEBSITE WON THE 2011 AMERICAN WEB DESIGN AWARD –

a competition hosted by Graphic Design USA that celebrates the power of well-designed websites and other online communications. The website offers your brand the opportunity to connect with NSBE's youthful audience who use the internet daily to track and capture useful information.

Visit www.nsbe.org for additional rates and mechanical specifications.

All rates are gross. Orders are billed at time of reservation and are non-cancellable.

For more information, contact a NSBE advertising sales representative at 703.549.2207





National Society of Black Engineers

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NSBE Bridge Magazine



NSBE Bridge, with total annual readership of more than 50,000, presents science, technology, engineering and math in a lively engaging editorial style written for today's active teenager. With departments like Brain Teasers, Pop Quiz and What's New?, *NSBE Bridge* is colorful, hip, jazzy and smart, just like the students who read it!

NSBE Bridge is the official publication of the NSBE Pre-College Initiative program and the official publication for participants in the Summer Engineering Experience for Kids (SEEK) academies. NSBE's Pre-College Initiative focuses on encouraging young students to develop interest and skills in math and science. The program is composed of more than 9,800 middle school and high school students.

NSBE Jr.'s website—<http://pci.nsbe.org>—includes a number of online services, such as NSBE Jr. membership, scholarship and award information, as well as preparation tips on the Scholastic Aptitude Test, the American College Test and college admission. Sponsorship and banner ad opportunities are available.

Talk to your sales representative about NSBE's affordable combo packages that enable you to reach this demographic through both print and the web.

NSBE Bridge Magazine Advertising Rates

	Dimensions	Fall (Oct.)*	Winter (Feb.)**	Spring (April)***
Full Page 4C	7 1/8" x 9 7/8"	\$3,500	\$3,500	\$3,500
Full Page BW	7 1/8" x 9 7/8"	\$2,900	\$2,900	\$2,900
Ad Close Date		September 13	January 17	March 20

All rates are gross.

30% discount available for colleges and universities.

** Bonus distribution at Fall Regional Conferences.*

*** Bonus distribution at Annual Convention.*

**** Bonus distribution at Summer Camping Conferences and Summer Engineering Experience for Kids Academy (SEEK)*

Contact your NSBE advertising sales representative, or call the National Sales office at 703.549.2207. You can also visit www.nsbe.org for additional information.