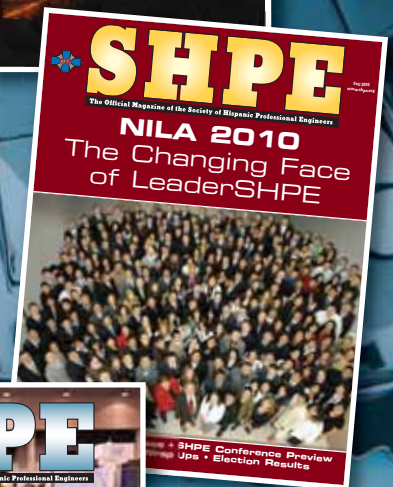


# SHPE

The Official Magazine of the Society of Hispanic Professional Engineers



2011-2012  
Media Kit

Including the SHPE Digital Issue  
[www.shpe.org](http://www.shpe.org)

# The Source for Quality Hispanic Engineers and Technical Talent

The Society of Hispanic Professional Engineers (SHPE) is the nation's premier Hispanic technical organization. Its quarterly magazine, *SHPE*, is the voice of the Society and its members trust and value its content. The publication is mailed directly to all members, thus ensuring that employers' messages reach their targeted audience in a timely and efficient manner.

The Society of Hispanic Professional Engineers (SHPE) has many strategic goals that focus on education, community outreach, professional growth and development. These goals have guided SHPE's mission to assist their members to fulfill their ambitions while also encouraging Hispanics to pursue technical degrees in college.

## SHPE: The Magazine— Bringing YOUR Message to our Members

*SHPE* Magazine is the quarterly "voice" of the Society and is the Official Magazine of the Society of Hispanic Professional Engineers. Every issue focuses on articles developed to promote awareness of job opportunities and career options.

*SHPE* Magazine's 15,000 circulation puts advertisers in direct contact with the Society members—each member receives a personal copy in the mail. In addition, other technical Latinos receive the magazine through their Minority Engineering Program (MEP) advisors as a complimentary tool to assist them in realizing their full career potential.



## Conference Issue

The National Conference is the nation's largest technical conference for Hispanic students and professionals. The 2011 Conference, to be held October 26-October 30 in Anaheim, California, will draw approximately 5,000 members to its diverse events, workshops and career fair.

As a special bonus, all advertisers in the Conference Issue will receive a laminate of their ad to display at your booth and take home to your lobby (sample shown above).

The Conference Issue will include the Program Guide and all attendees in Anaheim will receive personal copies of the issue in their Registration Bag. It will be the ONLY publication distributed to all attendees, making it THE essential advertising tool for employers and universities.



## The Added Bonus of the Digital Issue

*SHPE* Magazine advertisers receive an important added value benefit. Every member of the Society also has the opportunity to access the issues online. This benefit is free to members and all advertisers in the magazine are included in the digital issue.

Members receive an e-mail with a link to the digital issue as each issue is published. The latest issue then loads in their browser where they can access the complete issue. The interface is highly intuitive featuring keyword searches, the ability to forward the issue to other engineers, the option to save it to their desktop and much more. As an advertiser, your advertisement is a live link to your website. So members are one click away from your opportunities! To view a sample issue of *SHPE* Magazine, in digital format, please visit <http://www.nxtbook.com/nxtbooks/shpe/conference10/>.



“SHPE Magazine supports the Society’s mission of promoting the development of Hispanics in engineering and science while providing companies with a great

way to reach our members as they begin and advance through their careers.”

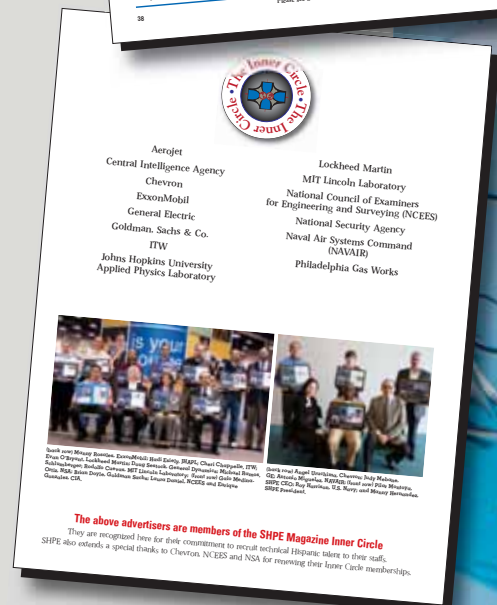
–Manny Hernandez  
SHPE National President



## SHPE’s Inner Circle

SHPE’s Inner Circle is an exclusive, highly-valued group of employers that partner with *SHPE Magazine* to brand their organization as an “Employer of Choice.” To qualify, an employer must support the magazine with a full-page advertisement in each issue. In recognition of their support, SHPE Inner Circle members will receive:

- A special listing on page one of every issue of **SHPE Magazine**.
- A commemorative plaque from **SHPE** to be presented at the Anaheim Conference.
- Preferred positioning in the magazine throughout the year.
- A button from the **SHPE** website connecting members to your web site.
- High School Sponsor: 50 copies of **SHPE Magazine** sent to a high school designated by the advertiser, in their name. These copies will be distributed to students to positively influence their consideration of technical studies in college.
- An optional bonus full page profile on either the employer or a specific Hispanic employee within the organization in one issue of **SHPE Magazine**.



Issue	Fall 2011	Conference	Winter 2012	Spring 2012
	Back to School	2011—Anaheim, CA	Diversity/Conference Highlights	Careers/Latina Engineers
Space Deadline	July 20	August 24	November 16	January 24, 2012
Materials Due	July 27	August 31	November 30	January 31, 2012

### Advertising Rates

Black and White—Net Rates, Per Issue

Size	1x	2x	3x	4x
Full page	\$5,515	\$5,109	\$4,970	\$4,754
Island half-page	\$3,407	\$3,194	\$3,134	\$3,075
Half-page (H/V)	\$3,326	\$3,116	\$3,058	\$3,000
One-third page	\$2,828	\$2,650	\$2,600	\$2,550
Quarter page	\$2,141	\$2,005	\$1,965	\$1,925

2/Color: Additional \$895 4/Color: Additional \$1,295

Bleed Charge: 10% Digital Animation: \$895

### Specifications

Size	w	x	d
Full page (Live area)	7 1/4	x	10
Full page (trim)	8 3/8	x	10 7/8
Full page (bleed)	8 5/8	x	11 1/4
Island half-page	4 1/4	x	7 3/8
1/2 page horizontal	7 1/4	x	5
1/2 page vertical	3 1/2	x	10
1/3 page square	4 1/2	x	5
1/4 page	3 1/2	x	5

### Additional Information

Published rates are 15% commissionable to recognized agencies. All payments are net 30. SHPE reserves the right to suspend agency commission for past due invoices. Cancellation orders must be received, in writing, by the space deadline. Special handling of display ads, such as reshooting art to meet standard requirements, typesetting or creating artwork, will be billed to the advertiser at cost.

### Mailing Instructions

All display advertising materials and instructions, including contracts, insertion orders and other correspondence should be sent to:

**SHPE Magazine**  
2350 Cinnamon Ridge Road  
Charlottesville, VA 22901-8993

For display advertising information or questions, call UniDiversity or e-mail: [adv@shpe.org](mailto:adv@shpe.org)

Phone: 434-244-9776 Fax: 434-244-9767 Website: [www.UniDiversity.com](http://www.UniDiversity.com)

### Covers

#### Back Cover

4/Color page rate plus 15%

#### Inside Front Cover

4/Color page rate plus 10%

#### Inside Back Cover

4/Color page rate plus 10%

### Electronic Submission

MAC-based files only: QuarkXPress 7.0, PhotoShop CS4, Illustrator CS4 and PDF

Provide all support files

Do not nest EPS files in EPS files

CMYK color breaks  
(no RGB or Pantone colors)

Tiffs at 300 dpi

B&W line art at 1200 dpi

Provide a color proof for color ads

Provide a laser proof for black and white ads

#### QuarkXPress 6.0

- Build pages to trim size and extend bleed 1/8"
- All elements must be placed at 100% or less at equal proportions
- Do not apply style attributes to fonts
- Use postscript fonts only  
(Truetype fonts may be substituted to closest match postscript)
- Collect for output and include all fonts  
(screen and printer including those contained in EPS files)

If you don't use QuarkXPress supply a high resolution pdf, EPS or tiff file which can be placed in a Quark document.

### Supplied Materials

- CD Rom
- Ask your sales representative for any additional electronic specifications.