

# THE BENT

## Media information

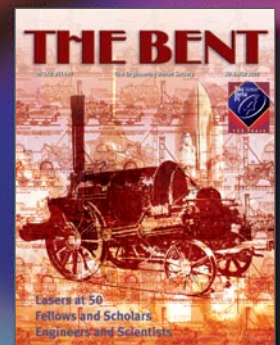
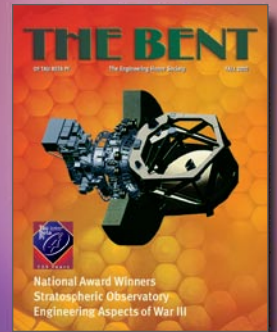
Official Publication of The Engineering Honor Society

Tau Beta Pi, the engineering honor society, recognizes engineering students of superior scholarship and exemplary character and honors eminent practitioners of engineering.

Tau Beta Pi seeks to “foster a spirit of liberal culture in engineering,” encouraging members to be responsive to current and future community needs.

**Effective  
June 1, 2011**

ISSN 005-884X



# THE BENT OF TAU BETA PI

is the official quarterly publication of The Tau Beta Pi Association, Inc., the engineering honor society and the world's largest engineering organization. It provides its members with information both on Tau Beta Pi and topics of vital interest to the engineering community at large. THE BENT is edited for practicing engineers, executives, and senior-level undergraduate and graduate engineering students in all engineering fields. Circulation includes direct mail to approximately 88,000 Tau Beta Pi members, plus engineering deans and faculty in 237 colleges and universities. All paid subscribers are members of Tau Beta Pi and, therefore, ranked at least in the upper 20 percent of their graduating classes scholastically. If your intent is to recruit top technical talent, THE BENT is the medium that you will want to include in your plans. THE BENT has received two national design awards.

## Our 125-Year History

The Association was founded in 1885 at Lehigh University, by Dr. Edward H. Williams Jr. to offer engineering students the same chance for recognition that another honor society gave to students in liberal arts.

Tau Beta Pi has grown steadily since its founding, and there are now collegiate chapters at 237 U.S. colleges and universities, active alumnus chapters in 16 regions across the United States, and a total initiated membership of 523,000. Tau Beta Pi has been a dynamic integral part of the engineering profession for more than a century. It takes pride in its commitment to the development of engineers of exemplary character so that they will be leaders both on their campuses and in the rapidly changing world of technology for the betterment of society.

## Tau Beta Pi Core Messages

Tau Beta Pi:

- is the only national/international honor society representing the entire engineering profession;
- provides lifelong opportunities for membership, service, networking, recognition, and other benefits;
- provides professional management experience, training, scholarships, fellowships, and social opportunities for members;
- enlightens its members through participation in community activities and socially responsible service to others; and
- members are influential contributors to their institutions, businesses, communities, and to the public's awareness of the contributions of the engineering profession to society.

## Awards and Honors

The nationally recognized Fellowship Program, adopted in 1928, has awarded 945 advanced-study grants totaling \$5,300,000. Established in 1998, the Scholarship Program has awarded scholarships up to \$2,000 to 1,118 upper-class engineering students (\$2,220,000). Every fall, six freshmen are awarded \$1,000 scholarships by Tau Beta Pi.

Up to five Tau Beta Pi Laureates are named annually to outstanding undergraduates who have made significant contributions in the areas of the arts, athletics, campus leadership, and community service.

## Distinguished Authors

The following partial listing represents some of the leading authorities in industry and academia who have contributed their expertise in featured articles in recent issues: Stephen D. Bechtel Jr., P.E., chairman emeritus, Bechtel Group, Inc.; Dr. Peter J. Denning, distinguished professor of computer science and director of the Cebrowski institute for information innovation, Naval Postgraduate School; Samuel C. Florman, P.E., chairman of Kreisler Borg Florman Construction Company; Dr. Martin E. Hellman, professor emeritus, Stanford University; Jerome Pearson, founder of STAR, Inc.; Dr. Henry Petroski, P.E., professor, Duke University; Dr. Steven B. Sample, P.E., former president, Univ. of Southern California; Dr. Robert E. Uhrig, P.E., distinguished scientist emeritus of Oak Ridge National Laboratory; Dr. Stuart G. Walesh, P.E., independent consultant; and Dr. Daniel E. Williams, P.E., TRW.

## Notable Tau Beta Pi Members

### Draper Prize

Jack S. Kilby, Robert E. Kahn, Rudolf E. Kalman, John R. Pierce, Vladimir Haensel, Leonard Kleinrock, Robert S. Langer Jr., Edward A. Miller, James W. Plummer, Hans J. von Ohain, Harold A. Rosen . . .

### Presidential Medal of Freedom

Buzz Aldrin, John Bardeen, Luis A. Ferré, Fred W. Haise Jr., C.L. Kelly Johnson, Robert E. Kahn, Frederick R. Kappel, John A. McCone, David Packard, Simon Ramo . . .

### Time Magazine's Person of the Year

William A. Anders, Jeffrey P. Bezos, C. Stark Draper, Andrew S. Grove, Linus C. Pauling, James A. Van Allen . . .

### Inventors

Albert L. Babb (portable dialysis machine), Wilson Greatbatch (implantable cardiac pacemaker), Peter Schultz (optical fiber), Seymour R. Cray (supercomputer), Paul C. Lauterbur (MRI) . . .

### 19 Nobel Laureates

### 65 astronauts who have flown in space

## THE BENT Circulation

Women are 17 percent of paid subscribers.

Average per issue, recent four issues (Spring 2010-Winter 2011)

### Paid Subscribers:

Junior and Senior engineering students in 237 colleges	14,088
Engineering graduates out of college up to 3 years (including graduate students)	17,409
Engineering graduates out of college more than 3 years	55,274
Total Paid Distribution	86,771

### Free Distribution:

Engineering deans and faculty in 237 colleges	593
Others	661
Total Free Distribution	1,254

### Total Circulation

88,025

## Benefits to Our Advertisers

- Direct mailing to all Tau Beta Pi members, engineering deans, and faculty.
- Extensive exposure to both professionals and students.
- Complimentary links to display advertiser's website.
- Display priorities at national Convention.



# Mechanical Requirements

## Specifications

- Printing is by web offset.
- Binding method is saddlewire stitching.

Space	Size	Width	Depth
1 Page	standard	7"	10"
	trim	8 1/4"	10 7/8"
	bleed*	8 1/2"	11 1/8"
2/3 Page		4 5/8"	10"
1/2 Page	vertical	3 3/8"	10"
	horizontal	7"	4 7/8"
	island	4 5/8"	7 1/2"
1/3 Page	vertical	2 1/8"	10"
	horizontal	7"	3 1/4"
	square	4 5/8"	4 7/8"
1/4 Page		3 3/8"	4 7/8"

\* Keep all live matter at least 1/4" within trim size and 1/4" from binding edge.

## Electronic Submission

- THE BENT is a direct-to-plate publication. Digital files are preferred.
- Macintosh-based files preferred: e.g., Adobe Acrobat 7 Professional, InDesign® CS2, PhotoShop CS2, Illustrator CS2.
- Provide all support files. Do not nest EPS files in EPS files.
- CMYK color breaks (no RGB images).
- Tiffs at 300 dpi.
- B&W line art at 1,200 dpi.
- Provide a color proof for color ads. Provide a laser proof for B&W ads.
- QuarkXPress. Build pages to trim size and extend bleed 1/8". All elements must be placed at 100 percent or less. Do not apply style attributes to fonts. Use postscript fonts only (TrueType fonts will be substituted to closest match postscript). Collect for output and include all fonts (screen and printer including those contained in EPS files). See publisher for any additional electronic specifications.
- Ads will be set from copy if necessary. Typesetting, special borders, etc. will be charged to the advertiser at cost plus 10 percent. Camera-ready artwork billed at current commercial rates. Extra mechanical work such as blow-ups, reduction, copy or illustration changes, halftones, stripping, double printing, etc. billed at current commercial rates. No commission is allowed to agencies on production charges.

## Inserts

Inserts (4-page minimum) furnished by the advertiser, complete and ready to bind, requiring no back-up, earn regular black-and-white page rate, less 30 percent. Additional charges for back-up, folding or unfolding, and binding furnished on request; such charges are non-commissionable. Inserts are non-cancelable.

# General Advertising Rates

## Black & White (per ad)

Frequency	1x	2x	3x	4x
1 Page	\$8,520	\$8,345	\$8,180	\$8,020
2/3 Page	6,200	6,070	5,940	5,815
1/2 Page (Island)	5,595	5,480	5,370	5,260
1/2 Page (H/V)	5,370	5,240	5,105	4,985
1/3 Page	3,830	3,725	3,625	3,525
1/4 Page	3,040	2,965	2,895	2,825

## Color (per page or fraction)

	One Page	Spread
Standard AAAA color (red, green, yellow, or blue)	\$ 695	\$1,095
Matched color	895	1,295
Three or four-color process	1,295	1,995
Five color	1,995	2,995

## Bleed

No additional charge.

## Covers (full page, four-color ads only)

- Inside front: Earned rate plus 15 percent premium.
- Inside back: Earned rate plus 10 percent premium.
- Outside back: Earned rate plus 20 percent premium.

## Special Positions

Full or fractional page units ordered as specified positions and guaranteed by publisher: 10 percent premium over earned black-and-white rate.

# Issuance & Closing Dates

Issue	Closing Date	Materials Due	Mailing Date
Fall 2011	August 30	September 2	September 19
Winter 2012	November 29	December 2	December 19
Spring 2012	February 28	March 2	March 19
Summer 2012	May 29	June 1	June 18

Insertion orders and all advertising materials must be received by the publisher on or before the issue-closing and materials due dates, respectively, above.

Cancellations cannot be accepted after closing date.

Covers may not be cancelled.

# Integrity **and** Excellence *in Engineering*

## **Advertiser's Protection**

If, as, and when new rates are announced, current advertisers will be protected at their contract rates for the periods covered by their contracts.

## **Unacceptable Advertising**

Classified advertising, ads which must be restricted to definite geographic regions, and "blind-box" advertisements cannot be accepted.

## **Publisher's Protection**

Advertiser agrees to hold The Tau Beta Pi Association, Inc., harmless from any and all claims or suits arising out of the publication of any advertising accepted. Publisher reserves the right to reject any advertising which it feels is not in keeping with the standards or policies of The Tau Beta Pi Association, Inc.

## **Commission**

Fifteen percent of gross billing to recognized agencies, provided account is paid within 30 days of invoice date.

## **Advertising Representative**

UniDiversity  
Telephone: 434/244-9776 Fax: 434/244-9767.

## **Mailing Instructions**

Space orders, insertion instructions, and all advertising materials should be mailed to J.D. Froula, The Tau Beta Pi Association, P.O. Box 2697, Knoxville, TN 37901-2697 (or delivered (FedEx/UPS) to 508 Dougherty Engineering Bldg., 1512 Middle Drive, University of Tennessee, Knoxville, TN 37996-2215).



The Tau Beta Pi Association, Inc.  
P.O. Box 2697  
Knoxville, TN 37901-2697  
Telephone: 865/546-4578 Fax: 865/546-4579  
[www.tbp.org](http://www.tbp.org)

Founding Member of the Association of College Honor Societies