



Structural Engineers Association of Southern California

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SEAOSC NEWS ADVERTISING INFO (6/10)

Dear SEAOSC Newsletter Advertiser,

Thank you for supporting the Structural Engineers Association of Southern California through advertising in our Newsletter. This letter is to inform you of a change in how SEAOSC approaches its Newsletter.

In an effort to control costs and keep our dues at reasonable levels, the SEAOSC Board of Directors has voted to post a full version of the SEAOSC Newsletter **online**. However, to aid members in making the transition from a printed "hard" copy to the electronic version, a four-page abbreviated printed copy will be snail mailed to them. This four-page printed version has been designed to "tease" the reader into going online to the SEAOSC website and the Newsletter. For example, it does this by printing the first page of the President's Message but where the printed newsletter previously said "(Continued on Page 3)" it will now say "(Continued online at www.seaosc.org/newsletters/2009)". This four-page abbreviated version will contain only the first page of the President's Message, the Calendar, upcoming seminar and dinner meeting information and all inserts. This dual-version technique will continue indefinitely.

The complete online Newsletter will be available prior to dinner meetings and seminars to both members and non-members alike. The online Newsletter will look exactly like the SEAOSC Newsletter always has. In fact, some ads will actually look sharper online and color ads will appear in color, unlike the black and white they were limited to in the old printed version.

Although advertisements will appear only in the online Newsletter, they will actually be viewed by more of your target market because the Newsletter will be available for viewing by anyone visiting the public portion of the SEAOSC website. We expect the number of people visiting the site to rise as non-members become aware of this new offering.

We believe you will find this new approach as positive as you have always found advertising in the SEAOSC Newsletter, and we hope you will continue doing business with us as we transition to the online world.

Sincerely,
SEAOSC

General Publication Information:

SEAOSC NEWS is published monthly except for July/August, which is a combined issue. Circulation: 1500; approximately 20 foreign, 1-2% outside California; most in Southern California. The SEAOSC Board of Directors reserves the right to decline any advertising not in good taste or not related to structural engineering. Advertising accepted does not imply approval or endorsement by SEAOSC. The newsletter is printed with black ink on white paper; the online version is in color.

Upcoming Deadlines:

<u>Deadline</u>	<u>Issue Month</u>	<u>~ In Mail Date</u>
Jul. 21, 2010	September 2010	Aug. 11, 2010
Aug. 25, 2010	October 2010	Sept. 15, 2010
Sept. 22, 2010	November 2010	Oct. 13, 2010
Oct. 20, 2010	December 2010	Nov. 10, 2010
Nov. 24, 2010	January 2011	Dec. 15, 2010
Dec. 22, 2010	February 2011	Jan. 12, 2011
Jan. 19, 2011	March 2011	Feb. 9, 2011
Feb. 23, 2011	April 2011	Mar. 16, 2011
Mar. 23, 2011	May 2011	Apr. 14, 2011
Apr. 20, 2011	June 2011	May 12, 2011
May 25, 2011	July/August 2011	Jun. 15, 2011
Jul. 20, 2011	September 2011	Aug. 10, 2011
Aug. 24, 2011	October 2011	Sept. 14, 2011
Sept. 21, 2011	November 2011	Oct. 12, 2011
Oct. 19, 2011	December 2011	Nov. 9, 2011

IMPORTANT Ad Policies

Ads must contain firm name, contact, and phone, fax or email. ADS MUST BE SUBMITTED ELECTRONICALLY ON CD OR BY EMAIL IN PDF FORMAT AND SHOULD NOT BE SUBMITTED THE "LAST MINUTE" in case of technical glitches. Please PLAN AHEAD. Ads will not be accepted in Word or other software formats or "camera-ready". Ads running consecutively cannot be changed or substituted. No refunds if ad is cancelled before the end of the term.

Rates: (Prices effective July 2009)

One time:

¼-Page: \$330

½-Page: \$550

Full Page: \$990

Six times per year in consecutive issues: (Discount is only given for 6-month advertisement.)

¼-Page: \$275/issue

½-Page: \$495/issue

Full Page: \$880/issue

DIMENSIONS:

¼-page: 3¼ inches (wide) by 4¼ inches (high)

½-page: 6¾ inches (wide) by 4¼ inches (high)

Full page: 7 inches (wide) by 9¼ inches (high)

Inserts:

Must be 8 ½ x11 inches, flat, on 20# (pound) paper: For-profit firms: \$990 per page; Non-profit organizations: \$330 per page. Glossy or heavier paper: For-profit firms: \$1,100 per page; Non-profit organizations: \$440 per page. 2,000 pieces preprinted supplied by you; both sides of paper available for your use. Inserts must arrive prior to the deadline for the desired issue. No exceptions. Note: SEAOSC's printer, Columbia Printing, is available to print your insert for you if you send the file electronically via their website at www.columbiaprinting.net. They will invoice you directly for the printing. Payment to SEAOSC still needed in advance.

Mailing Labels:

Approximately 1800 single-column Cheshire labels by zip code. For-profit firms: \$1,100, Non-profit organizations: \$220. Make written request with sample of piece to be mailed. Not available electronically or on a disk to for-profit firms.

Website Ads:

Help Wanted: You can place your own help wanted ad on the www.seaint.org Job Forum website by going to that site and following instructions. Your ad will run for 30 days and then will be automatically removed. Cost is \$30 per ad; payable by credit card only. You make your own password to access the site for future editing. **Website Banner Ads:** Banner ads on the www.seaint.org website are available on a first-come, first serve basis. For more information, e-mail the SEAOSC office at seaosc@seaint.org

Business Card Ads:

The cost to have your business card listed is \$75 per issue for a contract period of six-issues. E-mail a pdf copy of your business card along with credit card information for the payment to seaosc@seaosc.org.

Payment: SEAOSC will *NOT* invoice. All advertisements, labels and/or inserts must be prepaid by check, VISA, MasterCard, American Express or Discover.

If paying by credit card, fax or email the following information: cardholder's name, the complete billing address for your credit card (where it is mailed to you), card number, pin number (last 3-4 digits on back of card) and expiration date with your specific request. Credit card information *cannot* be accepted verbally via telephone.

If paying by check, make the check payable to SEAOSC and mail it with your ad to the above address. Payment must accompany your advertisement.