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SEAOSC NEWS ADVERTISING INFO (11/05)

General Publication Information:

SEAOSC NEWS is published monthly except for July/August, which is a combined issue. Circulation: 2000; 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.

Upcoming Deadlines:

<u>Deadline</u>	<u>Issue Month</u>	<u>~ In Mail Date</u>
Nov. 30, 2005	January 2006	Dec. 21, 2005
Dec. 21, 2005	February 2006	Jan. 18, 2006
Jan. 18, 2006	March 2006	Feb. 15, 2006
Feb. 22, 2006	April 2006	Mar. 15, 2006
Mar. 22, 2006	May 2006	Apr. 19, 2006
Apr. 19, 2006	June 2006	May 24, 2006
May 24, 2006	July/August 2006	June 21, 2006
July 26, 2006	September 2006	Aug. 23, 2006
Aug. 23, 2006	October 2006	Sept. 20, 2006
Sept. 20, 2006	November 2006	Oct. 18, 2006
Oct. 25, 2006	December 2006	Nov. 22, 2006

IMPORTANT Ad Policies

Ads must contain firm name, contact, and phone, fax or email. ADS MUST BE SUBMITTED ELECTRONICALLY ON DISKETTE 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:

One time:

¼-Page: \$175

½ -Page: \$300

Full Page: \$500

Six times per year in consecutive issues:

¼-Page: \$150/issue

½-Page: \$250/issue

Full Page: \$425/issue

DIMENSIONS:

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

½-page: 6 ¾ 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: \$500 per page; Non-profit organizations: \$100 per page. Glossy or heavier paper: For-profit firms: \$600 per page; Non-profit organizations: \$200 per page. 2,000 pieces preprinted supplied by you. Inserts must arrive prior to the deadline for the desired issue. No exceptions.

Mailing Labels:

Approximately 1800 single-column Cheshire labels by zip code. For-profit firms: \$500, Non-profit organizations: \$100. Make written request with sample of piece to be mailed. Not available electronically or on a disk.

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.

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, 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.