

# White Paper CONNECTION

Take your White Paper to the next level. Participate in the **Consulting-Specifying Engineer White Paper Connection** program to elevate and drive traffic to your intellectual assets.

## IN PRINT

**March, July/August and October 2021**

**issues:** Sponsor one full-page or half-page in our White Paper Connection program summarizing your white paper and directing viewers to read the full white paper online.

## ONLINE

**eNewsletter:** The white papers will be promoted in the *Consulting-Specifying Engineer* White Paper Connection eNewsletter to a list of over 12,000 subscribers.

**Website:** A link will reside on our homepage leading to our white paper library.

## PRICING

Full-Page: Monthly advertisers: \$4,500 (NET), non-advertisers: \$6,500 (NET)

Half-Page: All advertisers: \$3,500 (NET)

## MATERIALS CONTACT

Send all material to Judy Hall at: [jhall@cfemedia.com](mailto:jhall@cfemedia.com)

## AD MATERIAL DEADLINES

Friday, 2/12/2021 for MARCH

Friday, 6/11/2021 for JULY / AUGUST

Friday, 9/17/2021 for OCTOBER

**CONTACT YOUR CFE MEDIA AND TECHNOLOGY MARKETING CONSULTANT TO RESERVE YOUR SPACE.**

**Questions? Please contact: Ellie Clare, Client Service Manager, [eclare@cfemedia.com](mailto:eclare@cfemedia.com).**

## DELIVERABLES

Consulting-Specifying Engineer (CSE) will create your White Paper Connection ad according to our existing template.

**All advertisers, regardless of size must supply the following:**

Title of white paper, author byline (name and title/company), and contact e-mail and website address to appear at the bottom of the page.

- Company logo in high-res eps vector (Adobe Illustrator) format. High res jpeg or tiff format acceptable.
- Your complete white paper in PDF format.
- A 30-word brief description of the white paper.

## Full-Page Advertisers:

- Provide **325 words** of text summarizing content of white paper.
- Provide one high-resolution image (300 dpi or higher, approximately four inches wide). May be a chart, drawing or photograph of your choice relating to white paper content. This graphic will be in addition to the image of our white paper cover which is automatically included in all profiles.

## Half-Page Advertisers:

- Provide **200 words** of text summarizing content of white paper.

## THREE HOSTING OPTIONS **IMPORTANT!**

1. Advertiser can choose to host the white paper on their own site. If you choose to host on your own website, please supply URL for download instructions. Ex: "Download this paper at [www.xyz.com/whitepaper](http://www.xyz.com/whitepaper)" this hyperlink will appear in your profile ad.
2. Advertiser hosts the white paper, but has CSE set up a registration page which redirects reader to client site. This page URL must be set up and provided to Judy Hall *before* layout is created.\*
3. CSE hosts the white paper on [www.csemag.com](http://www.csemag.com) and sets up registration page so leads can be provided to client. URL for this page must be set up and provided to Judy Hall *before* layout is created.\*

\* **Hosting options two and three require advance notice, and have an additional charge of \$1,500. Please alert your regional sales manager as soon as space is reserved.**

