

White Paper CONNECTION

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

IN PRINT/ONLINE in these 2023 issues:

Jan/Feb, March, May/June, July/Aug, Sept/Oct and Nov/Dec 2023

Sponsor one full-page or half-page in our 2023 White Paper Connection program summarizing your white paper and directing viewers to read the full white paper online.

PROMOTED

eNewsletter: The white papers will be promoted in the CSE White Paper Connection eNewsletter to a list of over 13,800 subscribers.

PRICING

Full-Page White Paper Connection: \$6,500 (NET)

Half-Page White Paper Connection: \$3,500 (NET)

MATERIALS CONTACT

Send all material to Judy Hall at: jhall@cfemedia.com

AD MATERIAL DEADLINES

12/21/22 for JAN/FEB	6/22/23 for JUL/AUG
2/16/23 for MAR/APR	8/17/23 for SEPT/OCT
4/21/23 for MAY/JUNE	10/20/23 for NOV/DEC

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

Questions? Please contact: Ellie Clare, Client Service Manager, eclare@cfemedia.com.

DELIVERABLES

CSE will create your White Paper Connection profile ad according to our existing template. **All advertisers, regardless of ad size must supply the following:**

Actual title of white paper, **author** byline (name/title/company), and **generic e-mail and web 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 or less description of the white paper.

Full-Page Advertisers:

- Provide **275 words** of text summarizing content of white paper.
- Provide one high-resolution image (300 dpi or higher, approximately four inches wide). Example: 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 **150 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 the paper resides on your own website, please supply URL for download instructions. Ex: "Download this paper at www.xyz.com/whitepaper" this hyperlink will appear in your profile ad. **A QR code will also appear in the layout for print edition readers.**
2. Advertiser hosts the white paper, but has CSE set up a registration page which redirects reader to client site. This URL must be set up and provided to Judy Hall *before* layout is created.*
3. CSE sets up registration for the white paper on www.csemag.com and also hosts/serves the paper (leads may be provided to customer). This URL must be set up and provided to Judy Hall *before* the 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.**



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www.whitepaper.com