

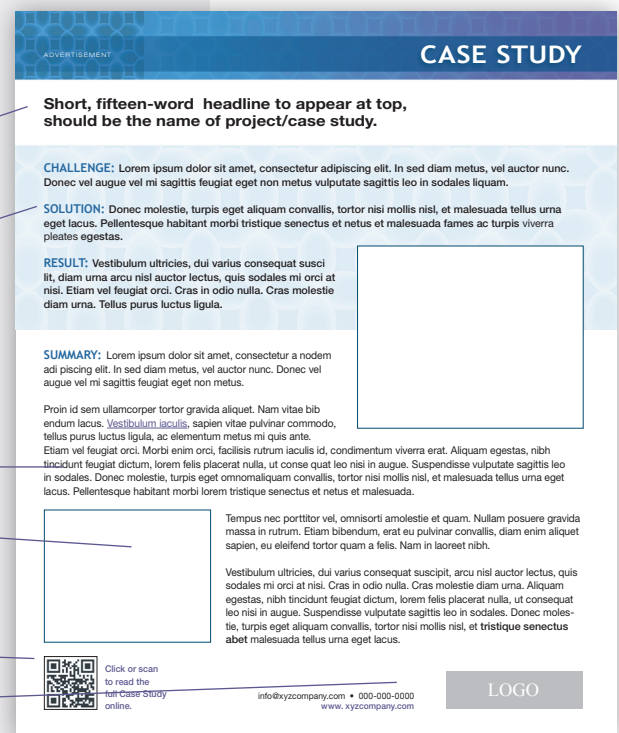
# CASE STUDY

Run a full page ad in the **Nov/Dec** issue of *Consulting-Specifying Engineer* and receive a **Case Study Showcase** advertorial page at no cost.

Promote your case study to our engineers with text and images that describe the **building type** (hospital, K-12 school, etc.) and **project focus** (HVAC, fire/life safety, etc.). You may also include a direct link back to the case study on your company website\*.

CFE's designer will create your page based on our standardized template. Please follow the specifications below and supply the following raw materials:

- **Headline: Maximum 15 words**
- **A "Challenge / Solution / Results" sidebar: no more than 100 words total. (provide three concise paragraphs to follow three subheads — Challenge / Solution / Results)**
- **200-word max Summary Copy**
- **2 high-res photos (300 dpi at minimum 3½ inch wide)**
- **Optional QR code**
- **2-deck footer next to high-res logo**



Please observe the specifications and deadline so that we may send you a proof for approval. Send raw materials to our designer: [jhall@cfemedia.com](mailto:jhall@cfemedia.com)

*\*If the case study is not referenced on your company website, you can link to a page for the product or system manager who helped with the project design and specifications. A QR code ( which we will create) is suggested; simply provide the link.*

Case Study raw materials due:  
**Friday, October 13**

*Please contact your CFE marketing consultant for reservations and additional information.*