

CASE STUDY

Run a full page ad in the **Nov/Dec 2024**
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**

The mockup shows a page layout with the following sections:

- ADVERTISMENT** (top left) and **CASE STUDY** (top right)
- Short, fifteen-word headline to appear at top, should be the name of project/case study.** (indicated by a callout line)
- CHALLENGE:** Lorem ipsum dolor sit amet, consectetur adipiscing elit. In sed diam metus, vel auctor nunc. Donec vel augue vel mi sagittis feugiat eget non metus vulputate sagittis leo in sodales liquam.
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- RESULT:** Vestibulum ultricies, dui varius consequat suscipit, arcu nisi auctor lectus, quis sodales mi orci at nisi. Etiam vel feugiat orci. Cras in odio nulla. Cras molestie diam urna. Tellus purus luctus ligula.
- SUMMARY:** Lorem ipsum dolor sit amet, consectetur a nodem adi piscinig elit. In sed diam metus, vel auctor nunc. Donec vel augue vel mi sagittis feugiat eget non metus.
- Proin id sem ullamcorper tortor gravida aliquet. Nam vitae bibendum lacus. Vestibulum laculis, sapien vitae pulvinar commodo, tellus purus luctus ligula, ac elementum metus mi quis ante.**
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- Click or scan to read the full Case Study online.** (next to a QR code)
- info@xyzcompany.com • 000-000-0000 www.xyzcompany.com** (bottom right)
- LOGO** (bottom right)

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

**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.*

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

CONSULTING - SPECIFYING
engineer

Case Study raw materials due:
Tuesday, October 15
Drop-dead last call for materials: 10/21/2024