

# 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 company's intellectual assets.

## IN PRINT/ONLINE in these 2024 issues:

**Jan/Feb, Mar/Apr/, Jul/Aug, Sep/Oct, and Nov/Dec 2024**

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.

## PROMOTED

**eNewsletter:** The white papers will be promoted in the CSE Production and Media Showcase to a list of 11,500 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](mailto:jhall@cfemedia.com)

## AD MATERIAL DEADLINES

12/14/23 for JAN/FEB	6/14/24 for JUL/AUG
2/12/24 for MAR/APR	8/16/24 for SEP/OCT
4/16/24 for MAY/JUN	10/17/24 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](mailto:eclare@cfemedia.com).**

## DELIVERABLES

CSE will create your White Paper Connection 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.

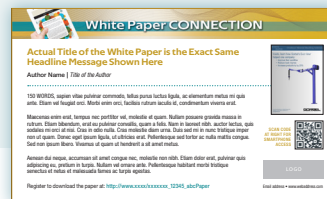
## Half-Page Advertisers:

- 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](http://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](http://www.csemag.com) and also hosts/serves the paper (leads may be provided to customer). This URL must be set up/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.**



**CONSULTING - SPECIFYING**  
**engineer**

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