

techcentury

A PUBLICATION OF THE ENGINEERING SOCIETY OF DETROIT

techcentury The Quarterly Magazine

- A trusted resource for engineers and technical professionals since 1939.
- Features in-depth articles covering the latest research and innovations in the engineering, scientific and IT fields.
- Appeals to a wide range of audience, interest, education and professional backgrounds.
- Includes engaging interviews with Michigan leaders.
- Provides critical information to help facilitate partnerships, assist with best practices and career growth.

Print Circulation: 4,500
Total Readership: 11,000

techcentury Online Anytime

- www.TechCentury.com is a lively website powered by The Engineering Society of Detroit and Lawrence Technological University, featuring the latest in Michigan and Midwest technology news, written and edited by veteran technology journalist Matt Roush.
- Updated daily, the web site covers science, engineering, information technology, high-tech manufacturing, STEM education, tech-based economic development, energy, automotive telematics and more.

TechCentury magazine is an award-winning publication dedicated to serving readers' interest through engaging, thought-provoking and timely articles written by experts in the fields of engineering, science and IT.

TechCentury's mission is to serve as a reliable and trusted conduit for information about the people, companies and innovations that are shaping Southeastern Michigan.



Five Reasons to Advertise in techcentury

- 1 READERSHIP DEMOGRAPHIC:** Decision-makers, stakeholders, new and seasoned professionals, and consumers of everyday products, services, and innovations.
- 2 SECTOR COVERAGE:** The publication is distributed to readers representing more than 35 industry sectors, including automotive manufacturing and supply, construction and architecture, utilities, engineering (all disciplines), government, environmental, quality control and more.
- 3 DISTRIBUTION RANGE:** The print edition of *TechCentury* is distributed to more than 4,500 individuals and companies.
- 4 EDUCATION AND INCOME:** Ninety four percent of the magazine's readers hold a bachelor's degree; 49 percent have earned a postgraduate degree. Most readers are also above-average wage earners (\$120,000-plus)
- 5 TIMELY AND CUTTING-EDGE:** Stories you don't see anywhere else about innovations, technology, and people making a difference.

TO ADVERTISE: Contact Elana Shelef at 248-353-0735, ext. 119, or eshelef@esd.org.

EDITORIAL CALENDAR

Issue	Publication Date	Topic
V.22 N.1 Spring 2017	April 3, 2017 <i>SUBMISSION DEADLINE:</i> February 1, 2017	The Evolution of Engineering. What are the new careers, new markets, global aspects, changes in women and minority involvement? This issue will examine the challenges that now exist, tomorrow's forecast and who is leading the way.
V.22 N.2 Summer 2017 <i>CONSTRUCTION & DESIGN AWARDS ISSUE</i>	July 3, 2017 <i>SUBMISSION DEADLINE:</i> April 15, 2017	Engineering and the Environment: Green Technology. From water to waste to air quality to production of natural products to agricultural engineering and bioengineering—how does engineering factor in sustainable practices? Who is doing what in Green Technology?
V.22N.3 Fall 2017	October 2, 2017 <i>SUBMISSION DEADLINE:</i> July 15, 2017	Safety and Defense. What's the latest technology to reduce military casualties, who is creating the next best home-away-from-home system, what new programs are making our travel (air and auto) methods safer? What's new in security systems—from home to global defense; Is technology keeping us safer or making us more vulnerable?
V.22 N.4 Winter 2017-18	January 1, 2018 <i>SUBMISSION DEADLINE:</i> October 15 2017	What's Real? The Virtual World of Technology and Engineering. From the Cloud to PokemonGo to Siri to tactical simulators and driverless cars...How has technology and engineering created a semi-existent world; and what does it mean for tomorrow?

EDITORIAL GUIDELINES

- 900 to 1,200 words
- Submit in MS Word or RTF format
- Include one or more photos and graphics; 300 dpi, saved in JPG, PDF, or TIF formats

- Include a 75-word author biography and a bio photo
- If possible, please submit artwork suitable for a magazine cover, at least 8"x10" at 300 dpi

ESD will consider unsolicited articles for publication. Submit a one-page overview of the suggested article for review.

Print Advertisement Rates

Size and Placement	1x Insertion (cost per)	
	Regular Price	Corporate Member Rate
Back Cover	\$3,500	\$3,200
Inside Covers	\$2,500	\$2,000
Full Page	\$1,800	\$1,500
1/2 Page	\$1,200	\$950
1/4 Page	\$750	\$500
1/8 Page	\$350	\$250

Print Ad Specifications

Ads	Sizes
Full Page + Covers	Live Matter: 6.875" w × 9.25" h Full Bleeds: 8.375" w × 11" h Trim Size: 8.125" w × 10.75" h
1/2 Page	Horizontal: 6.875" w × 4.375" h Vertical: 3.344" w × 9" h
1/4 Page	Vertical: 3.344" w × 4.375" h NOTE: Vertical (portrait) orientation only
1/8 Page	Horizontal: 3.344" w × 2.125" h NOTE: Horizontal (landscape) orientation only

Please submit files in PDF format. Files should be CMYK, with embedded fonts, and 300 dpi.

Online/E-mail Rates

Size and Placement	Single Insertion (cost per)	
	Regular Price	Corporate Member Rate
Top banner - 700 px × 150 px	\$600	\$500
Double banner - 450 px × 200 px	\$450	\$350
Banner - 450 px × 100 px	\$400	\$300
Half banner - 225 px × 100 px	\$300	\$200
Double side ad - 200 px × 300 px	\$260	\$160
Side ad - 200 px × 150 px	\$225	\$125

TO ADVERTISE: Please contact Elana Shelef, Director of Corporate Relations at 248-353-0735, ext. 119, or eshelef@esd.org.

TO SUBMIT ARTICLES: Please call 248-353-0735 or e-mail esd@esd.org.

Electronic ads should be JPG, GIF, or PNG format. Please include a hyperlink destination when submitting the file(s).