



Engineers Club of Philadelphia  
Founded in 1877

**Delaware Valley Engineers Week**  
February 17 - 25, 2012



With Delaware Valley Engineers Week 2012 on the horizon, now is the time to ensure that your business or organization is included among those profiled in *The Philadelphia Business Journal's 2012 Engineers Week Supplement*, the only region-wide, annual reference of engineering and related services. Publishing on February 17, 2012, the supplement will be read by key decision makers who are interested in the services, expertise and products your organization provides.

Once again this year the *Philadelphia Business Journal* is offering a 40% discount to its Engineers Week 2012 Supplement advertisers; a cost-effective opportunity for organizations like yours to maximize the impact of your essential marketing message. Advertisers who commit to a 1/4 page (or larger) ad will gain additional marketing leverage in the form of editorial space for showcasing expertise, projects and staff accomplishments.

*Philadelphia Business Journal* is the premier source for business news in the Philadelphia area, with an estimated 98,000 readers weekly. The annual supplements that *Philadelphia Business Journal* publishes provide enjoy a 12-month "shelf life," thus providing an even higher "pass-along" readership. The readers who can help your organization advance its goals will refer to *Philadelphia Business Journal's* annual Engineers Week Supplement more than once throughout the coming year.

Whether your company played a part in one of the Affiliate Awards Recognition projects, has ties to the Engineer or Young Engineer of the Year, is a sponsor of Engineers Week, or is one of the hundreds of Delaware Valley firms that are part of or support our engineering community, the Supplement is your chance to celebrate your achievements and get your name in front of the region's business community.

The attached material provides additional detail. Please contact **Jasmine Rea** from the Business Journal for more information or if you are ready to commit now; she can be reached by telephone at (215) 238-5130 or by email at [jrea@bizjournals.com](mailto:jrea@bizjournals.com). In the meantime, please feel free to contact me by phone (215) 446-0404 or email [afante@ballinger-ae.com](mailto:afante@ballinger-ae.com) with any questions you may have. Thanks very much for your time and attention, both are greatly appreciated. I look forward to working with you to once again make the Engineers Week supplement a huge success!

Sincerely,

Angela Fante, PE  
PBJ Supplement Chair, Delaware Valley Engineers Week Committee

Philadelphia Business Journal  
2012 Engineers' Week Supplement

<b>Ad Size</b>	<b>Measurements width x height in inches</b>	<b>Regular</b>	<b>DVEWC Rates</b>
Full	10 x 12.625	\$8,051	\$4,831
Island	7.5 x 10	\$6,996	\$4,198
½ Vertical	5 x 12.625	\$5,773	\$3,464
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3/8 Vertical	5 x 9.475	\$4,672	\$2,803
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¼ Square	5 x 6.25	\$3,229	\$1,979
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1/8 Vertical	2.375 x 6.25	\$1,565	\$939
1/8 Horizontal	5 x 3.125	\$1,565	\$939
1/16	2.375 x 3.125	\$565	\$311
1.5 Strip	10 x 1.5	\$3,467	\$2,080

**Editorial**

\*\*If you purchase a full, ½, 3/8, or ¼ page ad, you will receive editorial space as a bonus. This space can be used to highlight your firm, a person within your firm, a recent project, an accomplishment, or as a sales tool for your business. Final copy is subject to the approval of the Delaware Valley Engineers Week PR Committee.\*\*

<b>Ad Size</b>	<b>Editorial Size</b>	<b>Word Count</b>
Full	½ page	900 – 1,000
½ or 3/8	¼ page	450 - 500
¼	1/8 page	225 - 250