



ADVERTISING BRIEF

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ABOUT THE MAGAZINE

CEM is dedicated to fostering a connected community for engineering and applied science majors by providing cutting-edge science, technology, engineering and student-interest articles. CEM features a variety of articles, ranging from semi-technical reports to general interest pieces that highlight CU's College of Engineering and Applied Science and those that affect the world.

Furthermore, CEM offers a forum for recruitment, industry announcements, and advertising opportunities in line with our philosophy to inform and to encourage communication excellence. Publishing your content in the Colorado Engineer is a fantastic way to reach a growing community of technical and non-technical readers alike.

Finally, CEM is committed to giving students exposure to developing and maintaining a business, as well as to providing hands-on experience in the creative art of magazine publishing. Since 1904, The Colorado Engineer has been (and always will be) a student-run publication.

DEMOGRAPHICS

The Colorado Engineer magazine has approximately 8,000 readers per issue. Readers include undergraduates, graduates, doctoral students, faculty, staff, outside sponsors, and alumni of the University. There are 15 racks and 5 other loose magazine distribution points on campus. Furthermore, the magazine is distributed to all freshmen and transfer student engineering orientation packets.

Size	Price/Issue
Full Page	\$1000
2/3 Page	\$950
1/2 Page	\$650
1/3 Page	\$600
1/4 Page	\$400
1/6 Page	\$350
Business Card	\$250

TECHNICAL DETAILS

Pages are standard 8.5 x 11 inches, 70 lb gloss. A digital, 262 dpi, TIFF or PDF format file is preferred, but we also have the capacity to handle a camera-ready hard copy. CEM can also cater to organizations who do not have an ad already created; simply, a 10% production charge will be added to those ads requiring composition or manipulation. Furthermore, discounts are available for those companies advertising in consecutive issues.

CONTACT

If you are interested in advertising with the Colorado Engineer magazine, do not hesitate to reach out to us today. Please direct all advertising inquiries to our managing editor, Tu Phan, whose contact information is included in this packet. We look forward to doing business with you. Reach the future of engineering today! We are your voice!