MARKETING KIT

For information on advertising opportunities contact:

advertising@same.org
**TME Ad Rates**

*TME*—The Military Engineer magazine, addresses the information needs of A/E/C professionals serving in the uniformed services or working with and for DOD and other federal, state and local agencies. *TME* reaches nearly 28,000 members and subscribers through print and digital distribution. More than 2,500 student members have access to *TME* digitally.

**Pricing for Four-Color Ads (per ad)**

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>Best Value 7x</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Page Spread</td>
<td>$12,000</td>
<td>$11,500</td>
<td>$11,000</td>
<td>$10,000*</td>
</tr>
<tr>
<td>Half Page Spread</td>
<td>$6,200</td>
<td>$5,900</td>
<td>$5,500</td>
<td>$5,100*</td>
</tr>
<tr>
<td>Full Page</td>
<td>$6,200</td>
<td>$5,900</td>
<td>$5,500</td>
<td>$5,100*</td>
</tr>
<tr>
<td>2/3 Page V</td>
<td>$5,400</td>
<td>$5,200</td>
<td>$4,900</td>
<td>$4,500</td>
</tr>
<tr>
<td>1/2 Page Island</td>
<td>$5,200</td>
<td>$4,900</td>
<td>$4,600</td>
<td>$4,300</td>
</tr>
<tr>
<td>1/2 Page H &amp; V</td>
<td>$4,500</td>
<td>$4,300</td>
<td>$4,100</td>
<td>$3,800 H</td>
</tr>
<tr>
<td>1/3 Page Sq &amp; V</td>
<td>$4,000</td>
<td>$3,800</td>
<td>$3,500</td>
<td>$3,300</td>
</tr>
<tr>
<td>1/4 Page V</td>
<td>$3,700</td>
<td>$3,500</td>
<td>$3,300</td>
<td>$3,000 V</td>
</tr>
<tr>
<td>1/6 Page V</td>
<td>$2,900</td>
<td>$2,800</td>
<td>$2,700</td>
<td>$2,500</td>
</tr>
</tbody>
</table>

**Premium Positions**

Rates noted at left plus percentage below:

- Cover 2 ......................20%
- Cover 4 ......................20%
- Page 1 Spread ............20%
- Cover 3 ......................15%
- Page 1 .......................15%
- Opposite Table of Contents ..........15%
- Guaranteed Placement .10%

**Small Business News Program**

*Exclusive to SAME Small Business Members*

The SAME Small Business News Program is exclusively for SAME Small Business Sustaining Members. As part of the program, small businesses get one 1/6 page, 4-color ad that will run in six consecutive issues of *TME* (excludes Special Issues). Rate noted is for the six-time, 12-month period (per ad placement is not accepted).

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>6x (members only)</th>
<th>$2,500/year</th>
<th>Payable at time of contract</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/6 pg V</td>
<td>$2,500/year</td>
<td>$15,000 Value if purchased separately.</td>
<td></td>
</tr>
</tbody>
</table>
## Display Ad Dimensions for TME

LIVE MATTER
(any text or images you don’t want cropped) must be kept within .5 inches of the trim.

<table>
<thead>
<tr>
<th>TME PAGE SIZE</th>
<th>TRIM SIZE (w x h)</th>
<th>BLEED SIZE (w x h)</th>
</tr>
</thead>
<tbody>
<tr>
<td>TME Specifications</td>
<td>8.25 x 10.875</td>
<td>8.5 x 11.125</td>
</tr>
<tr>
<td><strong>AD SIZE</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full Page with Bleed</td>
<td>8.25 x 10.875</td>
<td>8.5 x 11.125</td>
</tr>
<tr>
<td>2 Page Spread with Bleed</td>
<td>16.5 x 10.875</td>
<td>16.75 x 11.125</td>
</tr>
<tr>
<td>2 Page Spread without Bleed</td>
<td>15.5 x 10</td>
<td>n/a</td>
</tr>
<tr>
<td>1/2 Page Spread with Bleed</td>
<td>16.5 x 5</td>
<td>16.75 x 5.25</td>
</tr>
<tr>
<td>1/2 Page Spread w/o Bleed</td>
<td>15.5 x 4.625</td>
<td>n/a</td>
</tr>
<tr>
<td>2/3 Page Vertical (V)</td>
<td>4.75 x 9</td>
<td>5 x 9.25</td>
</tr>
<tr>
<td>1/2 Page Vertical (V)</td>
<td>3.5 x 9</td>
<td>3.75 x 9.25</td>
</tr>
<tr>
<td>1/2 Page Island</td>
<td>4.75 x 7.5</td>
<td>5 x 7.75</td>
</tr>
<tr>
<td>1/2 Page Horizontal (H)</td>
<td>7.25 x 4.45</td>
<td>7.5 x 4.7</td>
</tr>
<tr>
<td>1/3 Page Vertical (V)</td>
<td>2.25 x 9</td>
<td>2.5 x 9.25</td>
</tr>
<tr>
<td>1/3 Page Square (Sq)</td>
<td>4.75 x 4.45</td>
<td>5 x 4.7</td>
</tr>
<tr>
<td>1/4 Page Vertical (V)</td>
<td>3.5 x 4.45</td>
<td>3.75 x 4.7</td>
</tr>
<tr>
<td>1/6 Page Vertical (V)/Small Business News (V)</td>
<td>2.25 x 4.45</td>
<td>2.5 x 4.7</td>
</tr>
<tr>
<td>Small Business News (V)</td>
<td>2.25 x 4.45</td>
<td>2.5 x 4.7</td>
</tr>
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</table>

### SUBMITTING FILES

- All completed art files must be submitted as a high-res PDF with all fonts and images embedded.
- All files must be CMYK. SAME is not responsible for color on files submitted in RGB, Pantone, or other formats or electronic files.
- All art is due by the Ad Materials Due Date printed in the editorial calendar.
To place an advertisement in TME, Submit an Insertion Order and Ad Materials to:

Heather McKean
PAI
advertising@same.org
Phone: (202) 525-6304

Bryan Kern
PAI
advertising@same.org
Phone: (737) 309-7990

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<tr>
<td>8.25 x 10.875</td>
<td>8.5 x 11.125</td>
<td></td>
</tr>
</tbody>
</table>

Full Page with Bleed

| Full Page with Bleed | 8.25 x 10.875 Trim size (8.5x11.125 with bleed) |

**SUBHEAD**

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Note on 2 Page Spreads: Add 1/4 inch for gutter.
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**TME PAGE SIZE**

**TME Specifications**

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<tbody>
<tr>
<td>8.25 x 10.875</td>
<td>8.5 x 11.125</td>
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</table>

**2 Page Spread without Bleed**

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</thead>
<tbody>
<tr>
<td>15.5 x 10</td>
<td>n/a</td>
<td></td>
</tr>
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</table>

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**Note on 2 Page Spreads:**
Add 1/4 inch for gutter.

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**Display Ad Dimensions for TME**

**LIVE MATTER**

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**SAME**

1420 King Street, Suite 100  
Alexandria, VA • 22314
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<tr>
<td>AD SIZE</td>
<td>4.75 x 9</td>
<td>5 x 9.25</td>
</tr>
</tbody>
</table>

**SECTION**

**SUBHEAD SUBHEAD**

Nani, ut vis et quae voluerit caput ipsum namque coram vero dolorei aliquid ut quae iamque occurrentibus... Namque visque aliquid ut quae dolorei aliquid et quae iamque occurrentibus... Namque visque aliquid ut quae dolorei aliquid et quae iamque occurrentibus... Namque visque aliquid ut quae dolorei aliquid et quae iamque occurrentibus... Namque visque aliquid ut quae dolorei aliquid et quae iamque occurrentibus...
2024 MARKETING KIT
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SAME
1420 King Street, Suite 100
Alexandria, VA • 22314

Display Ad Dimensions for TME

### TME PAGE SIZE

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>1/2 Page Vertical (V)</td>
<td>3.5 x 9</td>
<td>3.75 x 9.25</td>
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**Display Ad Dimensions for TME**

**TME PAGE SIZE**

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<tr>
<td></td>
<td>4.75 x 7.5</td>
<td>5 x 7.75</td>
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</tbody>
</table>

**SECTION**

**SUBLEADB**

```
(2003 MARKETING KIT
To place an advertisement in TME, Submit an Insertion Order and Ad Materials to:
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SAME
1420 King Street, Suite 100
Alexandria, VA - 22314
```

**Live Matter**

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**SUBHEAD**

Vesnon in est no adit an no de ded听取 sequain es no noob is imberb. Mut

subinb ete sa. Repp mid.

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</tr>
</tbody>
</table>

**BLEED SIZE (w x h)**

| 8.5 x 11.125 |
| 5 x 7.75 |

---

**SALES**

**Same**

1420 King Street, Suite 100
Alexandria, VA - 22314

**TME SPECIFICATIONS**

<table>
<thead>
<tr>
<th>TME PAGE SIZE</th>
</tr>
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<tbody>
<tr>
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</tr>
<tr>
<td>AD SIZE</td>
</tr>
<tr>
<td>1/2 Page Island</td>
</tr>
</tbody>
</table>

| TRIM SIZE (w x h) |
| 4.75 x 7.5 |
| BLEED SIZE (w x h) |
| 5 x 7.75 |

---

**Display Ad Dimensions for TME**

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| TRIM SIZE (w x h) |
| 4.75 x 7.5 |

| BLEED SIZE (w x h) |
| 5 x 7.75 |

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**SUBHEAD**

Vesnon in est no adit an no de ded听取 sequain es no noob is imberb. Mut

subinb ete sa. Repp mid.

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**Display Ad Dimensions for TME**

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<tbody>
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</tr>
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</table>

| TRIM SIZE (w x h) |
| 4.75 x 7.5 |

| BLEED SIZE (w x h) |
| 5 x 7.75 |
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TME PAGE SIZE
TME Specifications

AD SIZE
1/2 Page Horizontal (H)

TRIM SIZE (w x h)
8.25 x 10.875

BLEED SIZE (w x h)
8.5 x 11.125

TRIM SIZE (w x h)
7.25 x 4.45

BLEED SIZE (w x h)
7.5 x 4.7

Display Ad Dimensions for TME

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SECTION
TO PLACE AN ADVERTISEMENT IN TME, SUBMIT AN INSERTION ORDER AND AD MATERIALS TO:

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---

**TME PAGE SIZE**

**AD SIZE**

**1/3 Page Vertical (V)**

**TRIM SIZE (w x h)**  
8.25 x 10.875

**BLEED SIZE (w x h)**  
8.5 x 11.125

**TRIM SIZE (w x h)**  
2.25 x 9

**BLEED SIZE (w x h)**  
2.5 x 9.25

---

**TME Specifications**

**Display Ad Dimensions for TME**

**SECTION**

**SUBHEAD SUBHEAD**

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**PUBLIC AFFAIRS OFFICER**

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**TME PAGE SIZE**

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**TME Specifications**

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TME PAGE SIZE
TME Specifications
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Society of SAME
American Military Engineers

SAME
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American Military Engineers

SAME
1420 King Street, Suite 100
Alexandria, VA • 22314

2024 MARKETING KIT
To place an advertisement in TME, Submit an Insertion Order and Ad Materials to:

Heather McKean
PAI
advertising@same.org
Phone: (202) 525-6304

Bryan Kern
PAI
advertising@same.org
Phone: (737) 309-7990

1/3 Page Vertical (V)

BLEM SIZE (w x h)
8.25 x 10.875
TRIM SIZE (w x h)
8.5 x 11.125
BLEED SIZE (w x h)
2.25 x 9
BLEED SIZE (w x h)
2.5 x 9.25

Society of SAME
American Military Engineers

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Society of American Military Engineers

Display Ad Dimensions for TME

LIVE MATTER
(any text or images you don’t want cropped) must be kept within .5 inches of the trim.

TME PAGE SIZE

TME Specifications
AD SIZE

1/4 Page Vertical (V)

TRIM SIZE (w x h)
8.25 x 10.875

BLEED SIZE (w x h)
8.5 x 11.125

3.5 x 4.45

3.75 x 4.7

SECTION

SUBHEAD SUBHEAD

SUBHEAD SUBHEAD

SUBHEAD SUBHEAD

SUBHEAD SUBHEAD

SUBHEAD SUBHEAD

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SAME  
1420 King Street, Suite 100  
Alexandria, VA • 22314

2024 MARKETING KIT

1/6 Page Vertical (V)

Display Ad Dimensions for TME

TME PAGE SIZE

1/6 Page Vertical (V)

TRIM SIZE (w x h)

8.25 x 10.875

BLEED SIZE (w x h)

8.5 x 11.25

TRIM SIZE (w x h)

2.25 x 4.45

BLEED SIZE (w x h)

2.5 x 4.7

LIVE MATTER

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SECTION

SUBHEAD SUBHEAD

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Display Ad Dimensions for TME

**LIVE MATTER**
(any text or images you don’t want cropped) must be kept within .5 inches of the trim.

<table>
<thead>
<tr>
<th>TME PAGE SIZE</th>
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<tr>
<td></td>
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<tr>
<td>Small Business News (V)</td>
<td>2.25 x 4.45</td>
<td>2.5 x 4.7</td>
</tr>
</tbody>
</table>
**Sponsored Content Editorial Guidelines:**

1. Content should be from 650 to 700 words, not including headlines or taglines.
2. Images/Graphics must be submitted as high-res print-ready files (see marketing kit guidelines for specs).
3. Customer is responsible for submitting all text and graphic files, and provide approval for material to be used in a promotional capacity.
4. Content may not be political.
5. Content may not endorse any public figure or policy/legislation.
6. SAME will edit for grammar, spelling, adherence to TME style, and for any inappropriate or factually incorrect information.
7. SAME will design the content within the standard guidelines, and send back to customer for approval.
8. Following publication, customer will receive hard copies of the magazine and links to share digitally.

**Option 1**

The Military Engineer is introducing a special sponsored content section that provides a featured section for an advertiser, complementing SAME’s Innovation Theater brand, which has been successfully used at our major national conferences to provide companies with a unique and specialized promotional vehicle. This enhanced marketing opportunity also can be paired with online multimedia content to further promote the brand’s products and services.
**TME Sponsored Content Editorial (OPTION 2)**

The Military Engineer is introducing a special sponsored content section that provides a featured section for an advertiser, complementing SAME’s Innovation Theater brand, which has been successfully used at our major national conferences to provide companies with a unique and specialized promotional vehicle. This enhanced marketing opportunity also can be paired with online multimedia content to further promote the brand’s products and services.

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**Option 2**

---

**Innovation Theater presented by [Image]**

**Title Header**

Full Page w/ bleed
8.25 x 10.875 Trim size
(8.5x11.125 with bleed)

---

_Same content in same or slightly adapted format._

_Same style guide as above._

_Same content subject to changes._

_Regular style guide for this section._

_Same content for this section._

---

**SUBHEAD SUBHEAD**

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**SUBHEAD**

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8.25 x 10.875 Trim size
(8.5x11.125 with bleed)

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_Same content in same or slightly adapted format._

_Same style guide as above._

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Option 3

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SAME
1420 King Street, Suite 100
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# 2024 Editorial Calendar

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>MAIN THEME</th>
<th>SPECIAL REPORT</th>
<th>ARTICLE DEADLINES</th>
<th>ADVERTISING DEADLINES</th>
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<td>JANUARY-FEBRUARY</td>
<td>Environmental Engineering</td>
<td>Health &amp; Safety</td>
<td>Article Proposals: September 15, 2023</td>
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<td>Final Manuscripts: October 13, 2023</td>
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<td>Ad Materials Due: October 13, 2023</td>
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<td>MARCH-APRIL</td>
<td>Energy &amp; Sustainability</td>
<td>Joint Engineer Operations</td>
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<td>Final Manuscripts: December 8, 2023</td>
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<td>MAY-JUNE</td>
<td>Project Delivery</td>
<td>Planning &amp; Basing</td>
<td>Article Proposals: January 12, 2024</td>
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<td>Final Manuscripts: February 9, 2024</td>
<td>April 2, 2024</td>
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<td>Ad Materials Due: April 5, 2024</td>
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<tr>
<td>JULY-AUGUST</td>
<td>Water Planning &amp; Management</td>
<td>Resilience &amp; Preparedness</td>
<td>Article Proposals: March 8, 2024</td>
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<td>Final Manuscripts: April 12, 2024</td>
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<td>Geospatial Engineering</td>
<td>Article Proposals: May 10, 2024</td>
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<td>Final Manuscripts: June 14, 2024</td>
<td>August 6, 2024</td>
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<td>August 9, 2024</td>
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<td>Ad Materials Due: October 11, 2024</td>
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</tbody>
</table>

*NOTE: Editorial topics subject to change.*

## Additional Editorial Features

Every issue also welcomes submissions for Spotlight Articles and Viewpoints.

- **Viewpoints** are feature articles within the following areas: Business Development, Research & Innovation, Training & Leadership, and Contracts & Acquisition. They should engage thought leaders and provide readers with unique insights, lessons learned, and understandings on topics of importance.

- **Spotlight Articles** are big-picture topics that may not be represented on the Editorial Calendar or may be better presented in a longer-form, feature presentation. Past examples include Expeditionary Engineering, Joint Basing, USACE District Acquisition, and Engineering Programs in Europe. In addition, each issue of *TME* includes Reflections from industry thought leaders, IGE Insights on SAME’s multidisciplined industry-government collaborations, and From the Field covering technical and strategic perspectives from active servicemembers.

*For more information on advertising opportunities or to place an advertisement in *TME* or online, contact: advertising@same.org*
Online Advertising with SAME
Enhance your brand visibility through online advertising with SAME’s digital platforms.

SAME.org national website is the online center of the Society with more than 270,000 users annually. Advertise your brand on popular pages including the Homepage, Calendar of Events, Sustaining Member Directory, TME Archives, and Job Center.

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**Real TiME**

Real TiME goes directly to more than 25,000 SAME members each month and is available to anyone online. The newsletter features the latest news and notes from across the Society, events information, education opportunities, and more

**Accepted file types:**
- .png
- .jpg
- .gif
### Display Ad Dimensions for Event Programs and Logo Submissions

#### LIVE MATTER
(any text or images you don’t want cropped) **must be kept within .5 inches of the trim.**

<table>
<thead>
<tr>
<th>PAGE SIZE</th>
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<td><strong>Capitol Week / DOD Briefing Program Specifications</strong></td>
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<td>8.5 x 11.125</td>
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<tr>
<td>1/2 Page Spread with Bleed</td>
<td>16.5 x 5</td>
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<tr>
<td>1/4 Page Vertical (V)</td>
<td>3.5 x 4.45</td>
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</table>

### SUBMITTING LOGO FILES

#### LOGOS FOR EVENT SIGNAGE
Logo art files submitted should be high-res (300dpi+) vector eps files. All files must be CMYK. SAME is not responsible for color on files submitted in RGB, Pantone, or other formats or electronic files.

#### LOGOS FOR PROGRAM AND DIRECTORY
Logo art files submitted for the program should be high-res (300dpi+) eps, jpg or png. All files must be CMYK. SAME is not responsible for color on files submitted in RGB, Pantone, or other formats or electronic files.

#### SPONSOR LOGOS EVENT WEBSITE
Logo art files submitted for Event Website should be high-res (300dpi+) png or jpg. All files must be RGB