

2024 ADVERTISING OPPORTUNITIES

ACEATX.COM



CRITICAL PATH

Critical Path is the official publication of the Austin Contractors & Engineers Association (ACEA). Published quarterly in Winter, Spring, Summer and Fall, each issue focuses on articles impacting utility and street contractors and engineers in the Austin area, association news, membership news, and event highlights including professional development.

ACEA MEMBERSHIP DIRECTORY

The Membership Directory is mailed by September 15 to ACEA members. It includes member listings by firm and category. It is a continually used resource by members throughout the year.

PEER-TO-PEER MARKETING TOOL

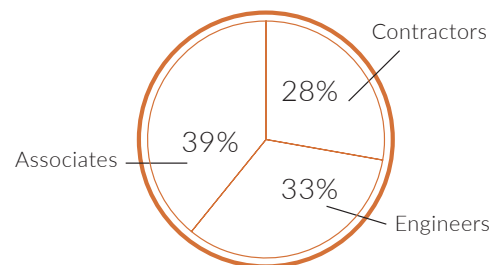
Advertising is only available to ACEA members. Your advertisement can help you attain project leads and partnerships by educating readers on the services and products you provide. Our team will work with you one-on-one to make sure your message is on-target and complements your other marketing activities.

ADVERTISING SALES CONTACT

MONARCH MEDIA & CONSULTING, INC.
Chellie Thompson, chellie@monarchmediainc.com
512.293.9277

READERSHIP

ACEA members effectively advocate with city, county and state officials to provide feedback and input on regulatory issues affecting our industry. Members include contractors and engineers who design and build the infrastructure (streets and utilities) of Central Texas. Associate members include providers of equipment, goods, materials or surety.



Critical Path is mailed to more than 200 ACEA member firms and seen by approximately 5,000 individuals (every employee within a member company is a member.)

DID YOU KNOW?

Only ACEA members can advertise in *Critical Path* and the Membership Directory? **Become a member today at aceatx.com/membership.**

CRITICAL PATH

PUBLICATION SPECS / ADVERTISING RATES

Critical Path is an 8 ½" by 11", full-color publication and is published quarterly. All rates are per insertion. Ad design assistance is available. Guaranteed placement is an additional 10% of the advertising rate per insertion.

Frequency	FULL COLOR			BLACK / WHITE		
	1x	2x	4x	1x	2x	4x
Full Page	\$695	\$645	\$595	\$350	\$325	\$300
2/3 Page	\$575	\$550	\$500	\$290	\$245	\$200
1/2 Page	\$475	\$450	\$425	\$235	\$195	\$145
1/3 Page	\$350	\$325	\$300	\$175	\$150	\$125
1/6 Page	\$250	\$225	\$200	\$150	\$125	\$100

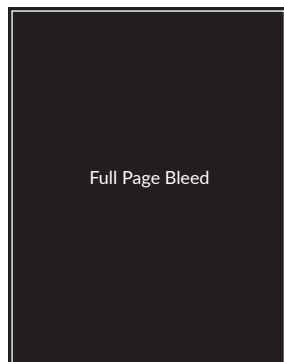
Full-page ads in *Critical Path* include a company logo and link in the monthly e-newsletter (up to 3 times per quarter). All other ad sizes include company name and link in the monthly e-newsletter (up to 3 times per quarter). All print advertisers will have their logo displayed as a Featured Member on the website according to the print ad frequency purchased (1x = 3 months, 2x = 6 months, 4x = 12 months).

TERMS / CONDITIONS

All copy and contracts are subject to approval. Both ACEA and Monarch Media reserve the right to refuse advertisements not in accordance with the advertising policies of ACEA. Additions and corrections to advertisements that are received less than 15 days prior to the date of the issue are not guaranteed.

Billing terms are "Net 30 Days" unless otherwise stated. Invoices mail once the issue is printed.

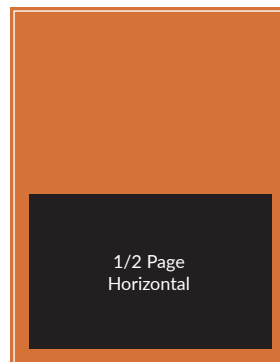
AD SIZES / SPECS



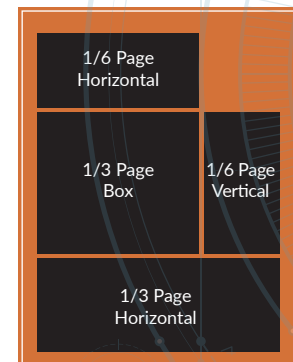
Trim: 8.5" x 11"
Full, Bleed: 8.75" x 11.25"
Full, No Bleed: 7.25" x 9.75 tall



2/3 Vertical: 4.75" x 9.75"
1/3 Vertical: 2.25" x 9.75"



1/2 Horizontal: 7.25" x 4.75"



1/6 Horizontal: 4.75" x 2.25"
1/3 Box: 4.75" x 4.75"
1/6 Vertical: 2.25" x 4.75"
1/3 Horizontal: 7.25" x 2.875"

MEMBERSHIP DIRECTORY

PUBLICATION SPECS / ADVERTISING RATES

The Membership Directory is an 8 ½" by 5 ½", spiral-bound publication and is published annually. It will have a two-color interior and full-color cover. Interior advertising is black and white. All rates are per insertion.

Frequency	BLACK / WHITE	FULL COLOR
	Annual	
Full Page, Cover	n/a	\$475
Full Page, Interior	\$250	n/a
2/3 Page	\$200	n/a
1/3 Page	\$150	n/a

TERMS / CONDITIONS

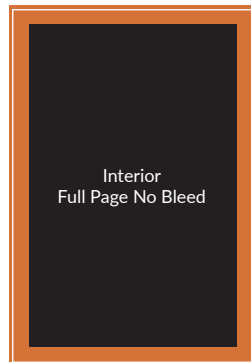
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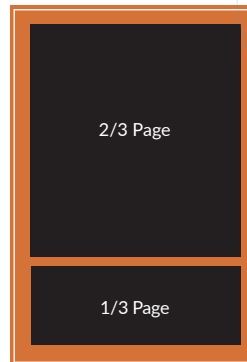
AD SIZES / SPECS



Trim: 5.5" x 8.5" tall
 Full, Bleed: 5.75" x 8.75"



Full, No Bleed: 4.375" x 7.5"



2/3 Vertical: 4.375" x 5"
 1/3 Horizontal: 4.375" x 2.375"

PRODUCING YOUR AD

COLOR

Use CMYK, four-color process for all images and graphics that print in color. Use grayscale for all black and white ads.

FONTS

Embed all fonts. To avoid font issues with EPS files, convert all fonts to outlines.

BLEED / LIVE SPACE

Full page ads in *Critical Path* and Directory covers may bleed. Use bleed specs which allow an 1/8" (0.125") beyond trim. Omit crop marks or offset crop marks by at least 1/4" (0.25"). Live matter (anything important or necessary to the reader) must be 1/4" (.25") from the trim.

IMAGE RESOLUTION

All images should be 300 dpi.

FILE TYPE

Provide a print-resolution (300 dpi) PDF with live or vector type. Embed all fonts or convert to outlines.

SUBMITTING YOUR AD

EMAIL / FTP

E-mail your ad directly to Chellie Thompson at Monarch Media, chellie@monarchmediainc.com. You may share large files through Dropbox or other safe file-sharing platforms.

ADVERTISING DEADLINES

A signed ad agreement must be received to reserve space by the close of business on the date the ads close. To reserve ad space in an issue, contact Chellie Thompson at chellie@monarchmediainc.com.

QUESTIONS?

Chellie Thompson
 MONARCH MEDIA
 & CONSULTING, INC.
 ACEA Sales Representative
 512.293.9277
chellie@monarchmediainc.com

ISSUE	ADS CLOSE	AD MATERIALS DUE	MAIL DATE
2024			
Winter (Jan-Mar)	1/8/24	1/10/24	2/15/24
Spring (Apr-Jun)	3/11/24	3/13/24	4/15/24
Summer (Jul-Sep)	6/10/24	6/12/24	7/15/24
ACEA Directory	7/15/24	7/16/24	9/15/24
Fall (Oct-Dec)	10/7/24	10/9/24	11/15/24