

eGFI TEACHER BLOG AND E-NEWSLETTER

THE PREMIERE K-12 ENGINEERING TEACHER BLOG

The eGFI teacher blog and e-newsletter is a popular online [blog](#) and monthly subscription-based [e-newsletter](#) read by thousands of high-school and middle school STEM teachers in the United States. The eGFI teacher blog and e-newsletter provide lesson plans and resources for K-12 teachers to use in the classroom. The eGFI website is the top result in any search engine when searching “K-12 Engineering”.

TRAFFIC/CIRCULATION

Ads generally receive between 30,000-60,000 impressions per month on the blog and e-newsletter combined. The eGFI teacher e-newsletter is e-mailed monthly to 14,000 high school and middle school STEM teachers in the United States who teach engineering.

AD OPTIONS/RATES

■ **Button ads** run in a vertical column in the right hand margin of the blog and the e-newsletter each issue and cost:

- + First & second position button: **\$800**
- + Third & fourth position button: **\$650**
- + Fifth & lower position button: **\$500**

■ **Premier sponsor leaderboard ads** run horizontally at the top of each issue, are limited to one per month, and cost **\$2,000** per month.

SPECS

Button Ad:

Ads should be furnished as a 180 x 150 pixel digital art file in the jpg or gif formats (including animated gifs). Please limit animated gifs to three loops. All ads must be under 50kb. If you wish the copy from your digital art file to be included in the alternative Text version of the eGFI teacher e-newsletter (not HTML), please also send a text version of your ad as well.

Premiere Sponsor Leaderboard Ad:

Ads should be furnished as a 728 x 90 pixel digital art file in the jpg or gif formats (including animated gifs). Please limit animated gifs to three loops. All ads must be under 50kb. If you wish the copy from your digital art file to be included in the alternative text version of the eGFI teacher e-newsletter (not HTML), please also send a text version of your ad as well.

DEADLINE

The deadline for ad submissions is seven days prior to the beginning of the month of advertising.

Visit: <http://teachers.egfi-k12.org/newsletters>



PREMIERE
SPONSOR
LEADER-
BOARD AD

FIRST
BUTTON
AD

REACH THOUSANDS OF K-12 STUDENTS INTERESTED IN ENGINEERING

The eGFI student blog web site is read monthly by thousands of middle and high school students who are interested in studying engineering, including the over 30,000 [eGFI student Facebook fans](#). This blog highlights the latest engineering inventions, headlines, outreach programs and is a popular feature of the [eGFI website](#) which is the top search result for the keywords “K-12 engineering” in any search engine.

TRAFFIC

Ads generally receive between 30,000-60,000 impressions per month.

AD OPTIONS/RATES

- **Button ads** run in a vertical column in the right-hand margin of the student blog and cost **\$500** per 30-day time period.
- **Premier sponsor leaderboard ads** run horizontally at the top of the student blog and cost **\$1,500** per 30-day time period.

SPECS

Button Ad:

Ads should be furnished as a 180 x 150 pixel digital art file in the jpg or gif formats (including animated gifs). Please limit animated gifs to three loops. All ads must be under 50kb.

Premiere Sponsor Leaderboard Ad:

Ads should be furnished as a 728 x 90 pixel digital art file in the jpg or gif formats (including animated gifs). Please limit animated gifs to three loops. All ads must be under 50kb.

ADDITIONAL INFORMATION

Ads run throughout each page of the student blog web site. Button ads are rotated so that all ads receive equal positioning and impression numbers. The premiere sponsor banner ad position is exclusive. The eGFI student [Facebook](#) page, with 30,000 fans, links to each new entry on the student blog. eGFI's weekly student e-newsletter also links to the student blog generating regular traffic.

Visit: <http://students.egfi-k12.org/>



PREMIERE
SPONSOR
LEADER-
BOARD AD

FIRST
BUTTON
AD

eGFI MAGAZINE ONLINE

THE MOST POPULAR K12 ENGINEERING MAGAZINE IS NOW ONLINE.

eGFI (*Engineering Go For It*) MAGAZINE ONLINE is a colorful and inspiring online magazine designed to show high school and middle school students how they can change the world with a career in engineering. Using Zmags™ digital publishing technology, students can flip through each page, view the colorful layout of the print version online, click on live hyper-links, and view multimedia content not available anywhere else.

For information on becoming a sponsor of the **print version of eGFI MAGAZINE please contact **SCOTT WILLIAMSON** at s.williamson@asee.org for details.*



CONTENT

eGFI MAGAZINE ONLINE includes:

- Inspiring stories on engineers improving our quality of life
- Profiles on dynamic undergraduate students who want to change the world
- Exciting technology that will revolutionize society
- Briefs on the most popular engineering career paths/disciplines

TRAFFIC

Thousands of students each month are expected to visit eGFI MAGAZINE ONLINE.

AD OPTIONS/RATES

1 page four color - **\$1,200** per 60-day time period

2-page four color spread - **\$1,600** per 60-day time period

SPECS

eGFI MAGAZINE ONLINE ads should be at least 150 dpi and furnished as digital art files in the pdf format. Please make sure all fonts are embedded or outlined. All files should be created as RGB builds. CMYK ads will be converted to RGB. ASEE is not responsible for color shifts that may occur during the conversion process. Please remove all printer's marks, including registration and crop marks, from your ad file. **Live hyperlinks can be included in the ad. Flash ads and videos are accepted please contact us for the spec requirements.**

Ad Sizes:

Two-page	15.5" x 9.875"
Full page	8.25" x 10.875"

Visit: <http://www.egfi-k12.org/read-the-magazine/>