

2025 MEDIA GUIDE

Covering the world of
**consulting-specifying
engineering** with in-depth,
technical content

CONSULTING - SPECIFYING
engineer[®]

www.csemag.com

WTWH
Media LLC



CONSULTING-SPECIFYING ENGINEER NETWORK

Consulting-Specifying Engineer is the industry's premier integrated construction engineering resource for commercial, institutional, and industrial building systems.

Inspire engineering interaction with **Consulting-Specifying Engineer**

This **2025 Media Guide** contains information on best in class ROI solutions including:

- Audience Marketing
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- Content Development
- Marketing Services

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Marketing Services

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Contact Us ➤

CONSULTING-SPECIFYING ENGINEER NETWORK AUDIENCE

WEBSITE

140,991+
MONTHLY PAGEVIEWS

The Consulting-Specifying Engineer network logs over 79,617 monthly users and over 140,991 pageviews.

SOCIAL

11,975+
FOLLOWERS

Over 11,975+ Social followers across all platforms. The Consulting-Specifying Engineer network has a highly-engaged social media audience.



NEWSLETTER

60,850

Digital circulation reaches over 60,850 online subscribers with mobile optimized content.

PUBLICATION

41,725
ENGINEERING
PROFESSIONALS

Consulting-Specifying Engineer reaches 41,725 engineering professionals via print and digital.

SUBSCRIBERS

107,562

Total unduplicated Consulting-Specifying Engineer subscribers includes newsletters, magazine, eBooks & webcast registrants.

Surrounding **consulting-specifying engineers** with information on their terms

Founding Principles

- Media consumption has forever changed and continues to evolve.
- Marketers must have ROI to justify marketing investments.

AUDIENCE REACH

Magazine Published 6X per Year

- 41,725 print + digital edition subscribers

Weekly Newsletter

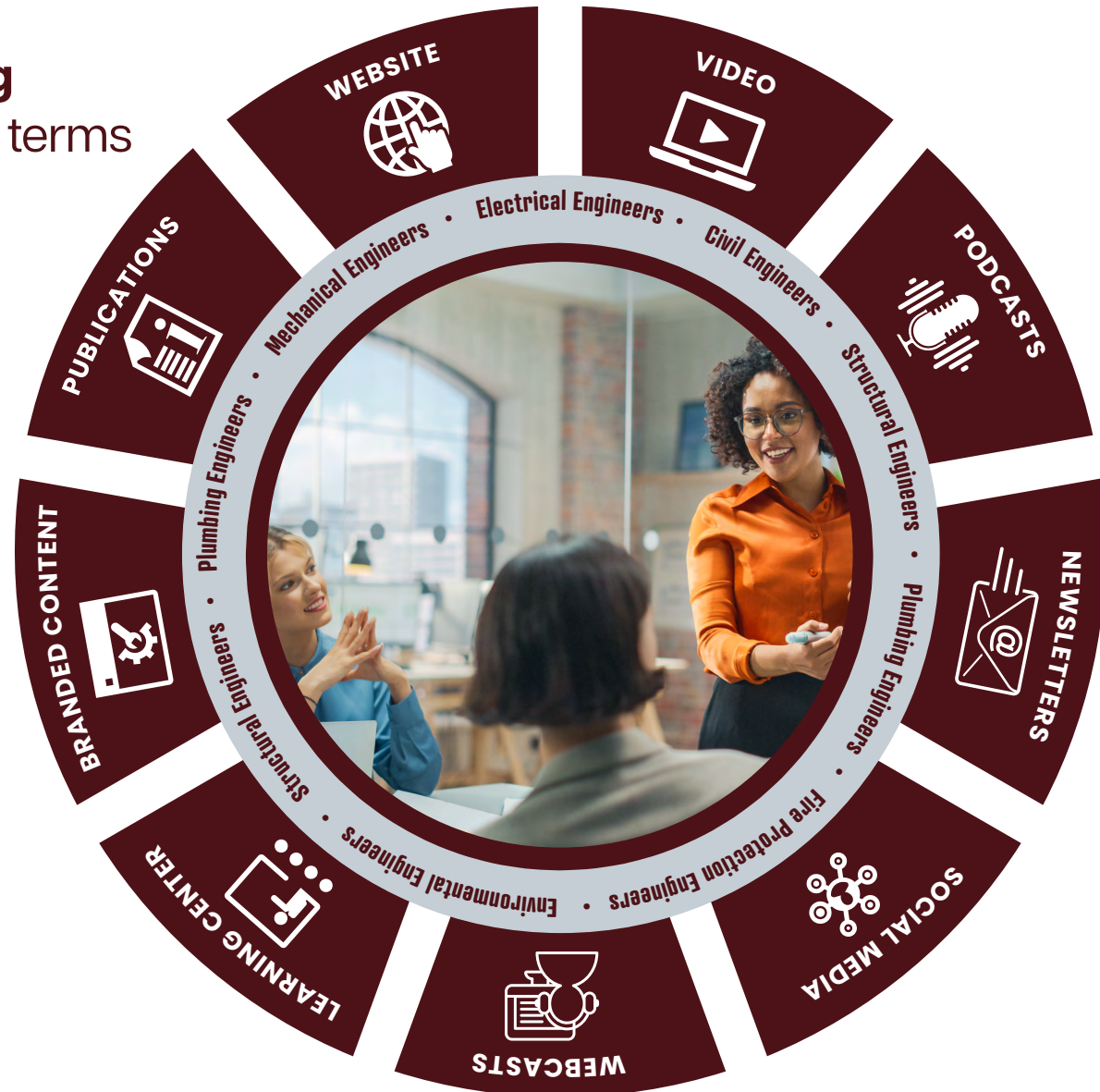
- 60,850 digital subscribers

Monthly Website Traffic

- 140,991+ monthly pageviews
- 79,617+ monthly users

Social Media Audience in Industry – Total Social Reach: 11,975

- Facebook
- X
- Instagram
- LinkedIn
- YouTube



Delivering ROI for Marketers

How do we do this? We build integrated media packages across platforms.

BACK TO
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Online Display

Run of site ads display across the entire network.

DISPLAY AD CREATIVE SIZES

First value designates pixel width @ 72 DPI:

- 300x600
- 728x90
- 300x250
- 970x250

PRESTITIAL ADS

640x480 and 300x225 @ 72 DPI

Rate: \$2,500

WALLPAPER ADS - RESPONSIVE DESIGN

Simultaneously displays ad creative on the right and left hand sides of the site. Creative can be different for the left and right and can have specific urls for each side.

Optional: In addition to the 300x1000, provide a 130x1000 for smaller desktop displays and a 320x50 image for mobile displays.

WALLPAPER SPECS: 300X1000, 130X1000 and 320x50
File type: .gif, .jpg, .bmp, .png, videos (.mp4, VAST, YouTube), and HTML tags. File size: 4MB max for combined size of all assets.

Rate: \$2,500

ROS BUNDLE PACKAGE

25,000 Impressions

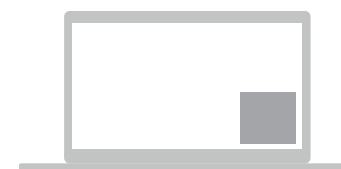
Rate: \$5,000 per month



300x600



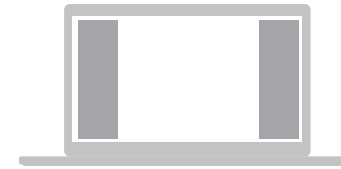
728x90



300x250



970x250



300x1000
Wallpaper Ad



640x480
Prestitial Ad - Desktop



300x225
Prestitial Ad - Mobile

DISPLAY AD & PRESTITIAL AD REQUIREMENTS

- File Type: jpg, gif or HTML5
- File size: max 1MB
- Animation: 3X Loop Limit
- Audio: Sound off by default
- Rich Media Accepted

TARGETING

Programs can be specifically targeted against relevant categories, geo, timing and exclusion across the Consulting-Specifying Engineer Network.

High-Impact Display – Flex

The Allstream® **Flex** provides the ability to engage viewers with video and imagery in dynamically embedded experiences throughout page content with the ability to display edge-to-edge on the screen in the focal point of the viewer.

ASSET SPECIFICATION

DESKTOP & MOBILE

- Asset Video: Video Dimension: 16:9 Aspect Ratio (ex: 1920 x 1080px)
OR 4:1 Aspect Ratio (ex: 1920 x 480px)
- Asset Image (optional): Same Dimension as video provided
(ex: 1920 x 1080px or 1920 x 480px)

Contact your representative for more details.

FILE TYPES

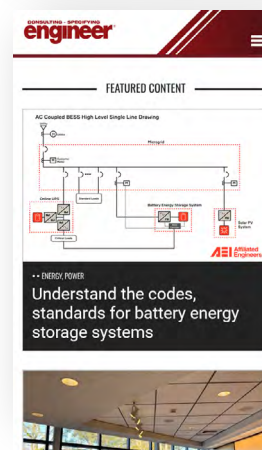
IMAGES

- Media Types: Image URL, GIF, JPG, BMP, PNG
- File Size: Allstream® hosted file size recommended under 100KB*

VIDEOS

- Media Types
VAST (MP4 Only), MP4
- File Size
Allstream® hosted file size recommended under 4MB*.
- Resolution
720p or 1080p
- Frame Rate
24-30 fps
- Bitrate
Mobile Web: 800Kbps to 5000 Kbps
Desktop: 800 Kbps to 10000 Kbps

*Combined size of all Allstream® hosted files (image + video) must be less than 4MB for Chrome Heavy Ad Intervention (HAI) compliance.



Desktop & Mobile examples
4:1 Aspect Ratio Video OR 16:9
Aspect Ratio Video

**Once the video ends, it is possible to display an image in its place*

High-Impact Display – Prelude

The Allstream® **Prelude** dynamically displays adaptive imagery, video, or combination of multimedia at the top of the page for increased viewer engagement.

ASSET SPECIFICATION

DESKTOP & MOBILE (IMAGE ONLY)

- Asset Image: Image Dimension: 4:1 Aspect Ratio; 1920x480px (Recommended Size)

DESKTOP & MOBILE (IMAGE AND VIDEO)

- Asset Image: Image Dimension: 1067x480px
- Asset Video: Video Dimension: 16:9 Aspect Ratio

Contact your representative for more details.

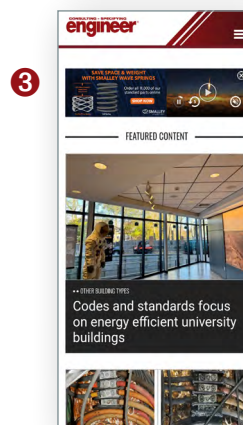
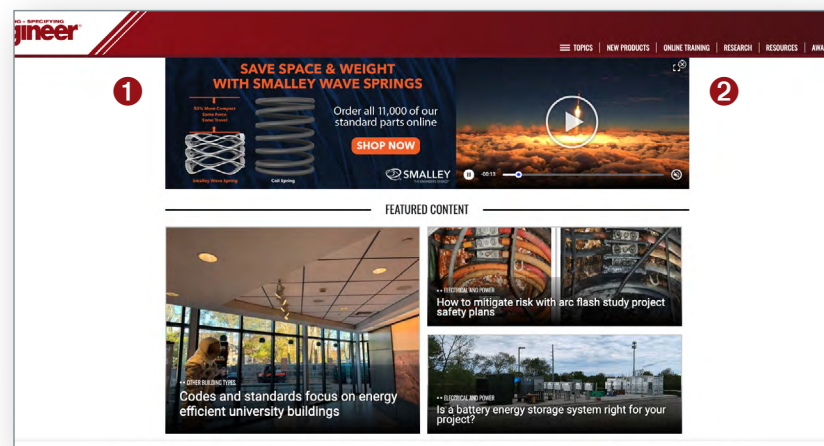
FILE TYPES

IMAGES

- Media Types
 - Image URL, GIF, JPG, BMP, PNG
- File Size
 - Allstream® hosted file size recommended under 100KB. Combined size of all Allstream® hosted files (image + video) must be less than 4MB for Chrome Heavy Ad Intervention (HAI) compliance.

VIDEOS

- Media Types
 - Video URL, YouTube ID, VAST, MP4
- File Size
 - Allstream® hosted file size recommended under 2 MB. Combined size of all Allstream® hosted files (image + video) must be less than 4MB for Chrome Heavy Ad Intervention (HAI) compliance. Video URLs may be supported without HAI restriction up to 40MB with autotranscoding to render on certain browsers and older devices that do not support auto play via Allstream® frame player.
- Video Length
 - Variable (Recommended up to 15 seconds maximum if no user interaction and up to 30 seconds with user interaction)



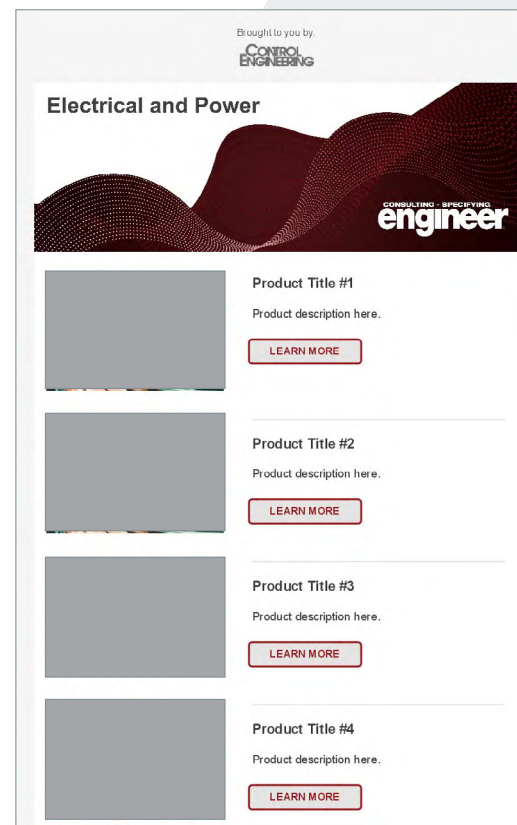
Desktop & Mobile examples (IMAGE + VIDEO Version)

1. Desktop: 1067x480px image(s)
2. Desktop: 16:9 Aspect Ratio Video
3. Mobile: Entire ad is responsive and displays the same way for the mobile view.

Own the Topic

"Own the Topic" (OTT) is a **3 month minimum** contextual advertising service that ensures display ads appear within relevant topical categories on our brand websites. This service includes a monthly email blast (3) to subscribers interested in this topic. This product positions an advertiser as an authority in key discussion areas by connecting its ads directly with the content engineers are engaging with.

Rate: \$12,000 per month



OWN THE TOPIC BUNDLE PACKAGE



300x600



728x90



300x250

TOPIC EXAMPLES INCLUDE:

Energy Efficiency and Management
HVAC and Mechanical Engineering
Motors and Drives Efficiency
Predictive & Preventative Maintenance
Safety & Personal Protective Equipment
Arc Flash Safety & Training

Building Automation Controls
Control Systems (PLC, HMI, DCS, Sensors)
Digital Transformation & IIoT
Edge Computing & Connectivity

Content Affinity Targeting

We use our first-party data platform to identify and engage targeted audiences with relevant ad experiences based on our site users content consumption habits.

CONTENT AFFINITY TARGETING

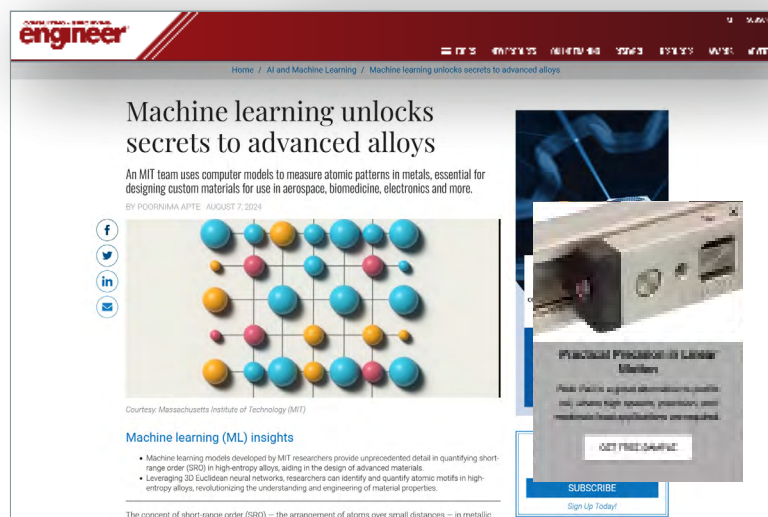
- Target by content affinities across the Consulting-Specifying Engineer network.
- Personalized offers with your message serve to site users based on their content affinity.

Contact your sales representative for more information and package pricing.



Online Ad Specifications:

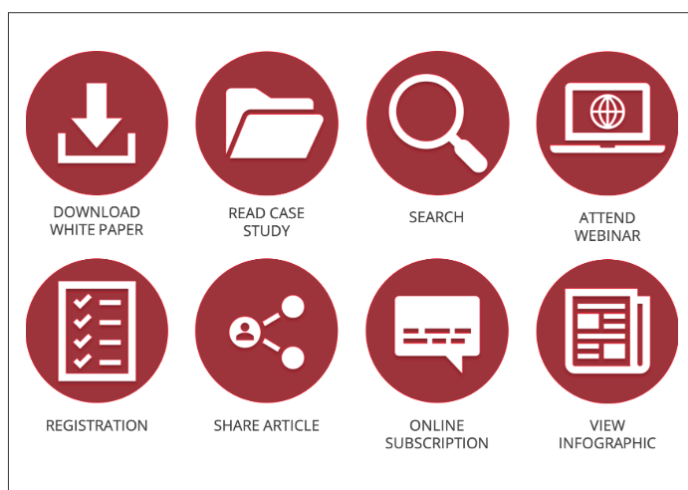
- Headline (no more than 8 words)
- One sentence description (no more than 25 words)
- 386x225 image
- Click-through URL



Audience Extension

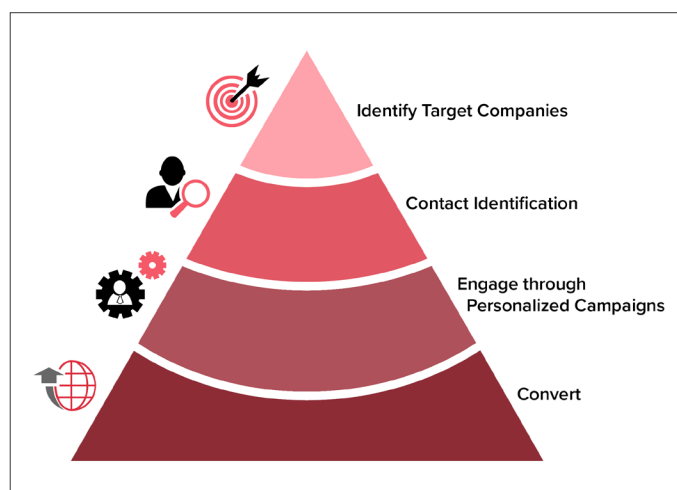
Intent-Based Marketing | Account-Based Marketing

Our AI data management tool analyzes content consumption of users at hundreds of thousands of B2B companies and identifies when users in those organizations are indicating active demand for products or services you offer. Leveraging your target account list, our data management platform identifies anonymous users available for targeting at those companies you are trying to reach. Ads are displayed across the internet on brand safe sites.



INTENT-BASED MARKETING

- Target users outside our network across the internet by intent topic via display ads.
- Narrow down reach by industry, title, geography or company size.



ACCOUNT-BASED MARKETING

- We target your prospects based on your target account list.
- Target ABM users outside of our network across the internet with display ads.

SPECIFICATIONS:

- 728x90, 300x250, 300x600, 160x600, 320x50, 300x50 & 970x250 (jpg, gif, standard HTML5)
- Max Initial File Load Image: 40KB / Max Initial File Load HTML5: 100KB
- Max Animation: 30 seconds or less (loops included); 15 seconds recommended; max 3 loops
- Clicktags Accepted
- Click-through URL

Remarketing / Retargeting Campaigns

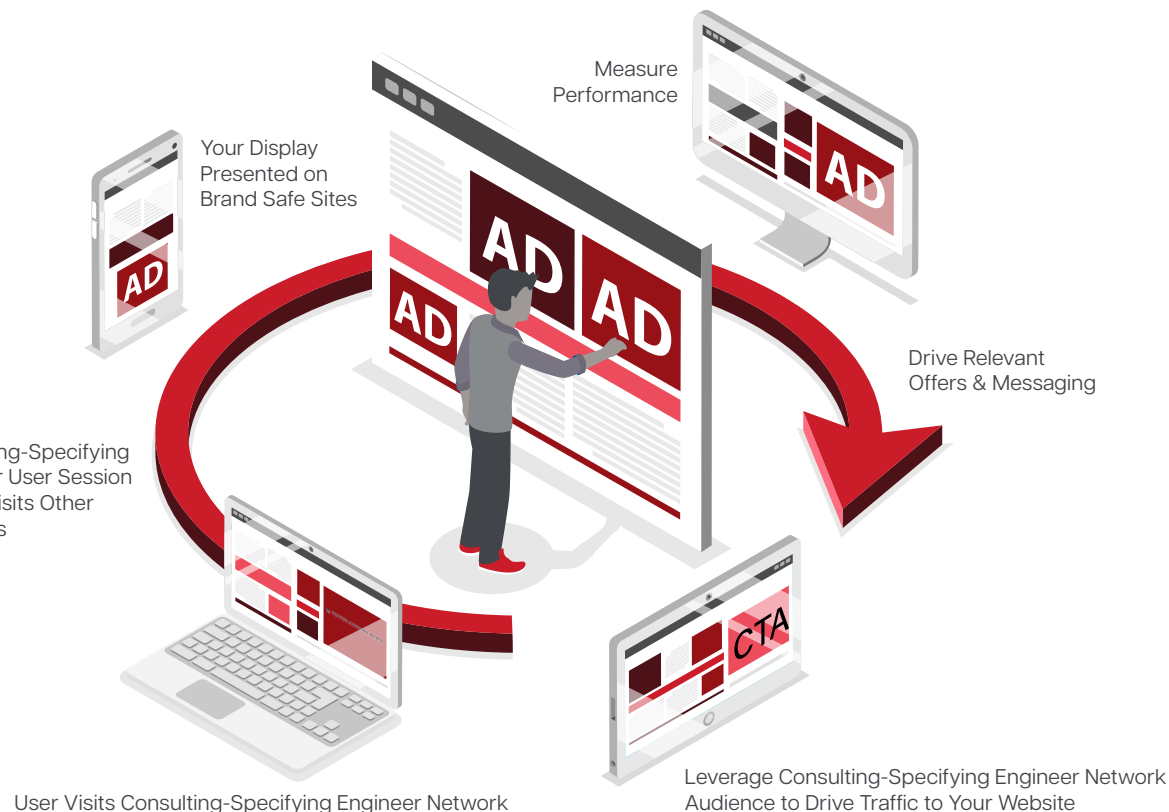
Reinforce Branding | Increase Engagement | Improve Conversions

Retargeting (also known as behavioral remarketing) is a form of digital marketing that focuses on targeting users who have previously visited our website with banner ads on display networks across the web.

Increase the reach of your display campaigns by leveraging the Consulting-Specifying Engineer Network to retarget key segment audiences.

Consulting-Specifying Engineer offers the ability to manage retargeting campaigns for our customers across a variety of platforms including any Consulting-Specifying Engineer network website.

Pricing based on CPM volume and custom ROI programs



RETARGETING REQUIREMENTS:

- All ads must have a border
- File size: less than 150KB
- Animation: less than 30 seconds
- File Type: JPG, PNG and GIF (up to 30 seconds, 15-20 fps, no looping)
- CPM Pricing varies by program

CREATIVE SIZES:

- 300x600, 728x90, 300x250, 970x250, 320x50, 160x600
- Resolution: 72 dpi

Editorial e-Newsletter Sponsorship

Combined with lead append data for maximum results.

Consulting-Specifying Engineer uses the latest in marketing automation, lead and profile management software to ensure all Enews delivery is optimized and targeted only at permission-based users and optimized by device. Tracking details, performance and detailed reporting are provided for all placements.

Building Types*

Frequency	Reach	Exclusive Sponsorship	Single Text Ad
1X Month	17,929	\$5,800	\$1,650

Building Automation & Controls

Frequency	Reach	Exclusive Sponsorship	Single Text Ad
1X Month	17,929	\$5,800	\$1,650

Codes & Standards

Frequency	Reach	Exclusive Sponsorship	Single Text Ad
1X Month	24,683	\$5,800	\$1,650

Electrical & Power

Frequency	Reach	Exclusive Sponsorship	Single Text Ad
1X Month	21,030	\$5,800	\$1,650

Fire & Life Safety

Frequency	Reach	Exclusive Sponsorship	Single Text Ad
1X Month	15,920	\$5,800	\$1,650

HVAC/R & Mechanical

Frequency	Reach	Exclusive Sponsorship	Single Text Ad
1X Month	17,526	\$5,800	\$1,650

Monthly Top Picks from Amara Rozgus

Frequency	Reach	Exclusive Sponsorship	Single Text Ad
1X Month	20,008	\$5,800	\$1,650

Plumbing, Piping & Pumps

Frequency	Reach	Exclusive Sponsorship	Single Text Ad
1X Month	14,543	\$5,800	\$1,650

Product & Media Showcase

Frequency	Reach	Exclusive Sponsorship	Single Text Ad
1X Month	11,331	\$5,800	\$1,650

VFDs

Frequency	Reach	Exclusive Sponsorship	Single Text Ad
1X Month	20,469	\$5,800	\$1,650

* **Building Types** newsletter covers Data Centers, Education Facilities, Hospitals and Office Buildings

EDITORIAL NEWSLETTER SPECIFICATIONS:

SINGLE AD SPECS:

Text ad:

- Image: 450x255 static jpg or gif file
- Title: 5-10 words
- Copy: 50-75 words
- Call to Action (3 to 5 Words) + URL

EXCLUSIVE SPECS:

As an exclusive e-newsletter advertiser you will have placements in all 5 ad spots (728x90, 300x250 & 3 text ads).

- Leaderboard ad (728x90) + URL
- Box ad (300x250) + URL

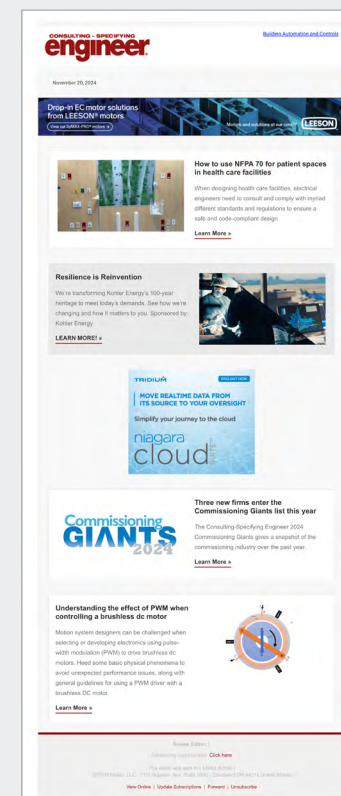
PRODUCT & MEDIA SHOWCASE SPECIFICATIONS:

MULTI-SPONSOR:

One product highlight: static image (product or logo at 450x255 pixels), headline (5-10 words), descriptive ad text (30-35 words), CTA text (3-5 words) and URL

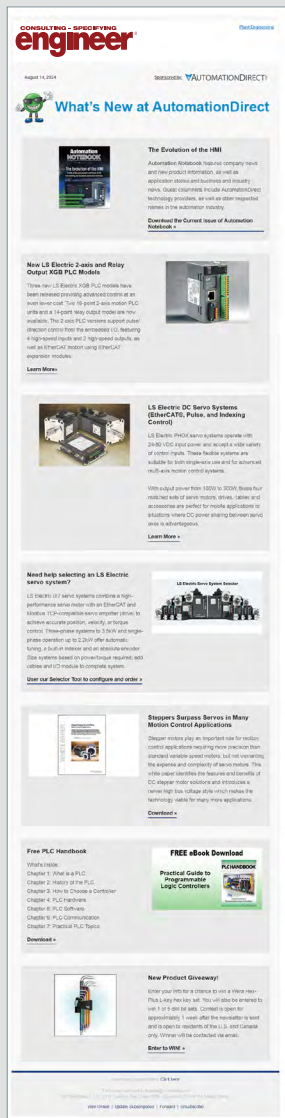
EXCLUSIVE SPONSORSHIP:

Six product highlights: each with a static image (product or logo at 450x255 pixels), headline (5-10 words), descriptive ad text (30-35 words), CTA text (3-5 words) and URL



CoBranded e-Newsletters

Sponsorship includes **all ad placements** + **logo** recognition



Consulting-Specifying Engineer uses standard e-newsletter template and includes client provided content.

SPECIFICATIONS:

- Preferred subject line (recommend 70-80 characters including spaces)
- Client logo + URL
- 728x90 + URL (Optional - This is displayed at the top of the newsletter)
- 300x250 ad + URL (optional)
- Up to 6 text ads which would include:
 - 450x255 static image
 - Headline (5-10 words)
 - Copy (30-35 words)
 - CTA text (3-5 Words)
 - URL
- 1 featured Video (optional) which includes:
 - 450x255 static image
 - Headline (5-10 words)
 - Copy (30-35 words)
 - CTA text (3-5 Words)
 - URL
- Lead generation available target range: 50-100 leads per campaign

Rate: \$7,700

Partner Promotion

Your HTML, **our audience.**

SPONSOR HTML

Consulting-Specifying Engineer offers customer provided HTML sends to reach targeted segments of our opt-in 3rd party e-newsletter audience.

Custom e-delivery lists are available on a limited basis for delivering custom-branded messaging to targeted opt-in audiences.

Rate: \$7,500

IMPORTANT! Consulting-Specifying Engineer uses custom software and 3rd party services to check the content of the HTML creative for red-flags that might prohibit delivery. Due to a matrix of conditions from mail servers, firewalls, mail clients, operating systems and preference settings unique to each user, Consulting-Specifying Engineer acknowledges and cannot control differences in how the creative will render across device. If HTML coding time is requested, additional fees are incurred. Please contact your business development representative for more information.



SPONSOR PROVIDED HTML SPECS:

- Preferred subject line (recommend 70-80 characters including spaces)
- Completed HTML file:
 - The html file should be a max width of 650 pixels
 - Use absolute URLs for your images (i.e. "http://www.yourdomain.com/image1.jpg" - do not use ".../image1.jpg")
 - Avoid using "div" & "float", as some email clients will not render that code. Instead use tables to control layout
 - Styling should be done inline with the tags and not in the header area.
- Text version of eblast (optional)
- Seed list (email addresses of anyone that should receive a copy of the live deployment)
- Suppression file – optional but recommended (.csv or .xlsx file of email addresses of those that do not wish to receive communications from the advertiser)
- Max image file size limit: 500 KB. If HTML consists of multiple images, individual images should be no larger than 500 KB

- Outlook uses an engine that has a 1728 pixel limit for the height of images displayed in an email.
- WTW Media recommends not using image-only emails as your HTML eblast, as these tend to load slowly or will not load at all.

Partner Promotion

Our template, **your message.**

SINGLE OFFER TEMPLATE

Provide WTWH with your message and we will create an email using our branded template.

Custom e-delivery lists are available on a limited basis for delivering custom-branded messaging to targeted opt-in audiences.

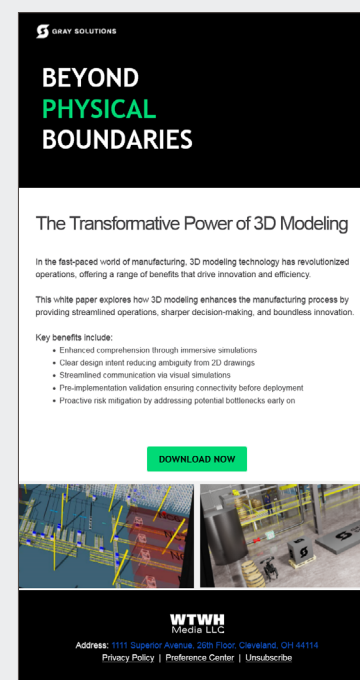
Rate: \$7,500

SINGLE OFFER SPECS

- Preferred subject line (recommend 70-80 characters including spaces)
- Main Image: 650x300 static jpg or gif
- Company logo: minimum 150 pixels wide; static jpg or gif
- Headline: 5-10 words
- Descriptive Copy: 30-80 words
- Call-to-action (3-5 words)
- URL or PDF file of resource
- Max image file size limit: 500 KB

Single Offer + Lead Generation

Our single offer template with your message plus we create a lead form landing page with the following standard fields: Email, F/L Name, Company, Postal Code & Country



SPECIFICATIONS FOR A SINGLE OFFER WITH LEAD

GENERATION: Same as single offer specs *plus* URL or PDF file of resource. Price based on CPM / Lead Requirements.

Supplied Content

Your supplied content within the confines of **our editorial websites**.

CUSTOM NATIVE CONTENT PROGRAM

- Dedicated content page featuring all articles
- All content is provided by advertiser (articles, images and links)
- Content appears on the brand website home page
- Featured in brand e-newsletter
- Brand social media promotion
- Content is archived

Rate: \$8,000

SPONSORED CONTENT

- One content article provided by sponsor (900 words or less, title, image and URL)
- Content appears on the brand website home page and is labeled as "Sponsored Content"
- Featured 2x in brand e-newsletter
- 2 tweets per week for the month on brand social media
- 2 posts on brand LinkedIn page for the month
- Content is archived after one month

Rate: \$8,000

SPECIFICATIONS:

- Featured article image for slider and thumbnail at 770x500
- Hero Image for the top of the article – up to 740px across; can be the same as the Featured image
- For the Content:
 - Headline
 - Sub-headline (Optional)
 - Body Copy – 900 words or less; include URLs
 - Supporting images (Optional) – up to 500px wide
 - Author information – Name & Title

We will use the above to build out the landing page for your review.

Once that is approved, we then promote that page via our newsletters and social media.

Custom Native Programs

The screenshot displays a website section titled "US TSUBAKI SPONSORED CONTENT" with a "SEE MORE >" link. It features several articles with images of industrial components like chains and sprockets. The articles include:

- WORKHORSE® Chain Offers Dependable Strength and Reliability for Bucket Elevators**: In cement, mining, fertilizer and industrial aggregate applications, chain bucket elevators are used to transport bulk materials vertically. Demanding environments like these often challenge system reliability and require unique, innovative chain solutions. Balancing adequate strength with features that effectively defend against corrosion and abrasion can often be a challenge but is certainly feasible and should...
- A Smarter Approach to Identifying Sprocket Wear**
- Tsubaki Kaitak/Hops PROTUM® Series Enables Smart Cable Management**
- Optimizing Lubrication Maintenance for Overrunning Clutches**
- Chain Wear Indicator Kit**

Sponsored Content

The screenshot shows a sponsored content article titled "Renishaw next-generation FORTIS™ enclosed linear encoders offer enhanced metrology and reliability for machine tools". The article is by Spencer Gifford, dated June 1, 2022. It features a large image of the encoder with a "SIL2 FUNCTIONAL SAFETY PLd" badge. The text describes the benefits of the FORTIS™ series, including improved accuracy, reduced tool wear, and enhanced safety.

The screenshot shows a sidebar titled "SPONSORED CONTENT" with several article thumbnails and titles:

- Renishaw next-generation FORTIS™ enclosed linear...
- WAGO's smartDESIGNER Online Provides Seamless...
- Epoxy Certified for UL 1203 Standard
- The Importance of Industrial Cable Resistance to...
- Optimize, streamline and increase production capacity...
- Global supply needs drive increased manufacturing...

eBooks

Multi-sponsored educational supplements that contain a mix of editorial content and sponsor content about a specific topic.

CONSULTING-SPECIFYING ENGINEER EBOOK TOPICS INCLUDE:

Arc Flash & Electrical Safety	Fire & Life Safety
Building Automation & Controls	Hospitals & Healthcare Facilities
Codes & Standards	HVAC/R
Commissioning	Lighting & Lighting Controls
Data Centers	MEP Giants
Educational Facilities	Plumbing, Piping & Pumps
Electrical & Power	Smart Buildings
EV Charging	

Editorial eBook Example

Custom eBook Example

Sponsor an eBook and hard leads will be delivered to you on a weekly basis. Our eBooks include key technology content picked by the Editors of Consulting-Specifying Engineer.

Priced at \$18,645 for a 6-month sponsorship
Contact your sales representative for details

WWW.CSEMAG.COM/EBOOKS



eBOOK PROMOTION:

- eBook is housed on Consulting-Specifying Engineer website
- Email blasts promoting the eBook sent out quarterly
- Additional promotion through vacant web ads and eNewsletter inventory

eBOOKS REQUIREMENTS FOR SPONSORED PDF:

- One (1) article or case study (up to 3,000 words and any corresponding images)
- One (1) video (YouTube link or direct link to video on your website)
- One (1) digital display ad (.pdf is preferred and gives the best resolution)
 - Option 1 ("full-page" ad shrunk to fit eBook alongside text): 7"x10" VERTICAL
 - Option 2 (take up entire page space): 10.5" x 8.25" HORIZONTAL
- High-res company logo
- Website URL

eBooks

Multi-sponsored educational supplements that contain a mix of editorial content and sponsor content about a specific topic.

	Spring Edition	Summer Edition	Fall Edition	Winter Edition
Building Automation & Controls	February 13, 2025	May 15, 2025	August 14, 2025	November 13, 2025
EV Charging	February 13, 2025	May 15, 2025	August 14, 2025	November 13, 2025
Fire and Life Safety	February 13, 2025	May 15, 2025	August 14, 2025	November 13, 2025
Hospitals & Healthcare Facilities	February 13, 2025	May 15, 2025	August 14, 2025	November 13, 2025
Plumbing, Piping, and Pumps	February 13, 2025	May 15, 2025	August 14, 2025	November 13, 2025
Arc Flash & Electrical Safety	March 13, 2025	June 12, 2025	September 11, 2025	December 11, 2025
Codes & Standards	March 13, 2025	June 12, 2025	September 11, 2025	December 11, 2025
Commissioning	March 13, 2025	June 12, 2025	September 11, 2025	December 11, 2025
Electrical & Power	March 13, 2025	June 12, 2025	September 11, 2025	December 11, 2025
Lighting and Lighting Controls	March 13, 2025	June 12, 2025	September 11, 2025	December 11, 2025
Data Centers	April 10, 2025	July 10, 2025	October 16, 2025	January 15, 2026
Educational Facilities	April 10, 2025	July 10, 2025	October 16, 2025	January 15, 2026
HVAC/R	April 10, 2025	July 10, 2025	October 16, 2025	January 15, 2026
Smart Buildings	April 10, 2025	July 10, 2025	October 16, 2025	January 15, 2026

Webcasts

Engage a captive audience and generate leads.

Consulting-Specifying Engineer webcast series offers companies the opportunity to work with editors on preparing and delivering both editorial and custom content in a live, interactive format or on-demand

EDITORIAL WEBCASTS

Consulting-Specifying Engineer has developed a 2025 webcast schedule and invites manufacturers to share their experiences and expertise to help design engineers better understand technology or product related issues and challenges. Consulting-Specifying Engineer editors will select a limited number of manufacturers to participate in each webcast.

*AIA CES Accredited courses, eligible for certified Professional Development Hours (PDHs)

Rate: \$16,720

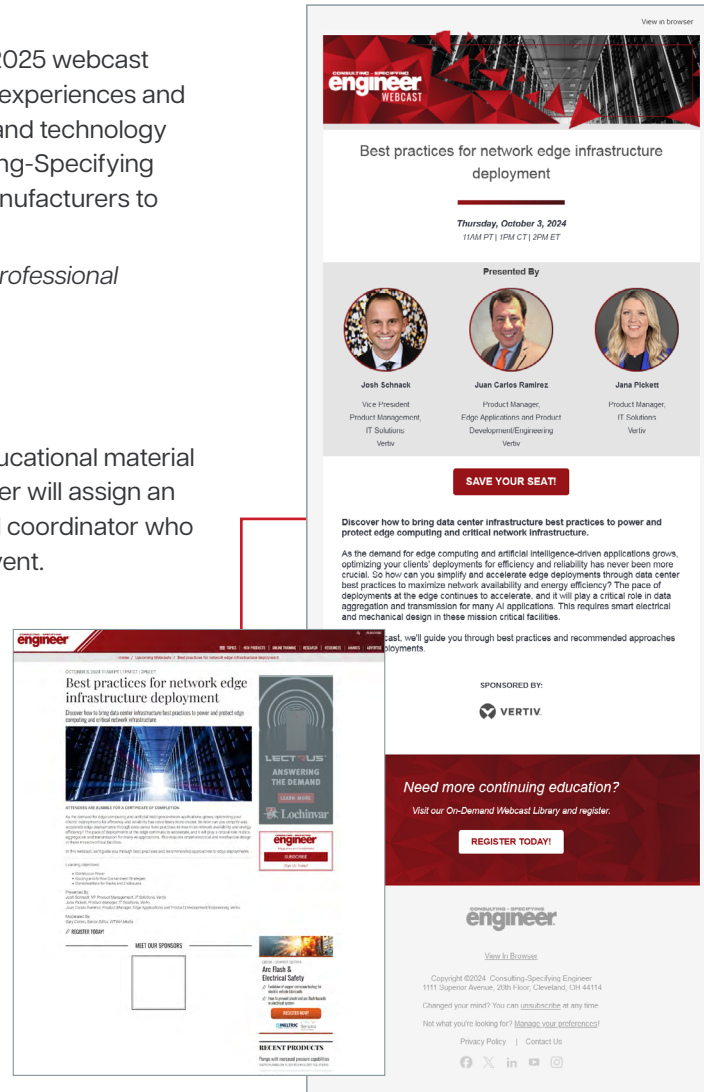
CUSTOM WEBCASTS

Sponsor chooses their own topic and presents educational material related to that topic. Consulting-Specifying Engineer will assign an editor who will moderate the event and a technical coordinator who will coordinate promotions and produce the live event.

Rate: \$23,650

WEBCAST FEATURES:

- Sponsors receive pre-qualified lead information from registrant database
- Sponsor logos on all webcast promotion (e-blasts, registration page, and more)
- Sponsors receive one proprietary question on follow-up survey
- Pre-recorded advertisement demonstrating your brand's solutions, products, services, industry leadership role and value proposition during the Webcast (streaming audio and images)
- Sponsor recognition throughout Webcast
- Webcasts are archived for 365 days



Best practices for network edge infrastructure deployment

Thursday, October 3, 2024
11AM PT | 1PM CT | 2PM ET

Presented By

Josh Schnack
Vice President
Product Management,
IT Solutions
Vertiv

Juan Carlos Ramirez
Product Manager,
Edge Applications and Product
Development/Engineering
Vertiv

Jana Pickett
Product Manager,
IT Solutions
Vertiv

SAVE YOUR SEAT!

Discover how to bring data center infrastructure best practices to power and protect edge computing and critical network infrastructure.

As the demand for edge computing and artificial intelligence-driven applications grows, optimizing your clients' deployments for efficiency and reliability has never been more crucial. So how can you simplify and accelerate edge deployments through data center best practices to maximize network availability and energy efficiency? The pace of deployments at the edge continues to accelerate, and it will play a critical role in data aggregation and transmission for many AI applications. This requires smart electrical and mechanical design in these mission critical facilities.

...last, we'll guide you through best practices and recommended approaches to edge deployments.

SPONSORED BY:
VERTIV

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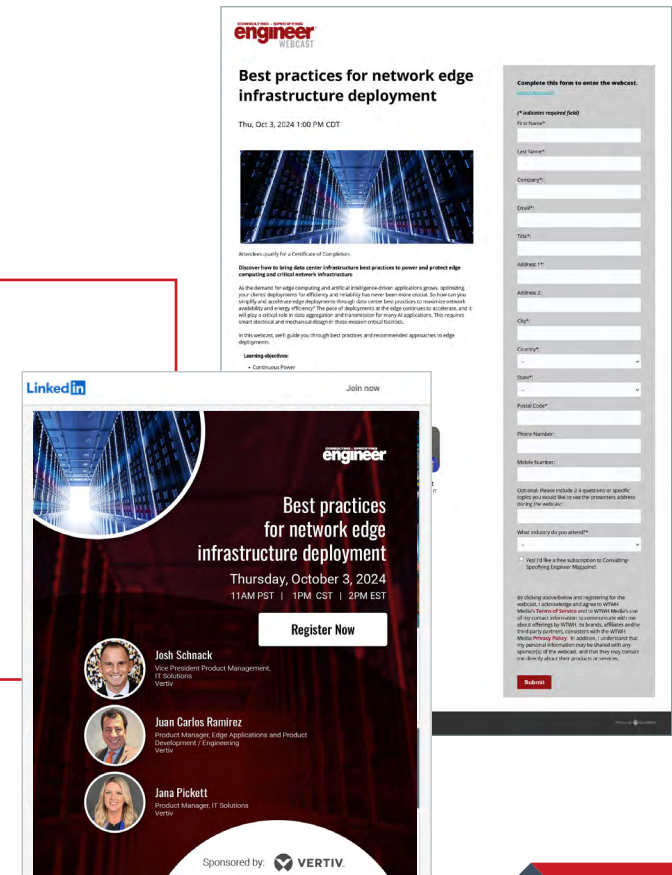
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All webcasts are recorded and emailed to all registrants, then placed online behind registration for on-demand viewing. Sponsors receive reporting URL for full attendee contact information, live and on-demand metrics and survey results, if applicable.



Best practices for network edge infrastructure deployment

Thu, Oct 3, 2024 1:00 PM CDT

Complete this form to enter the webcast.

(*) indicates required field

First Name*

Last Name*

Company*

City*

State*

Address 1*

Address 2

City*

Country*

State*

Postal Code*

Phone Number

Mobile Number

What industry do you belong to?

What I'd like a free subscription to Consulting-Specifying Engineer Magazine

By clicking on the button and registering for the webcast, I acknowledge and agree to receive the content of the webcast and to receive the use of my contact information to communicate with me as outlined by the Terms of Service. I understand that my registration is subject to the availability of the webcast and that I will receive the content of the webcast and that I will receive the content of the webcast and that I will receive the content of the webcast.

Submit

Best practices for network edge infrastructure deployment

Thursday, October 3, 2024
11AM PST | 1PM CST | 2PM EST

Register Now

Josh Schnack
Vice President Product Management,
IT Solutions
Vertiv

Juan Carlos Ramirez
Product Manager, Edge Applications and Product
Development / Engineering
Vertiv

Jana Pickett
Product Manager, IT Solutions
Vertiv

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Content Syndication

Audience Marketing | Lead Generation

AUDIENCE MARKETING

Fully Managed Content Syndication

- Promote content to specific targets
- Global contact record database available for selection
- Assistance in designing campaigns
- Leads delivered in time frame needed

Lead Generation Campaigns

All lead types are qualified but some types are highly qualified based on level of engagement by the prospects.

MQL Gated

Marketing qualified lead

2-Touch Performance MQL

A lead has consumed two pieces of content

BANT Performance

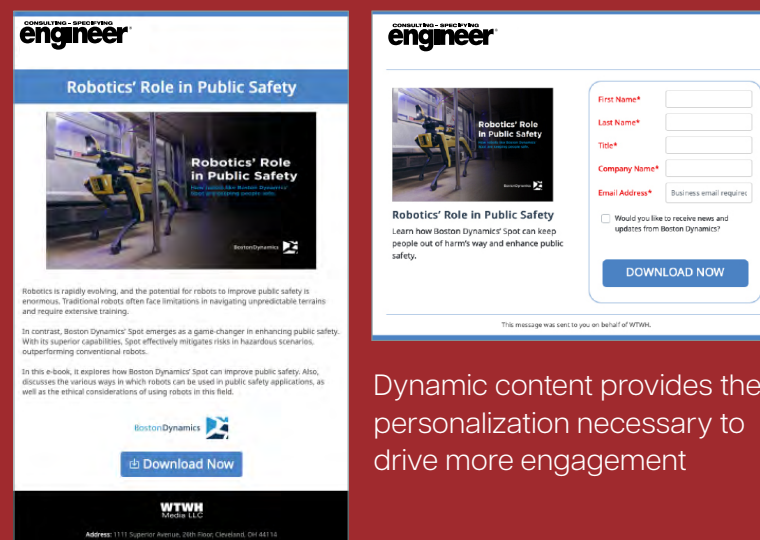
A lead that has consumed 1 piece of content and answered additional qualifying questions related to budget, authority, need and timeline identifying the lead as a higher value prospect

Content Assets

- Choose the **type of content** you would like to promote
- Leverage **assets** that are relevant to the audience and educational

White Paper | Case Study | Infographic | On-Demand Video

Example of Content Asset Promo / Lead Collection



The image shows two side-by-side examples of content asset promotion. On the left is a whitepaper titled "Robotics' Role in Public Safety" by Boston Dynamics, featuring a yellow robot. On the right is a lead collection form for the same whitepaper. The form includes fields for First Name, Last Name, Title, Company Name, and Email Address. It also has a checkbox for "Would you like to receive news and updates from Boston Dynamics?" and a "DOWNLOAD NOW" button. Below the form, a small note states "This message was sent to you on behalf of WTWMedia."

Dynamic content provides the personalization necessary to drive more engagement

Contact your representative for more details.



**STRATEGY.
AMPLIFICATION.
PERFORMANCE.**

WTWH Media's Content Studio leverages its B2B media expertise and unique first-party data to co-create thoughtful, engaging reported content with industry partners that helps position them as thought leaders within their niches while identifying the best mix of products and syndication strategies to amplify these messages and ensure partners achieve their most important business goals.

Branded content campaign creation:

Branded Voice

Fold outs, Supplements,
Featurettes, Special Sections

Branded Industry Thought Leadership

White Papers, Ebooks,
Case Studies

Branded Engagement

Blog Posts, Social Media
Posts, Press Releases

Branded Videos

Explainer Videos,
Product Demonstrations,
Corporate videos

Voice matters when seeking to drive engagement and measurable results from engaged audiences.

Content Development

Print Content | End-to-end project management content creation, design & layout



VENDOR DIRECTED Q&A

- WTWH works with you to create a graphically-oriented and highly-visual 1 page
- Up to 500 words, showcasing an application or technology
- Vendor Directed Q&A program: \$4,500



VENDOR DIRECTED COLUMN

- Single Page
- 500 Words
- Content created by Custom Studio
- Vendor Director Column program: \$6,250



TWO-PAGE FEATURETTE

- Two page of content (1,000 Words)
- Created by Custom Studio, with add-on facing display ad
- Four-Page Featurette program: \$8,500



FOUR-PAGE FEATURETTE

- Two page of content (1,000 Words)
- Created by Custom Studio, with add-on facing display ad
- Four-Page Featurette program: \$9,400



FEATURE ARTICLE

- 1,000 word branded content in article format
- Feature Article program: \$11,000



EIGHT-PAGE CUSTOM SUPPLEMENT

- A supplement stitched into the magazine combining content created by Content Studio and display ads
- 2,000–2,200 words
- Eight-Page Custom Supplement program: \$19,000

Content Development

Digital Content | End-to-end project management content creation, via pdf design and/or landing page



ARTICLE LICENSE

- License to use and reprint referenced article from an WTWH publication
- One-time license permits Customer to host the entire article on Customer website with full credit to the author and publisher
- WTWH will also provide a printable PDF version.
- Article License program: \$1,000



VOICES

- A sponsored content Q&A published to help get your company thought leaders to share their knowledge and subject matter expertise.
- Category takeover on website with a full concentration on the Voices brand
- High resolution PDF copy for distribution
- Voices program: \$3,250



VIEWS

- An original article of 600-750 words based on one interview with your internal source or customer to spotlight and highlight your product or service
- Category takeover on website with a full concentration on the Voices brand
- High resolution PDF copy for distribution
- Views program: \$3,250



CASE STUDY

- Application story featuring your product or solution
- 600-800 words
- Case study program: \$5,500



E-BOOK

- Graphically-oriented and highly-visual e-book
- Designed as a custom pdf of 2-4 pages for lead generation and/or brand recognition
- Up to 1,000 words of content supplied by customer
- e-Book program: \$5,500



EVENT BRIEF

- WTWH creates a follow up to a virtual or live event panel
- This is for event sponsor only based on event panel including 3-5 pages, 1200-1700 words
- Includes design & graphics and speaker bios.
- Event Brief program: \$6,500



LIVE EVENT SESSION BRIEF (FLAT RATE)

- 2-page co-branded session brief based on recorded live event session
- Designed in pdf format & hosted via landing page for 30 days
- 1 send to our white papers & research report lists
- Live Event Session Brief program: \$7,500



WHITE PAPER

- Interview with your subject matter expert
- 1,200-1,500 words
- Customer-supplied imagery that can be used for lead generation and/or brand recognition
- White Paper program: \$7,500

Content Development

Digital Content | End-to-end project management content creation, via pdf design and/or landing page



BLOG/GHOST WRITING

- Blog/Ghost Writing 600 - 800 words
- Article created by Content Studio
- Blog/Ghost Writing: \$1,600



SPONSORED/FEATURED ARTICLES

- Sponsored/Featured Article 600 - 800 words
- Article created by Content Studio
- Sponsored/Featured Article Program: \$1,600



WEB EXCLUSIVE

- Content of up to 500 words created by the Custom Studio
- Add-on banner ad takeover
- e-Mail campaign promotion
- Web Exclusive program: \$3,000



THE BIG STORY

- Content of up to 1,000–1,200 words created by the Custom Studio
- Add-on banner ad takeover
- e-Mail campaign promotion
- The Big Story program: \$9,500



WEBCAST BRIEF (FLAT RATE)

- 2-page co-branded webcast brief of 600 words based on recorded webcast
- The brief will be designed in pdf format, hosted via landing page for 30 days.
- Webcast Brief program: \$6,500



WEBCAST BRIEF

- 2-page co-branded webcast brief based on recorded webcast
- The brief will be designed in pdf format, hosted via landing page for 30 days
- 1 send to our white papers & research report lists
- Webcast Brief program: \$8,500



SPONSORED PREMIUM REPORT

- Minimum 16 page editorial report plus 8 pages of content
- Created by Custom Studio and includes add-on email campaign promotion
- Sponsored Premium Report program: \$19,000

VOICES

Your Message, Your Voice. Is your company looking for a way to get a consistent message out about thought leadership? We provide a simple and effective way for executives to deliver unique insights and position themselves as industry thought leaders.

Our VOICES product is a sponsored content opportunity to have a Q&A published to help get your company's thought leaders to share their knowledge and subject matter expertise.

The offering consists of the following:

- 6-question Q&A (prepared in advance) on a particular topic or area subject to editorial review and approval
- Recorded interview with executive and WTHW editor
- Client has the ability to review edited transcript
- Posted on a WTHW Media website upon review and approval by both client and WTHW
- Included as one article (text ad) in newsletter
- Labeled as sponsored at start of article
- High resolution PDF copy for distribution
- Marked as sponsored in the closing text at the bottom of the article
- Company to provide interviewee headshot (sized to 600 x 600 pixels and 300 dpi) to include in the Q&A article
- Company has the ability to link back to corporate website at the bottom
- Complete editorial control rests with WTHW and must fit WTHW standard and style formats
- Premium category takeover on website with a full concentration on the Voices brand
- Voices Program Rate: \$3,250



VIEWS



WTHW VIEWS program provides a simple, cost-effective solution to promote your company's news, views, case studies, testimonials and announcements to our readers through a customized article written and published by WTHW.



WTHW will write an original article of 600–750 words based on one interview with your internal source or customer to spotlight and highlight your product or service for our audience.



Our high-touch, customized approach will result in a digital article that combines your message and our voice.

The offering consists of the following:

- One phone interview between WTHW representative and either a sponsor company representative or a sponsor customer contact
- Creation of original article content to be reviewed by sponsor and approved by WTHW as meeting WTHW editorial standards
- Included as one article (text ad) in newsletter
- Premium takeover that excludes third party advertising
- Labeled as sponsored at start of article
- Company to provide one image or logo for inclusion in the article, subject to WTHW specifications & approval
- High-resolution PDF of the article available to sponsor for distribution
- Company has the ability to link back to corporate website at the bottom of PDF
- Reporting available upon request
- Views Program Rate: \$3,250

JANUARY / FEBRUARY AD CLOSE: 12/20/2024	MARCH / APRIL AD CLOSE: 2/11/2025	MAY / JUNE AD CLOSE: 4/15/2025	JULY/AUGUST AD CLOSE: 6/9/2025	SEPTEMBER / OCTOBER AD CLOSE: 8/12/2025	NOVEMBER / DECEMBER AD CLOSE: 10/14/2025
Features					
HVAC and controls Smart buildings VFDs and VSDs for energy efficiency Standby and backup power	ASHRAE Standard 90.1 NFPA 72: National Fire Alarm and Signaling Code Emergency illumination Renewable energy systems	CSE 40 Under 40 Chillers and their pipes and pumps Fire sprinklers and pumps Lighting controls	Air handling systems Ventilation and indoor air quality Energy efficiency and decarbonization Emergency and standby power systems	CSE MEP Giants Controls and integration Boilers versus heat pumps Electric vehicle charging stations	CSE Commissioning Giants HVAC systems NFPA 70: National Electrical Code Water pressure boosters in high-rise buildings
MEP Roundtable					
Office buildings	K-12 schools	Data centers	Industrial and manufacturing buildings	Colleges and universities	Hospitals, health care facilities and medical campuses
Webcasts					
February 27, 2025: Critical power: Generators and generator systems in data centers	March 27, 2025: HVAC indoor air quality (IAQ) April 29, 2025: Critical power: Designing for EV charging stations	June 25, 2025: Electrical: System design in hospitals	July 30, 2025: Critical power: Power distribution system protection August 28, 2025: Lighting and lighting controls	September 30, 2025: Critical Power: Arc flash mitigation October 30, 2025: Plumbing, piping, pumps for HVAC systems	November 20, 2025: Decarbonization in the HVAC industry December 18, 2025: Critical power: Renewable power generation
Research					
January: Fire/life Safety	April: Electrical/power/lighting		July: Automation/controls	October: HVAC/mechanical	

Research

WTWH Media leverages its relationship with qualified engineering professionals and works with content experts to compile state-of-the-art research on trending topics. WTWH invests in research processes and proprietary methodologies to cut through information over-load, decipher multiple viewpoints and develop insights that allow you to perceive your business landscape more clearly.

67% of respondents ranked sponsored research as an advertising tactic they believe is most effective.

30% of engineers are in the research stage of the buying cycle when they are attending a trade show.

42% of engineers are willing to view four or more pages of search results before selecting one.

Advertising Rates:

Full page.....	\$10,285
2/3 page.....	\$8,415
1/2 island.....	\$8,415
1/2 page.....	\$7,260
1/3 page.....	\$5,610
1/4 page.....	\$4,730

Digital Editions Sponsorship

Exclusive packages for lead generation, optimal placement and maximum reach.

DIGITAL EDITION PROGRAM

Customize your digital full page located next to the cover page. Use an existing print ad or customize your own page to direct customers to your offers. Your logo will also be prominent on the digital issue landing page and will be linked to your company's website.

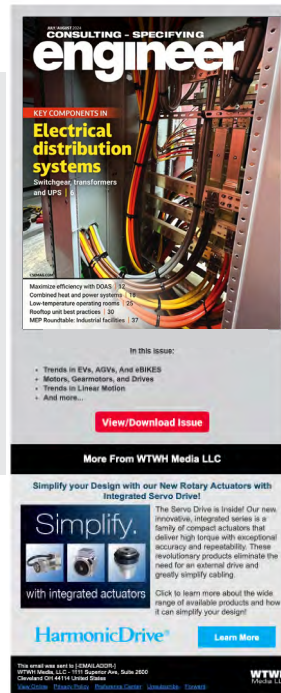
- Full page ad size: 9 x 10 7/8 in. 150 dpi PDF RGB
- Logo – minimum 200 wide
- URL to landing page

Exclusive featured offer in e-newsletter pushed to 73,500 Digital Edition subscribers.

- Image – 250x200
- Logo – 200 wide
- Title - 5-10 words
- Copy- 30-40 words
- URL to landing page
- Call-to-action

Featured Digital Edition promotion across entire network.

FULL PAGE DIGITAL AD / TEXT PRODUCT SPOTLIGHT:
\$7,750



Consulting-Specifying Engineer digital issues are optimized and supported across all platforms for desktop, tablets and mobile devices.

Leadership in Specifying

Recognizing our leaders in consulting-specifying engineering.

The **Leadership in Specifying** program for January 2025, brought to you by Consulting-Specifying Engineer, recognizes outstanding companies that demonstrate innovation and excellence in the specifying engineering field. This program highlights leaders who excel in product specification and design for building systems and facilities, providing a comprehensive, integrated package to showcase leadership in the industry.



Nomination examples include engineering leadership for a person or inventor, engineering leadership by a specific department or overall company accomplishment.

Members of the engineering community will be required to register in order to cast votes for nominees. Participation rates are based on earned frequency and ongoing marketing programs with Consulting-Specifying Engineer.

Rate: \$4,500

CATEGORIES:

- Lighting Controls
- Electrical Systems
- HVAC
- Fire & Life Safety Systems
- Building Automation & Controls
- Plumbing



DIGITAL PROFILE MATERIALS CHECKLIST:

- Company Contact Info: mailing address & website URL
- Company Overview:
 - Headline (50 characters / 5-7 words)
 - Boilerplate (750 characters / 125 words)
- Why you are a leader: 250 Words (1500 characters)
- Company Logo*: 370 pixels wide and height is flexible
- 3 Featured Images*: 320 pixels wide x 380 pixels high
- Social Media links (optional): Facebook, YouTube, LinkedIn, X (formerly Twitter)
- Featured Video (optional): must be YouTube URL
- Up to 2 Promotional Assets (optional) each includes:
 - Headline – 80 character
 - Description – 300 characters
 - PDF file – 50MB max file size
 - Image* – 300 pixels wide; height is flexible

*All Images should be web ready resolution (72 DPI). File formats are: .jpg, png or .gif. Max file size 6MB each

Product of the Year (POY)

The *Consulting-Specifying Engineer* Product of the Year program highlights some of the best new products in the mechanical, fire/life safety, electrical, lighting, plumbing, and related nonresidential building systems market. Qualified subscribers are asked to select products based on technological advancement, service to the industry, and market impact. The annual reader-choice program was created to provide *Consulting-Specifying Engineer's* readers with information about the top new product in their fields.



CONSULTING - SPECIFYING
engineer
PRODUCT OF THE YEAR

PRODUCT OF THE YEAR RECOGNIZE THE NOMINATIONS FOR THE FOLLOWING CATEGORIES:

- Actuators, Motors, Drives
- Automated Processes
- Electrical & Lighting
- I/O & Networking
- Mechanical
- Power
- Sensors
- Software
- Asset Management
- Control Systems
- HVAC
- Information Management
- Plumbing
- Safety & Security
- Services
- Test & Measurement

KEY DATES:

Nominations open Oct. 1, 2024, and close Jan. 31, 2025. Nominees listing announced March 2, 2025; Winners announced June 2, 2025.

RECOGNITION:

All nominations that meet the eligibility requirements are named Nominees. Nominees receive an official Nominee logo to use in marketing efforts promoting their status to customers. Nominees are listed in a special eBook released in March 2025.

Based on the voting results, one Most Valuable Product (MVP) winner will be named (the product that receives the most votes overall) and each category will have a declared Gold, Silver and Bronze winner. In the event of a tie, it is possible for more than one Gold, Silver or Bronze winner to be awarded in a category. All winners receive an official Gold, Silver, Bronze or MVP logo to use in marketing efforts promoting their status. Winners are featured in a special eBook released in June 2025.

ELIGIBILITY REQUIREMENTS:

Products nominated into the 2025 POY program must meet the following criteria:

- Products must have been made first available for purchase in the North American market between January 1, 2024, and December 31, 2024.
- If the nomination is a new version of a previously available product, the nomination must represent a major modification or redesign of the product. New versions of software must offer new capabilities and significant enhancements.
- Products must be available for purchase in the United States.
- All information fields on the nomination form are completed and accurate regarding the product and the manufacturer.
- Products for the 2025 POY program cannot have been previously nominated for the 2024 POY program.



www.csemag.com/events-and-awards/product-of-the-year

40 Under 40

Consulting-Specifying Engineer is dedicated to encouraging and recognizing the most talented young individuals in the engineering community supporting the building industry. We want to shape the future of young engineers, and will do so by recognizing and encouraging them through mentoring articles in the magazine, young engineer networking events and the 40 Under 40 program.



NOMINEES MAY COME FROM THE FOLLOWING NONRESIDENTIAL BUILDING FIELDS:

- Academia
- Applications engineers for manufacturers
- Architecture
- Building/engineering product inventor/developer
- Building/engineering product manufacturing
- Commissioning agents
- Construction
- Construction management
- Design/build
- Engineering (mechanical, electrical, plumbing, fire protection, lighting, acoustic, etc.)
- Facility management
- Finance (related to construction)
- Government (federal, state, local)
- NGOs, membership, or trade association in the engineering field
- Nonprofit environmental or development organizations
- Project management
- Researchers (in building/engineering field only).

KEY DATES:

Beginning Dec. 2, 2024, Consulting-Specifying Engineer's 2025 40 Under 40 competition is open to engineering and building professionals from around the world who are 40 years old or younger as of May 1, 2025 (your birthday must be on or after May 1, 1984).

JUDGING CRITERIA:

Nominations will be judged by the editors of Consulting-Specifying Engineer and anonymous industry experts (many of whom are past 40 Under 40 winners), who will be looking for successful and well-rounded individuals 40 years old or younger (as of May 1, 2025). Some of the qualities and characteristics the judges will be looking for (in no particular order):

- | | |
|---------------------------------------|-------------------------------------|
| • Academic training | • Client relations |
| • Community service | • Dedication |
| • Innovation | • Inventiveness |
| • Leadership skills | • "People" skills/mentoring ability |
| • Personal integrity | • Professional service |
| • Public speaking/presentation skills | • Sustained career progress |
| • Technical skills | • Work/life balance. |

RECOGNITION:

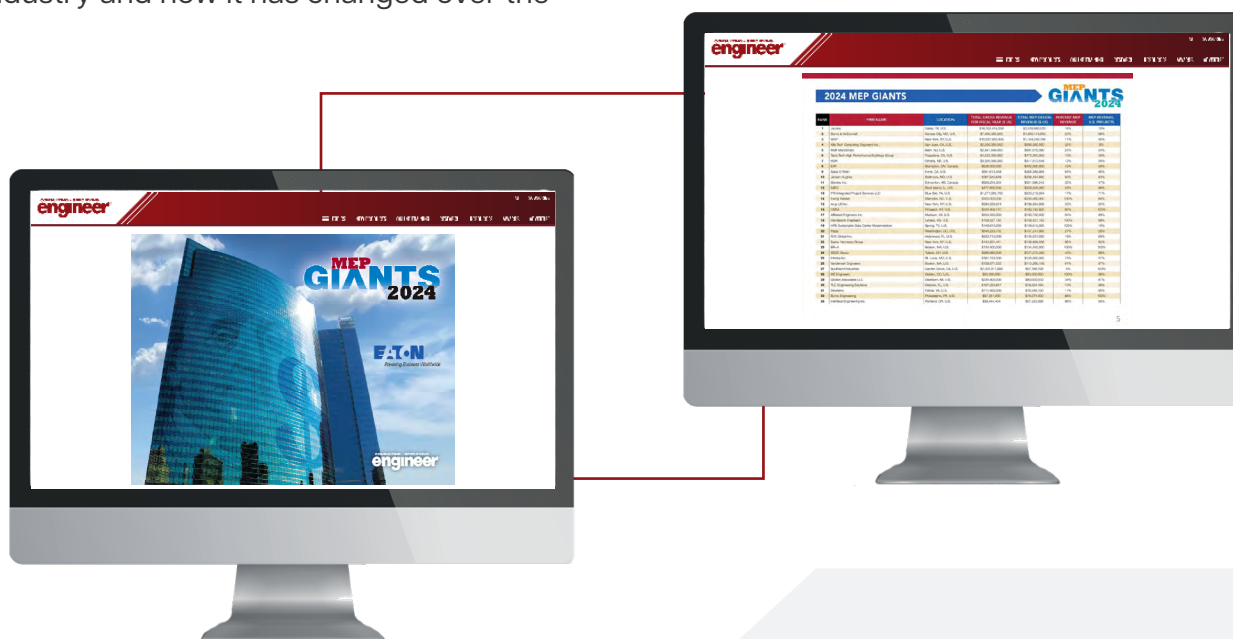
The 40 Under 40 feature is scheduled for publication in May 2025. Those named to the list also will be highlighted in a nationally published press release that will be sent out the same day the print and digital magazine publishes. A package of congratulatory materials also will be sent to the 40 Under 40 award recipient.

www.csemag.com/events-and-awards/40-under-40

MEP Giants

The MEP Giants program lists the top 100 mechanical, electrical, plumbing (MEP) and fire protection engineering firms in North America. The in-depth analysis of these firms appears in September/October and reveals what's going on in the industry and how it has changed over the past few years.

MEP GIANTS 2024



KEY DATES:

Submissions open Jan. 20, 2025,
and close April 4, 2025.

www.csemag.com/events-and-awards/mep-giants

Commissioning GIANTS 2024

Commissioning Giants

The Commissioning Giants program lists the top North American engineering forms that perform commissioning services on any level. Feature article and full listing available in November/December.

Marketing to Engineers®

Research | Presentations | Panels

The **Marketing to Engineers® seminar** features industry experts presenting tips for successful integrated marketing campaigns, and the latest trends relevant to the engineering community.

Provide **real solutions** to four key engineer subscriber groups via multi-media platforms based on **subscriber research and industry intelligence**.

RESEARCH

- The results of the latest Marketing to Engineers® research studies are revealed at the beginning of each live event.

PRESENTATIONS

- Enjoy presentations from industry experts on topics such as content marketing, lead generation, social media and more.

PANELS

- Participate in discussions with industry experts and the engineers themselves through a variety of panels.



JUNE 2025

WTVH MEDIA PRINT AD SPECIFICATIONS

AD SIZE	AD SHAPE	TRIM	BLEED
Full Page	Full Page	9" x 10-7/8" (9" x 10.875")	9-1/4" x 11-1/8" (9.25" x 11.125")
1/2 Page	1/2 Vertical	3-7/8" x 9-7/8" (3.875" x 9.875")	4-1/2" x 11-1/8" (4.5" x 11.125")
	1/2 Horizontal	8" x 4-3/4" (8" x 4.75")	9-1/4" x 5-3/8" (9.25" x 5.375")
	1/2 Island	5-1/4" x 8" (5.25" x 8")	5-7/8" x 8-3/4" (5.875" x 8.75")
2/3 Page	2/3 Vertical	5-1/4" 9-7/8" (5.25" x 9.875")	5-7/8" x 11-1/8" (5.875" x 11.125")
1/3 Page	1/3 Vertical	2-1/4" x 9-7/8" (2.25" x 9.875")	3-1/8" x 11-1/8" (3.125" x 11.125")
	1/3 Square	5-1/4" x 5" (5.25" x 5")	5-7/8" x 5-5/8" (5.875" x 5.625")
	1/3 Horizontal	8" x 3-1/8" (8" x 3.125")	9-1/4" x 3-3/4" (9.25" x 3.75")
1/4 Page	1/4 Square	3-7/8" x 5" (3.875" x 5")	4-1/2" x 5-5/8" (4.5" x 5.625")
1/6 Page	1/6 Horizontal	8" x 1-5/8" (8" x 1.625")	9-1/4" x 2-1/4" (9.25" x 2.25")
	1/6 Media Showcase	2.4" x 4.5"	N/A
ADS PLUS			
Full Page	Full Page Spread	18" x 10-7/8" (18" x 10.875")	18-1/4" x 11-1/8" (18.25" x 11.125")
1/2 Page	1/2 Horizontal Spread	17" x 4-3/4" (17" x 4.75")	18-1/4" x 5-3/8" (18.25" x 5.375")
Bellyband	Bellyband <i>(please consult w/ CSR)</i>	19-1/2" x 5" (19.5" x 5")	19-3/4" x 5-1/4" (19.75" x 5.25")

Please submit ads via the WTWH Ad Portal at ads.wtwhmedia.com.

LIVE (SAFETY) AND BLEED

Keep all live items (not intended to trim) 1/4" inside trim edges. If an ad is designed to bleed to the edge, an 1/8" bleed is required outside of trim. Please make sure to output the pdf accordingly to include the bleed, as this is generally not the default setting.

MEDIA

File format: Ads must be PDF/X-1a files. Please save PDF as: PDF/X-1a:2001 with the compatibility set to Acrobat 4 (PDF 1.3).

Fonts: Embed all fonts

Color space: CMYK – Images and colors saved as CMYK, no RGB files and no spot colors or pantones within PDFs.

Resolution: 300 dpi

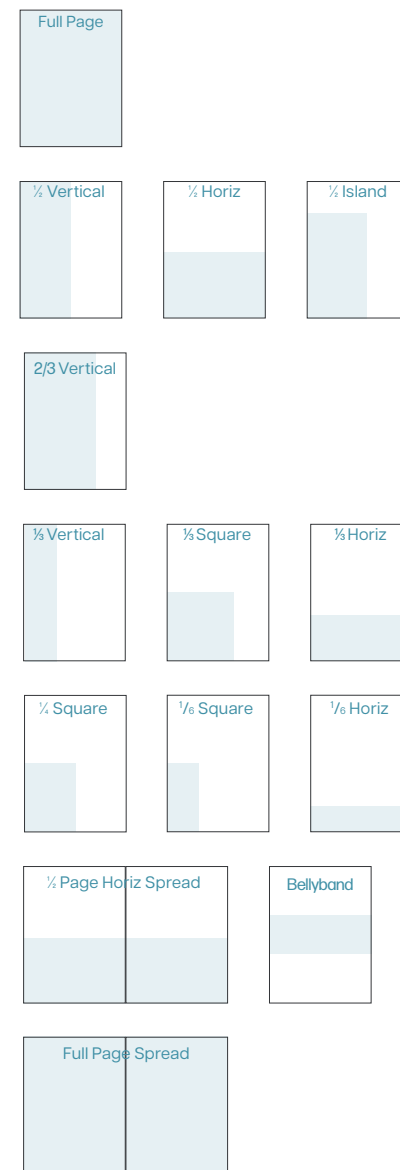
Artwork submitted is assumed that color, images, and copy are proofed and correct from client. Any necessary artwork or copy preparation may be billed to advertiser.

PROOF

Client also has the option to submit a SWOP 3 certified proof via mail, as well. By choosing not to supply a SWOP 3 certified proof, the color reproduction of the ad will be based on industry standard best practices to achieve as accurate color as possible from the supplied digital file. If sending a SWOP certified proof, please contact your Customer Service Representative for details.

Printing Process: Offset, computer-to-plate (CTP)

Binding Method: Perfect bound / Saddle stitch bound



Social Media Management

Reach Your Audience | Build Awareness | Increase Engagement

Consulting-Specifying Engineer manages a wide variety of manufacturers' social accounts based on a proven track record of engagement, communication, reach and value. Our approach is very hands on to achieve the best results based on your needs to start or increase your digital marketing footprint.

OUR GOAL

Increase thought leadership presence via social channels

Create & post content

Grow following & increase engagement

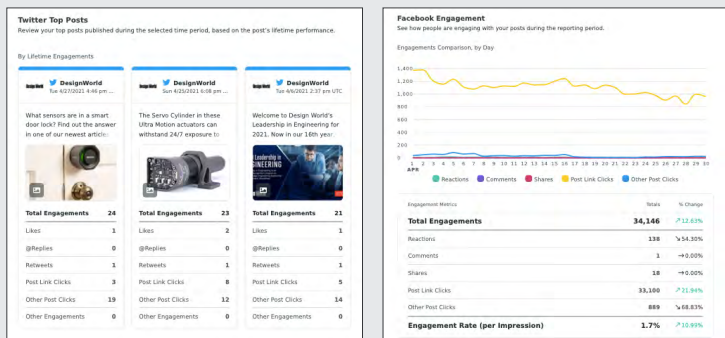
Increase social conversion to your website

CONSULTING-SPECIFYING ENGINEER OFFERS

- Dedicated Account Manager to oversee and implement your social strategy
- Management & set-up of all major social platforms
- Content creation of all posts
- Monitoring all interactions of your brand across platforms
- Monthly reporting
- Review & strategy sessions

Packages range from \$900-\$1,900 depending on number of platforms managed and frequency of posting schedule.

Please contact your sales representative for more information.



Monthly reporting is a standard part of all social media packages to assist in the optimization of brand, product and/or lead-generation goals for your company. Our team of experts works with you to fine-tune messaging, promotion and campaigns critical to your success.

SOCIAL MEDIA AD TARGETING

In addition to social media platform management, Consulting-Specifying Engineer manages paid ad targeting on all social media platforms, including Facebook and LinkedIn. All platforms offer varying ways to target a specific audience by demographics, industry, title and company. With admin access to your social platform of choice, Consulting-Specifying Engineer will work with you to build an audience on that social platform, meeting your requirements and target a message directly to that audience.

• LinkedIn

Target your ideal customer by geography, industry, job title, company size, member groups, email contact list or even company name. LinkedIn will match those with member user data and create an audience that can be used to target ads. LinkedIn is also a great platform for lead generation.

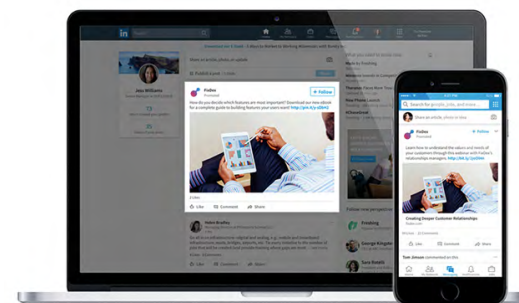
• Facebook

Target ads by geography, job title, field of study and device usage.

Investment:

Cost to reach audiences varies based on budget and audience targets. Most platforms will offer the ability to pay cost-per-click or cost-per-impression to reach the targeted audience. Consulting-Specifying Engineer's social media marketing team will work with you to estimate the investment to reach your audience. Cost of campaign goes directly to the social media platform.

Please contact your sales representative for more details and pricing.



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