



**STRUCTURAL ENGINEERS ASSOCIATION
OF CENTRAL CALIFORNIA**
P. O. Box 2590, Fair Oaks, California 95628
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SEAOC ADVERTISING GUIDELINES

Publication Information

The SEAOC Newsletter is published monthly September through June.

Circulation: Approximately 450
 Print Medium: Electronic-Color and Print-Black & White for a fee.
 Distribution: Members of the Structural Engineers Association of Central California
 (Structural Engineers, Civil Engineers, Industry Affiliates, Graduate Students, Active Students,
 Retired Engineers, Corresponding and Honorary Members)

Advertising Guidelines

The Structural Engineers Association of Central California (SEAOC) reserves the right to decline advertising not meeting SEAOC's professional standards or stated mission. Advertising published in the SEAOC Newsletter does not imply an endorsement of the advertised product or service by SEAOC.

Professional Directory Advertising

Level	Cost	Newsletter	Web Site http://seaocc.org
<i>Silver</i>	\$300 per year	Business Card (2-1/4" x 1-3/8") Ten Issues (September-June)	Logo plus 350 Characters Description 12 Months (September-August)
<i>Gold</i>	\$600 per year	Business Card (2-1/4" x 2-1/4") Ten Issues (September-June)	Logo <i>plus</i> 700 Characters Description 12 Months (September-August)
<i>Platinum</i>	\$4,000 per year	Full Page (7" x 9") 10 Issues (September-June)	Logo, Photos, Description 12 Months (September-August)

Newsletter Inserts and One Time Advertising

Full Page Insert (7" x 9")	One Time	\$300.00
Quarter Page (4.5" x 3.5")	One Time	\$75.00

Job Forum Advertising – SEAOC MEMBER

Level	Cost	Newsletter	Web Site http://seaocc.org/job-forum
SEAOC FIRM with a minimum of one (1) SEAOC Member as an Employee	Newsletter Basic-\$0 Two months; per ad *Alternatives <i>See below.</i> Web Site \$25 Two months; per ad	Advertisements shall be submitted as a Microsoft Word document (.doc) and shall conform to the following requirements. <ul style="list-style-type: none"> • Maximum Page Dimensions: 4.5" tall x 3.5" wide (including a logo if that is chosen) with 1/8" margins, header, and footer. • Acceptable Font Styles: Helvetica, Times New Roman, Arial. 	Information required for Job Forum Posting: 1) Company Name 2) Position 3) Office Location(s) 4) Maximum 100 words with description of employment position and employer contact information. Company web site link may be included. <i>Please Note:</i> No logo or graphics will be inserted.



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SEAOCC ADVERTISING GUIDELINES & NEWSLETTER SCHEDULE

Job Forum Advertising – NON-SEAOCC MEMBER

Level	Cost	Newsletter	Web Site http://seaocc.org/job-forum
NON SEAOCC FIRM	Newsletter Basic-\$25 Two months; per ad *Alternatives <i>See below.</i> Web Site \$50 Two months; per ad	Advertisements shall be submitted as a Microsoft Word document (.doc) and shall conform to the following requirements. <ul style="list-style-type: none"> • Maximum Page Dimensions: 4.5” tall x 3.5” wide (including a logo if that is chosen) with 1/8” margins, header, and footer. • Acceptable Font Styles: Helvetica, Times New Roman, Arial. 	Information required for Job Forum Posting: <ol style="list-style-type: none"> 1) Company Name 2) Position 3) Office Location(s) 4) Maximum 100 words with description of employment position and employer contact information. Company web site link may be included. <i>Please Note:</i> No logo or graphics will be inserted.

* Alternatives are also available for a nominal charge for both SEAOCC and Non-SEAOCC Job Forum Advertisements:

- Newsletter: Additional ¼ Page: \$25.00 for a Two-Month Period (Two month period minimum)
- Newsletter Insertion of Logo: \$25.00 for a Two-Month Period (.jpg format only)

Payment

- Check payable to SEAOCC, P. O. Box 2590, Fair Oaks, CA 95628
- PayPal Go to <https://www.paypal.com/> Click on the “Transfer” option, then “Send Someone Money”, enter From “Your email address”, To is “seaocc@sbcglobal.net”, enter “amount”. You will be taken to a PayPal log in screen where you will enter your “Email address” and “PayPal password”. If you are new to PayPal, you will need to follow the Sign up instructions.

Contact Information

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