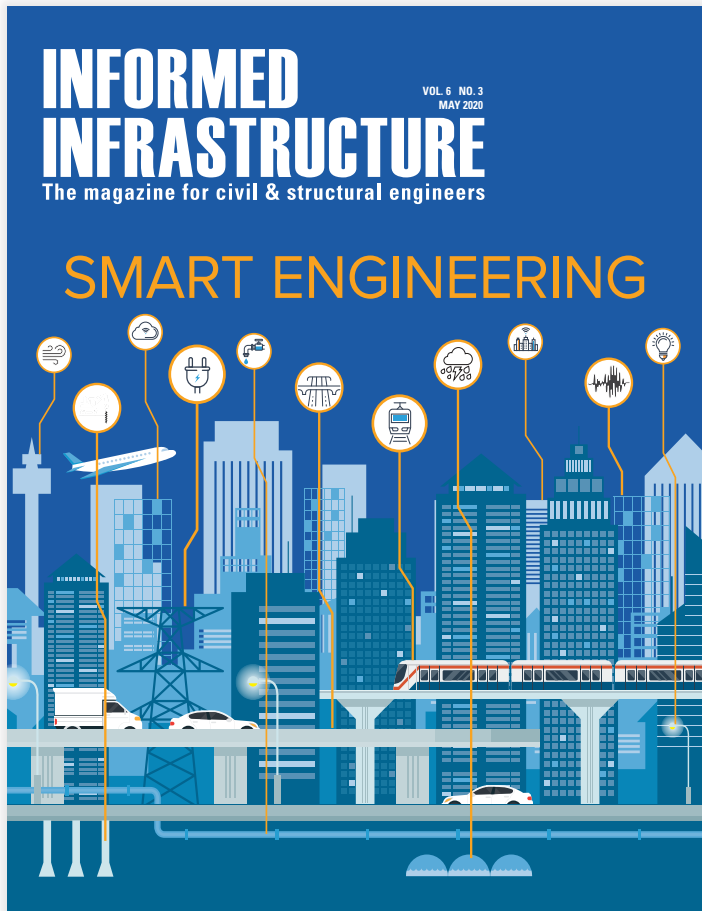


# 2021 Media Planner

**INFORMED  
INFRASTRUCTURE**  
The magazine for civil & structural engineers

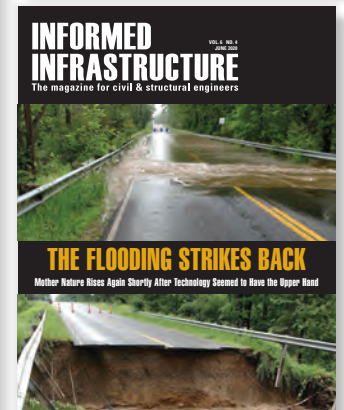
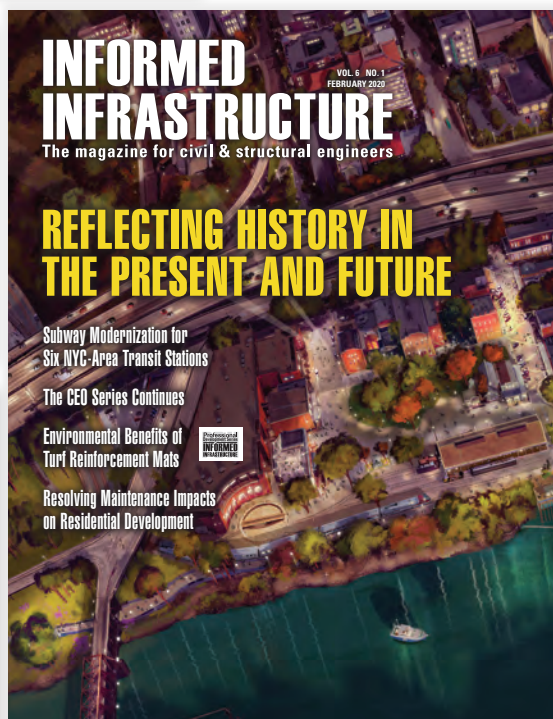
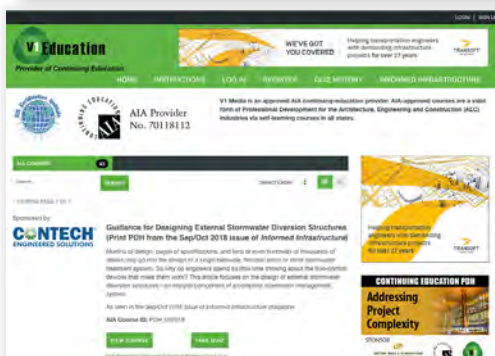


## in·fra·struc·ture

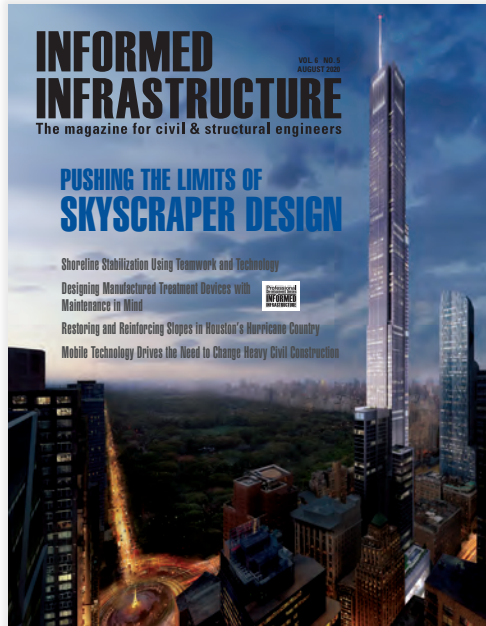
/ˈɪnfə strək(t)SHər/

noun: infrastructure; plural noun: infrastructures; the basic physical and organizational structures and facilities (**e.g., buildings, roads, power supplies, etc.**) needed for the operation of a society or enterprise.

Source: *The Oxford English Dictionary*



## Table of Contents



## in·fra·struc·ture

/ˈɪnfə,strək(t)ʃhər/

noun: infrastructure; plural noun: infrastructures;  
the basic physical and organizational structures and  
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needed for the operation of a society or enterprise.

Source: The Oxford English Dictionary

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## Editorial Advisory Board

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magazines; principal and founder at  
Hydrology Studio

*Our Readership is represented by these firms and beyond...*



## in·fra·struc·ture

/ˈɪnfə, strəˌk(t)ʃər/

noun: infrastructure; plural noun: infrastructures; the basic physical and organizational structures and facilities (e.g., buildings, roads, power supplies, etc.) needed for the operation of a society or enterprise.

Source: The Oxford English Dictionary





## Our Audience

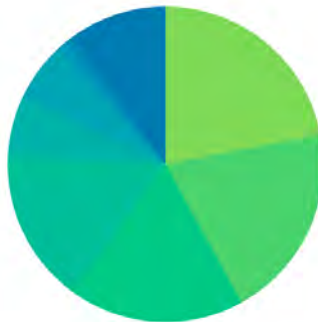
The **45,000+** readers of *Informed Infrastructure* look to us for news and information about successful model-based design, engineering, performance simulation, and product specification in addition to ongoing monitoring for improved maintenance. *Informed Infrastructure* addresses the markets of water/wastewater, stormwater, transportation, energy, structures, erosion control and land

development. *Informed Infrastructure* delivers actionable information for improving infrastructure via our print publication, website, social media syndication, and weekly e-newsletter.

*Informed Infrastructure* is an objective source directed toward both civil and structural engineers, providing details on topics that affect the industry.

### READERSHIP INCLUDES

Senior Engineer, Supervising Engineer or Manager . . . . .	22%
Civil Engineer . . . . .	20%
Structural Engineer . . . . .	18%
Owner, Principal, President, or Vice President . . . . .	16%
Federal, State, Municipal, DOT or Public Works employee . . . . .	6%
Project Manager . . . . .	6%
Architect . . . . .	1%
Surveyor or GIS Professional . . . . .	1%
Other . . . . .	10%



### READERS ARE ENGAGED IN THESE PROJECT TYPES

TRANSPORTATION	50%
BUILDINGS	40%
LAND DEVELOPMENT	34%
WATER	31%
ENERGY	22%
ASSET MANAGEMENT	7%

### TYPES OF FIRM

Consulting Engineering Firm . . . . .	52%
Government: Federal, State, Municipality, DOT and Public Works . . . . .	19%
Construction and/or Design Build Firm . . . . .	8%
Contractor . . . . .	4%
Multidiscipline A/E Firm . . . . .	3%
Other . . . . .	14%



### SPECIFICATION AND PURCHASE POWER

Ninety-five percent (95%) of readers report involvement in buying, recommending, specifying or approving one or more of the following products for their company:

Concrete . . . . .	60%
Retaining Walls . . . . .	52%
Culverts . . . . .	49%
Erosion/Sediment Control . . . . .	47%
Steel . . . . .	47%
Design Software . . . . .	46%
Foundations . . . . .	46%
Pipes & Pipe Accessories . . . . .	42%
Stormwater Retention & Filtration . . . . .	41%
Geosynthetics . . . . .	40%
Bolts/Fasteners . . . . .	39%
Anchors . . . . .	38%
Surveying & Measuring . . . . .	35%
Transportation . . . . .	35%
Pilings . . . . .	34%
Devices (Tablets, Laptops, Smartphones, Cameras, Etc.) . . . . .	30%
Decking . . . . .	29%
Mechanically Stabilized Earth . . . . .	29%
Printers, Plotters, Scanners . . . . .	26%
Masonry . . . . .	24%
Post-Tensioning . . . . .	24%
GIS . . . . .	22%
Joists . . . . .	22%
Protective Coatings/Galvanizing, Epoxy, Paint . . . . .	21%
Potable Water . . . . .	19%
Project Management Software . . . . .	19%
Wastewater . . . . .	18%
Hydraulic Modeling/Monitoring . . . . .	16%
Concrete Forms . . . . .	14%
Seismic Retrofitting/Seismic Dampers . . . . .	14%
Cross-laminated Timber (CLT) . . . . .	12%
Asset Protection . . . . .	5%
None of these options . . . . .	5%

**Keeps me grounded on the basics and helps me keep up with trends, changes, and discoveries.**

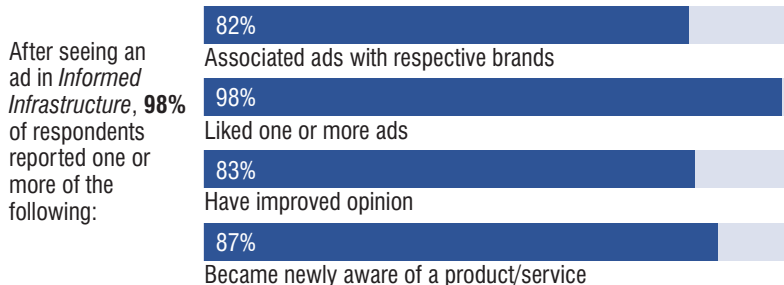
— Roberto Sanbria, Structural Engineer, National Resource Management, LLC



## Our Audience

### AD INFLUENCE

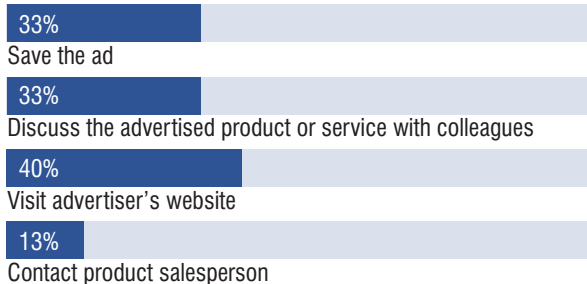
#### Total ad influence for all studied ads



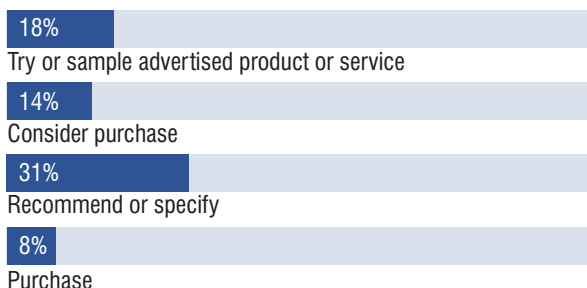
#### Total Buying Behavior 71%

Seventy-one percent (71%) of respondents indicated that after seeing an ad in *Informed Infrastructure* they, or someone in their organization, have taken, or are likely to take, one or more of the following purchasing actions:

#### Preliminary Buying Behavior 68%



#### Active Buying Behavior 43%



### READERSHIP BEHAVIOR

#### How often each issue is read

4 or more times . . . . .	17%
3 times . . . . .	26%
2 times . . . . .	45%
1 time . . . . .	12%



#### Time spent reading

45 minutes or more . . . . .	19%
30-44 minutes . . . . .	33%
15-29 minutes . . . . .	40%
Less than 15 minutes . . . . .	8%



#### When read

Same day the issue is received . . . . .	8%
Within three days . . . . .	37%
Within a week . . . . .	40%
One week or later . . . . .	15%



#### Pass-along readership

Respondents report that they pass along their issues of *Informed Infrastructure* to a mean number of 1.3 other professionals.

**1.3**  
Other  
People

**I like to see how other folks build things, concepts, materials, methodology, and there is typically a bunch of useful information that may be applicable to my work. I live to learn, and having re-sources that share ideas is a great way to learn.**

— Chris Albers, Sr. Project Engineer – Civil,  
CHI Engineering Services, Inc.

**It keeps me informed of new trends and technology. I read it to see if there are products that would be more cost effective to offer my clients.**

— Beverly S. Carriere, Founder and Principal,  
Bevlynn Designs

## 2021 Editorial Calendar

MONTH	TOPICS	EXTRAS AND BONUS DISTRIBUTION
<b>FEBRUARY</b> Space Deadline: January 10 Art Deadline: January 17	Transportation: Light Rail Water/Wastewater: Erosion Control Buildings: Concrete Land Development: Retaining Walls Spec Guide: Erosion Control and Geosynthetics Technology: BIM	<i>IECA - Environmental Connection</i> <i>Geodesign Summit</i> <i>Geosynthetics Conference</i> <i>International Lidar Mapping Forum</i> <i>ACI Convention</i>
<b>APRIL</b> Space Deadline: March 6 Art Deadline: March 13	Transportation: Tunnels Water/Wastewater: Low-Impact Design Buildings: Steel Energy: Asset Management Land Development: Mega Projects Spec Guide: Steel Technology: Scanning	<i>Structures Congress</i> <i>NASCC: The Steel Conference</i>
<b>MAY</b> Space Deadline: April 9 Art Deadline: April 16	Annual Smart Engineering Issue Spec Guide: AEC Technology Guide	<b>BAXTER AD RESEARCH STUDY</b> <i>SPAR 3D Expo &amp; Conference</i> <i>International Bridge Conference</i>
<b>JUNE</b> Space Deadline: May 8 Art Deadline: May 15	Transportation: Bridges Water/Wastewater: Erosion Control Buildings: Seismic Safety Land Development: Stormwater Spec Guide: Bridges Technology: Drones	<i>ACE21</i> <i>ESRI User Conference</i> <i>World of Concrete</i>
<b>AUGUST</b> Space Deadline: July 10 Art Deadline: July 17	Transportation: Retaining Walls Water/Wastewater: Stormwater Buildings: Stadiums Land Development: Erosion Control Spec Guide: Stormwater Technology: Reality Capture	<i>Storm Con</i> <i>WEFTEC</i>
<b>SPECIAL EDITION: SUSTAINABLE ENGINEERING</b> Space Deadline: August 9 Art Deadline: August 15	Transportation: Resilience Buildings: Quake Resistance Technology: Efficiency Land Development: Smart Development Energy: Smart Grid Spec Guide: Green Water: Quality and Treatment	<i>GreenBuild</i> <i>Weftec</i> <i>Autodesk University</i> <i>Bentley's Year in Infrastructure</i>
<b>OCTOBER</b> Space Deadline: September 11 Art Deadline: September 18	Transportation: Stormwater Water/Wastewater: Sewer Systems Buildings: Concrete Land Development: Retaining Walls Energy: Site Development Spec Guide: Wastewater Technology: GIS	<i>The Year In Infrastructure Conference</i> <i>ACI Convention</i> <i>Design-Build Conference &amp; Expo</i> <i>Growth &amp; Ownership Strategies Conference</i> <i>SWS</i> <i>AU Las Vegas: The Future of Making Things</i>
<b>DECEMBER</b> Space Deadline: November 6 Art Deadline: November 13	Transportation: Green Roads Water/Wastewater: Reclamation and Reuse Buildings: Foundations Land Development: Transportation Spec Guide: Concrete Technology: BIM	

### REGULAR COLUMNS

Each issue contains popular columns from knowledgeable practitioners, including:

- From the Editor by Robert Schickel, P.E.
- ReEngineering the Engineer by Douglas G. Fitzpatrick, P.E.
- Executive Corner by ROG + Partners
- Code Updates by various authors
- Future Forward by various authors

For editorial and press release submissions, contact Todd Danielson, Editorial Director, [tdanielson@v1-media.com](mailto:tdanielson@v1-media.com)  
 Other inquiries, contact Kevin Carmody, Group Publisher, [kcarmody@v1-media.com](mailto:kcarmody@v1-media.com)



## Print Advertising

Display ad size	Dimensions	1x	3x	6x	9x	12x
2 Page Spread	16.75 x 10.875	\$11,920	\$11,325	\$10,725	\$10,130	\$9,535
Full Page	8.375 x 10.875	\$6,210	\$5,900	\$5,590	\$5,280	\$4,970
Jr Page Spread	16.75 x 5.375	\$6,210	\$5,900	\$5,590	\$5,280	\$4,970
1/2 Page Island	4.625 x 7.5	\$3,450	\$3,275	\$3,105	\$2,935	\$2,760
1/2 Page Horizontal	7.25 x 5	\$3,215	\$3,040	\$2,895	\$2,735	\$2,575
2/3 Page Vertical	4.8125 x 9.625	\$4,150	\$3,945	\$3,735	\$3,650	\$3,560
1/3 Page Vertical	2.875 x 10.875	\$2,400	\$2,280	\$2,160	\$2,040	\$1,920
1/2 Page Vertical	3.625 x 9.625	\$3,450	\$3,275	\$3,105	\$2,935	\$2,760
1/4 Page Vertical	3.625 x 4.8125	\$1,820	\$1,730	\$1,640	\$1,550	\$1,460
1/3 Page Horizontal	4.625 x 4.625	\$2,280	\$2,165	\$2,050	\$1,940	\$1,825

**"The articles and features are relevant to the day-to-day analysis and design effort that our firm prepares and delivers to our clients."**

— Anthony M. Gravagne, P.E., Structural Engineer, Structural Concepts Inc.

### DISPLAY AD SPECIFICATIONS AND GUIDELINES

**Publication trim size:** 8.375 x 10.875 (bleed size: 8.625 x 11.125)

**Live image area:** 7.875 x 10.375 (Type must be contained within this live area to be sure nothing is trimmed off.)

**Printing method:** web offset, computer to plate. High-res PDF files are submitted to the printer.

**Paper:** Cover stock is 80 lb. bright white gloss enamel with snap coat, inside is 80 lb gloss enamel.

**Ad Design:** Build full-page and two-page spread ads to trim size, extending any bleeds 1/8 inch beyond trim on all sides. Maintain a 1/4 inch safety margin within trim size on all sides (so live area is for FP: 7.875 x 10.375, and for 2-page spread: 16.25 x 10.375)

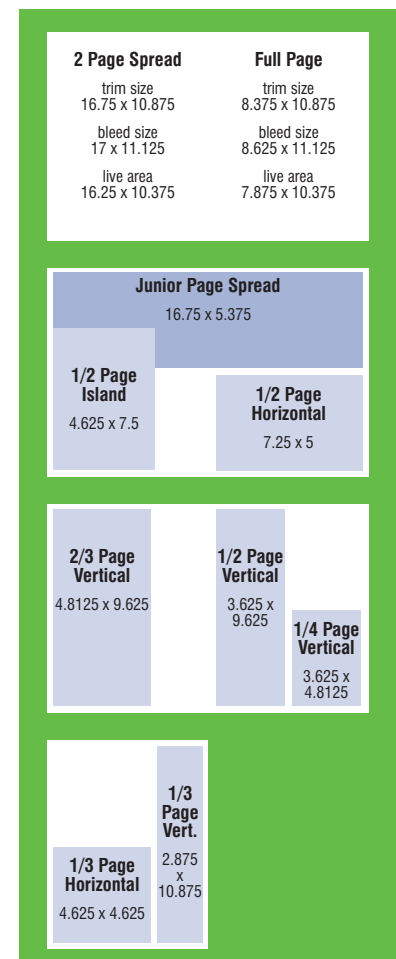
**Fractional ads:** must be produced at the exact size (per published dimensions) the ad is to run; with a border or it must be self-contained. Fractional ads may not bleed.

**Ad Color:** All color ads are run in standard process colors (CMYK).

**Acceptable softwares and platforms:** A high-res, print-ready PDF with fonts embedded is preferred.

**Deadlines:** Materials are due by the Art Deadline date posted in the Editorial Calendar. Edits: A new file must be submitted if you require edits to be made.

**File names:** Submit ad files using this file name format: magazine/month/year\_advertisername (i.e. I10520\_XYZCompany) to Parul Dubey, Advertising & Operations Manager: pdubey@v1-media.com.



## Website Advertising

**More than 10,400 unique visitors each month  
with almost 12,000 sessions**

Source: Google Analytics, 3/18

Dedicated to serving the specific needs of the civil and structural engineering community, readers rely on [InformedInfrastructure.com](http://InformedInfrastructure.com) to provide the latest news and trends, articles from *Informed Infrastructure* magazine, related government updates, event offerings, product information, industry channels, and continuing education opportunities.

Banner Space	Placement	Specs*	Price/Month
Wallpaper**	every page, left and right gutter	1540 x 1200 pixels, 70k max	\$2,940
Video	every page, top right	16:9***	\$2,500
Leaderboard	every page, top center	728 x 90 pixels, 40k max	\$2,310
Medium Rectangle	every page, top right	300 x 250 pixels, 40k max	\$2,100
Half-Page	every page, right column	300 x 600, 50k max	\$2,100
Wide Skyscraper	every page, right column	160 x 600 pixels, 40k max	\$1,995

\* Acceptable Files are JPG or GIF. All images must be web-ready at 72 dpi resolution. The recommended file weights are specifically for animated ads.

\*\* Acceptable Files are layered PSD files. Fonts are required in a ZIP file. Animations are not permitted. Content width is 620 pixels. Left and right gutter width is 138 pixels. Content must be aligned to the gutters. Limit to one logo (must be 500 pixels from top of page) and tagline (40 characters maximum). Gutter images are fixed (no scroll follow). Suggested background colors are neutral or light colors. There must be a clean edge (no fading). Creative is subject to editorial approval prior to launch.

\*\*\* MP4 files are preferred.

**V1-Media materials contact:**

**Parul Dubey, Advertising & Operations Manager: [pdubey@v1-media.com](mailto:pdubey@v1-media.com)**

**InformedInfrastructure.com has an average  
of 48,157 pageviews every month.**

Source: Google Analytics, 6/18-10/18





## Enewsletter Advertising

***Informed Infrastructure eNewsletter is sent to more than 23,000 subscribers every week.***

Source: Quickpivot, 08/18

Connect with our civil and structural engineering e-newsletter subscriber base and direct our audience to your website! From the editors of [InformedInfrastructure.com](http://InformedInfrastructure.com) this weekly eNewsletter keeps subscribers up-to-date on the latest civil and structural engineering projects, government updates, resources, news, and trends.

Banner Space	Specs*	Price/Month
Advertorial	125 words, logo	\$3,625
Large Banner	728 x 369 pixels, 70k max	\$3,625
Leaderboard	728 x 90 pixels, 40k max	\$2,625
Half-Page	300 x 600 pixels, 50k max	\$2,310
Medium Rectangle	300 x 250 pixels, 40k max	\$2,310
Vertical	120 x 240 pixels, 30k max	\$2,100
1st Horizontal	468 x 60 pixels, 40k max	\$1,045
2nd Horizontal	468 x 60 pixels, 40k max	\$785
3rd Horizontal	468 x 60 pixels, 40k max	\$525

\* Acceptable Files are JPG, GIF, or animated GIF. All images must be web-ready at 72 dpi resolution.

**V1-Media materials contact:**

**Parul Dubey, Advertising & Operations Manager: [pdubey@v1-media.com](mailto:pdubey@v1-media.com)**

**Our Medium Rectangle banner had  
more than 900 clicks  
in one issue.**

Source: Google Analytics, 8/18



## Sponsor Update Email Blast

Deliver your custom call-to-action message to our *Informed Infrastructure* Sponsor Update list! This targeted group of subscribers, derived from our *Informed Infrastructure* eNewsletter list, is created specifically for your e-mail marketing message. Intended solely for call-to-action efforts, informative marketing, new product releases, and more, this advertising venue allows you to tailor your message from initial copy to layout. The **V1-Media** team can work with you on a custom design or you may submit your own HTML file.

### PRICE/eMAIL: \$3,500

**Option A: Client-supplied HTML** — Ideal for advertisers that have their own in-house design or production resources

- HTML file size: 40 KB maximum.
- HTML file dimensions: Unlimited, though a maximum, table-constrained width of 780 pixels is suggested.
- File may be supplied as a standalone HTML document (.htm) or text document (.txt).
- These file types are not acceptable: desktop publishing (.qxd, .vp, .indd, etc.), word processing (.doc, .wp, etc.), forwarded e-mails, and layered or vector art which requires conversion to an e-mail format (.psd, .eps, etc.).
- The following elements may not be included in the e-mail: JavaScript, forms, Flash animations, dynamic ads.
- There is no restriction on the number, size, and types of images you may use.
- Images must be hosted by the client on a publicly viewable web server. We reserve the right to determine the appropriateness of all images. Should the client wish to make a change to an image after an e-mail is sent, the client must first receive approval from **V1-Media**.
- E-mail must be supplied “ready-to-go.”
- If an e-mail was previously used by the client, all header and footer information must be removed. **V1-Media** will append header and footer information that identifies the message as a commercial e-mail and the sender as **V1-Media**.

- Alterations to the e-mail, if not supplied as “ready-to-go,” will be charged to the client at the rate of \$120/hour (one-hour minimum). Client approval will be sought before work commences.
- To reduce the chance of delays or errors, please send all of your materials in one communication. When you’re ready, e-mail your HTML file, subject line, any suppression file or seed list, and any additional instructions to the **V1-Media** materials contact.

### Option B: V1-Media HTML creation

Are you short on design or marketing resources within your firm? Try this economical solution!

*NOTE: Additional charges apply, contact your sales director for details.*

- The content, links, and graphics must be supplied by the client to **V1-Media**.
- Images must be supplied as separate web-ready GIF or JPG files at 72 dpi.
- Text may be provided in electronic text format (Microsoft Word).
- The layout must be provided by the client. Guidelines or references should be supplied (ex: a PDF of an existing marketing piece, a Word document that marks the placement of the content and images). **V1-Media** will work to replicate the layout. There is no guarantee that **V1-Media** can duplicate or recreate a supplied layout.

### TIPS/SUGGESTIONS

- Avoid using words such as “Free” or “Click Here” as these may cause the e-mail to be marked as SPAM.
- Please provide any opt-out list to **V1-Media** as a .csv file with clear instructions.
- If using Option A, check the HTML file before submitting it to **V1-Media**. The file should be complete and ready-to-send. Multiple submissions of corrections may result in an additional fee.

**V1-Media materials contact:**

**Parul Dubey, Advertising & Operations Manager: [pdubey@v1-media.com](mailto:pdubey@v1-media.com)**



## Continuing Education — PDH Series

### WHY DO CIVIL/STRUCTURAL ENGINEERS, ARCHITECTS, AND GISPs NEED PDHS?

In most states, licensed civil/structural engineers, architects and GISPs are subject to Continuing Professional Competency requirements, which are mandated by their licensing board. Typically, engineers must obtain a designated number of professional development hours (PDH) each year to maintain and renew their professional engineer (P.E., AIA) or GISP license. Each state's requirements differ, and it is the licensed engineer's responsibility to understand and comply with their licensing state's requirements.

One method for achieving PDH is to engage in self-study tutorials, or correspondence education, about topics relevant to the practice of engineering, including specified products, design methods, software, or other engineering technologies.

### WHAT IS A PDH SERIES SPONSORSHIP?

The Professional Development Series is available for sponsorship by manufacturers, professional associations, software developers, and others interested in communicating specialized information to civil/structural engineers, architects, and GISPs so they can obtain their required professional development hours (PDH) to maintain and renew their professional license. This special advertising section in print and online is designed as an eight-page tutorial that includes four parts in the following order: a cover page, a five-page article, the 10-question quiz questions, and a full-page ad.

The quiz will be taken online on the **V1-Education** continuing education website, which allows the quiz taker to immediately download a certificate of completion after answering at least 80 percent of the questions correctly. As a sponsor, you will receive a monthly report with contact information for each person that participated in your sponsored PDH.

#### FOR SPONSORSHIP INFORMATION CONTACT:

**Kevin Carmody**, Group Publisher:

[kcarmody@v1-media.com](mailto:kcarmody@v1-media.com)

#### V1-MEDIA MATERIALS CONTACT:

**Parul Dubey**, Advertising & Operations Manager:

[pdubey@v1-media.com](mailto:pdubey@v1-media.com)

### WHY SHOULD YOUR COMPANY SPONSOR A PDH?

- To be recognized immediately as a committed leader in the industry
- To enhance the credibility of your company
- To develop a powerful contact database of important and active engineers — engineers that specify your products!

### WHAT DOES MY COMPANY RECEIVE BY SPONSORING A PDH?

- An eight-page tutorial bound into the magazine
- Every page inside the special advertising section will state "Professional Development Advertising Section provided by YOUR COMPANY"
- A full-page ad at the end of the printed PDH section
- 2,000 reprints to be used as sales collateral and "Lunch & Learns"
- A link to your PDH on **V1-Education** website with your logo for three years
- A monthly report listing full data on every engineer who downloads your PDH from our archives, for three years

**PRICE/PDH SERIES: \$20,000**

### GENERAL RESPONSIBILITIES FOR PROFESSIONAL DEVELOPMENT SERIES

#### Responsibilities of the sponsor:

The advertiser must submit a bylined article of appropriate length and associated photography or graphic illustrations, a 10-question quiz, an author byline, and a full-page ad. Following proofreading and article layout by the magazine's staff, the advertiser must sign an agreement stating that the final presentation of the article and quiz is approved and that the information presented is accurate to the best of their organization's knowledge.

#### Responsibilities of the magazine's staff:

The editorial staff will proofread the article, quiz, and the byline submitted by the special advertiser. The magazine's graphic designer will layout the article for publication with the assistance of the editorial staff to ensure a logical presentation of the information. The editorial staff will contact the special advertiser for final approval of the article prior to publication. The magazine staff will not write the article or generate the quiz questions.

**V1-Education.com has an average of  
14,351 pageviews every month.**

Source: Google Analytics, 6/18-10/18



## Continuing Education — Webcast Series

Align your company as a thought leader in the industry and sponsor an *Informed Infrastructure* Webcast Series. Educate the market with a one-hour online presentation on a topic of interest to you and our civil/structural engineering, architectural, and GISP audience. We host these presentations to provide useful, educational opportunities for our audience and guide sponsors through a successful webcast that yields recognition and relevant leads. Speakers deliver webcasts that offer insight into trends, train attendees on the use of technology, and/or show how to design with or specify a product. We provide continuing education to the viewers so they can keep their licenses active and, in return, you receive full contact information — the valuable, thorough leads you need to reach! We market the courses to our viewers online through our e-mail newsletter and in print. Your branding appears on the promotions, during the live event, and in the archived webcast. Our editorial team will help guide you and your speakers on content direction to ensure an educational presentation is delivered. Only one sponsor is permitted per webcast.

**PRICE/WEBCAST: \$20,000**

### STANDARD ELEMENTS OF A WEBCAST SERIES PRESENTATION:

- A 60-minute presentation, typically including a 5- to 10-minute Q&A opportunity.
- An attendee registration form which includes your logo.
- PowerPoint Template for the slides will be provided to all speakers.
- Your logo to appear on attendees' viewing console during the entire presentation.
- A pop-up evaluation survey at the conclusion of the webcast.
- An archive of the webcast will be hosted on [www.v1education.com](http://www.v1education.com) for one year.
- Various detailed reports will be provided after the live webcast, including the following:
  - Registration report (including name, title, company, address, e-mail address, phone, and duration attended)
  - Multiple viewers report (this report includes the information for viewers that did not register but watched the webcast on one registered user's computer)
  - Poll Question(s) report
  - Audience Question report
  - Evaluation Survey report

- Archive Registration report (provided after the follow-up e-mails are sent out). This report will be provided multiple times throughout the year.
- Follow-up e-mails sent to the registrants who do not attend the live event to promote watching the archive.

### OPTIONAL FEATURES INCLUDED IN THE WEBCAST PACKAGE (NO ADDITIONAL FEES APPLY)

- The sponsor may provide a follow-up quiz to be posted on our Continuing Education website to provide archived viewers with the opportunity to earn continuing education.
- One 2-minute video (Additional encoding charges will apply if the files are not submitted in the specified format. Video must have an audio component recorded with it.)
- Up to five poll questions.
- An editor may be your moderator during the live presentation.
- Follow-up Q&A posted online with the archived webcast. After you receive the audience Q&A report, pick out questions that you were unable to answer during the live event and answer them in a Word document. Submit Q&A to *Informed Infrastructure*, and it will be posted with the archived webcast.
- Twitter feed on the live console.

### ADD-ON FEATURES (ADDITIONAL FEES APPLY)

- Additional videos are \$500 for each 2-minute clip. Additional encoding charges will apply if the files are not submitted in the specified format. Each video must not exceed 2 minutes. Each video must have an audio component with it.
- CDs of your archived webcast are available for purchase. Contact your sales representative for more information and pricing.
- An additional charge will apply if your webcast exceeds 60 minutes. Contact your sales representative for more information and pricing.
- Insert custom questions on the webcast registration page for an additional \$500. Up to 5 questions are available with 10 drop-down options each.

*Informed Infrastructure* is registered with the AIA and GISP Continuing Education System and is committed to developing quality learning activities in accordance with CES criteria.







## Continuing Education — Webcast Series

**Over 90% live webcast viewers said they would attend another V1 Media webcast.**

Source: INXPO Survey data

Webcast sponsors are expected to submit the following items (details to come under separate cover):

- Corporate logo
- Presentation title and description
- Speaker contact information and head-shots
- PowerPoint presentation (using our Webcast Series template)
- Quiz questions and answer key (if applicable)
- Poll questions (if applicable)
- Videos (if applicable)

### MARKETING STRATEGY

V1-Media will execute all of the marketing and promotions for the webcast to promote maximum attendance. We will create the “call-to-action” advertising materials and distribute the promotions to our audience. Our promotions will begin four weeks before the scheduled live webcast date; however, the planning and preparation will start earlier. Marketing activities include the following:

- one full-page print ad in Informed Infrastructure (may be combined with other webcast promotions)
- e-mail blasts sent to a targeted list from our database, can reach more than 40,000 individuals (may be combined with other webcast promotions)
- banners on [InformedInfrastructure.com](http://InformedInfrastructure.com)
- banners on [InformedInfrastructure](http://InformedInfrastructure.com) eNewsletter
- confirmation e-mail to registrants
- 24-hour reminder e-mail to registrants
- 2-hour reminder e-mail to registrants
- follow-up e-mail to no-shows
- follow-up e-mail to attendees

### PLANNING PROCESS

A webcast kick-off meeting will take place in the initial planning stages to discuss the topic, overview, speakers, training schedule, and due dates. At this time, you will receive a worksheet to organize your webcast information (i.e. title, speaker, info, info for head-shots, summary, etc.) After this meeting, you will be provided with a clear and defined training schedule for planning purposes (due dates for remaining materials, scheduled training, and run-throughs, etc.).



V1 Media webcast console, December 11th, 2019



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- Buildings 59%
- Transportation 69%
- Energy 45%
- Water 51%
- Land Development 49%



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- press kit inserts

### ADD ONS:

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Plaques: 4-color,  
10 in x 13 in,  
\$485

Add your company logo  
and contact details  
\$180

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Quantity	Two-sided (8.5 x 11 in)	Four-sided (11 x 17 in)	Eight-page (2 x 11 x 17 in)
200	\$645	\$1,385	\$2,493
500	\$1,035	\$2,496	\$4,492
1,000	\$1,465	\$3,100	\$5,580
2,000	\$2,135	\$4,545	\$8,181
3,000	\$2,415	\$5,790	\$10,422
5,000	\$2,835	\$6,960	\$12,528
10,000	\$4,630	\$9,780	\$17,604

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## Staff and Media Offerings

**V1-Media** is a global integrated media and education company that offers advertisers and agencies one direct point of access to decision makers that design, develop and engineer today's infrastructure. With digital and print assets, V1 Media provides locally relevant solutions for national marketers.



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