

### AGA ES eblast 12-28-18

Engineered Solutions: Transcending Time - Hot-Dip Galvanized Steel...  
December 28, 2018, 10:00:03 AM

Unique Open Rate	14.59%
Unique Total	2764
Gross Open Rate	18.55%
Gross Open Total	3514
Unique Click Total	907
Unique Click Rate	32.81%
Gross Click Rate	31.39%
Gross Click Total	1103
Informed Sponsor	18,946

**Engineered Solutions**

**Sponsored By** **AGA ES** **785 / 86.55%**

**17 / 1.87%**

**Transcending Time – Hot-Dip Galvanized Steel Provides Solution to Combat Corrosion on Bridges Old and New**

**READ MORE** **105 / 11.58%**

The world is a very different place today than it was in 1966—a time of space exploration, computers the size of an entire room, and color TVs being a new phenomenon. In addition to these scientific and technological advancements, there was an important infrastructure innovation in the United States: the first hot-dip galvanized bridge was built. The 420-foot Stearns Bayou Bridge in Grand Haven, Mich., opened on Aug. 31, 1966, replacing the old, one-lane wooden structure. Hot-dip galvanizing (HDG) is the process of dipping fabricated steel into a bath (kettle) of molten zinc to produce an abrasion- and corrosion-resistant coating. Hot-dip galvanizing wasn't a new coating in 1966, as the first galvanizing plant opened in the United States nearly a century before, but using HDG in bridge construction was an innovative concept.

### Bentley Institute eblast 12-19-18 Free online learning for Structural Engineers this month!

December 19, 2018, 7:00:03 AM

Unique Open Rate	14.80%
Unique Total	2863
Gross Open Rate	22.32%
Gross Open Total	4317
Unique Click Total	927
Unique Click Rate	32.38%
Gross Click Rate	49.13%
Gross Click Total	2121
Informed Sponsor	19,342

**Structural Online Learning**

**Recommended for You**

Earn Professional Development Hours

Check out this month's line up of complimentary on-demand learning geared specifically for Structural Engineers just like you and earn your professional development hours!

**Construction Sequence, Creep, and Shrinkage Analysis of Concrete Buildings** **WATCH NOW** **195 / 21.05%**

**Advanced Optimization and Design of Post-Tensioned Concrete Floors** **WATCH NOW** **181 / 19.52%**

**Vibration Assessment of Concrete Floors Induced by Footsteps** **WATCH NOW** **156 / 16.83%**

**Structural Analysis – Culverts, Tunnels, Bridges, and More** **WATCH NOW** **194 / 20.93%**

### Profile eBlast 1-31-19

Introducing: A Better Way to Build Erosion Control Specs  
January 31, 2019, 10:00:03 AM

Unique Open Rate	17.43%
Unique Total	3519
Gross Open Rate	22.95%
Gross Open Total	4633
Unique Click Total	849
Unique Click Rate	24.13%
Gross Click Rate	43.71%
Gross Click Total	2025
Informed Sponsor	20,190

COMING SOON

**Spec Builder™**

**189 / 22.27%**

**CURRENT COMPLETE EASY FREE**

We asked industry professionals what key features the ultimate erosion control and revegetation specification builder would include - then we built it.

93% of you said erosion control and revegetation specifications are important, but 91% of you do not update specifications frequently - these are **always** up to date

68% said easy to use - you can complete a comprehensive spec in minutes

57% said it should be customizable - it is!

See the reveal and live demo of this new specification drafting online tool at the **2019 IECA Annual Conference and Expo** **221 / 26.03%**

**219 / 25.79%** **Come See Us at Booth 1101**

Not attending the IECA conference? Sign up for Profile email updates so you can be notified when the **220 / 25.91%** live

## 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.

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