

PROMOTE **B**USINESS • MAKE **C**ONNECTIONS • **E**XCHANGE IDEAS

the eXchange

A Publication of Building Congress & Exchange

**LOWER
RATES FOR
2021!**

2021 ADVERTISING RATES



The eXchange is the official publication of BC&E and is provided as a member benefit ten times per year, covering industry trends and news, project profiles, coverage of BC&E events and much more.

In 2021, we are moving to an **all-digital delivery**. Your advertisements will be **hyperlinked** to your website (or any special URLs). **Video advertisement** options are also available in the eXchange digital edition.

Your advertising commitment will provide you with visibility in the audience you need to reach:

- The eXchange is delivered by email to **more than 2,000 industry decision makers** and is **promoted on BC&E's social media** channels.
- The eXchange has **prominent placement on the www.bcebaltimore.org** homepage and news sections.
- All advertisers receive a **20% discount on advertising in the 2021-22 BC&E Membership Directory**.



Ensure your business gets noticed by decision makers in the Greater Baltimore area construction and engineering industries, and secure your ad space today!



DEADLINE:

Annual advertising commitments must be received by December 11, 2020.

	DIMENSIONS (w x h)	ANNUAL COST (10 issues)
Outside Back Cover	7-1/2" X 8"	\$2,500
Inside Front/Back Cover	7-1/2" X 10"	\$2,150
Full Page	7-1/2" X 10"	\$1,750
Half Page Horizontal	7-1/2" X 4-7/8"	\$1,350
Half Page Vertical	3-5/8" X 10"	\$1,350
Quarter Page	3-5/8" X 4-7/8"	\$975

All advertisers receive a 20% discount on 2021-22 Membership Directory Advertising.

AD SPECIFICATIONS:

All ads should be submitted as a High Resolution PDF. Use Adobe PDF preset PDF/X1a or Press Quality. Please make sure PDF files are Acrobat 5 compatible, 300 DPI, CMYK and that fonts are embedded.

Ads must be received by the 5th of the month prior to the month it will appear. Please send ads to Allison Beard at abeard@bcebaltimore.org.

SECURE YOUR 2021 AD SPACE NOW!

CONTACT: Allison Beard by December 11, 2020
abeard@bcebaltimore.org | Phone: 410.823.7200