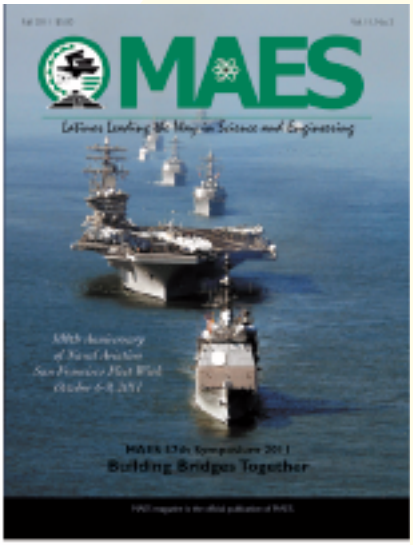
Media Kit

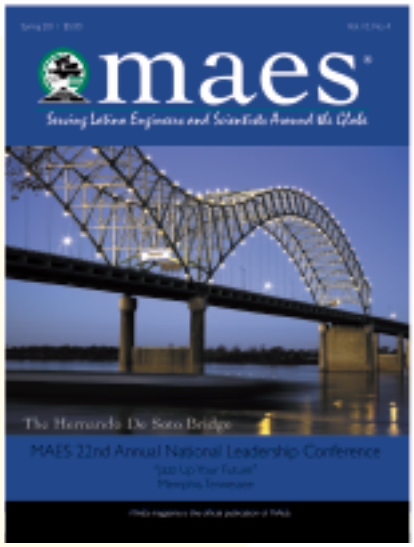
MAES

Latinos in Science and Engineering

An innovative, energetic, and informative magazine that is dedicated to representing the Hispanic community in the technological area on issues related to education, culture, environment, and research.

Associate your company with top-caliber engineers and scientists. Reach readers that consistently distinguish themselves academically, technically, and culturally to serve as role models for all Latino/as. Reach tomorrow's technical leaders today!





MAES magazine is the official publication of MAES.

mymaes.org

Summer 2012

"Why advertise with MAES magazine? Here's why:"

–William Davis, National President of MAES

Greetings!

On behalf of the MAES *Familia*, I thank all existing, returning, and new advertisers of MAES magazine. In this age of media overload, the role of MAES magazine has never been more essential to both our success and your success. Our magazine is a mature, national publication that focuses and attracts Latinos in Science and Engineering. It is also a critical communications channel for MAES connecting our professionals, students, sponsors, and partners. Available in print and web format, the potential to inform and connect is limitless.

There's an old *dicho* (saying) which I wholeheartedly agree with: knowledge is power. Within the context of MAES magazine I would expand this saying and emphasize that advertising grants access to promote knowledge of your employer. If you advertise, you will succeed!

Why advertise with MAES magazine? Here's why:

Access – Gain access to highly qualified professionals and emerging professionals within the Science, Technology, Engineering, and Mathematics (STEM) fields.

Advertising – Promote opportunities with your employer and attract exceptional human talent.

Knowledge – Control and publicize your identity by showcasing your programs, projects, mission, vision, values, benefits, and work force.

Power – Empower the public to learn who you are, what you do, and promote you as a premier employer for STEM professionals.

Success – Meet your recruiting targets for the year by attracting individuals who are highly qualified, informed, and committed to excellence.

MAES magazine is here to serve you in any way we can. It is our magazine, it is your magazine. Together we can make it great!

MAES, Inc. _2437 Bay Area Blvd., #100_Houston, TX 77058
(281) 557-3677_(281) 715-5199 fax

Rate Card

Advertising Rates

4- color	1x	2x	4x	Sizes
Full Page	$3,438	$3,095	$2,925	8 1/2"x11"
1/2 Page	$2,405	$2,167	$2,048	8"x 5" horizontal 3 3/4"x 10 1/2" vertical
1/3 Page	$2,250	$2,050	$1,950	4 1/2" x 5" square
1/4 Page	$2,145	$1,935	$1,830	3 3/4"x5"

Black and White				Universities
Full Page	$2,600	$2,330	$2,195	
1/2 Page	$1,805	$1,625	$1,535	$850
1/3 Page	$1,725	$1,550	$1,495	$625
1/4 Page	$1,650	$1,495	$1,405	$525

Front Cover *(4-color only)*	$4,837			
Back Cover *(4-color only)*	$4,837	$4,355	$4,110	
Inside Covers *(4-color only)*	$4,597	$4,137	$3,908	
Business Card *(4/color & b/w)*	$575			3 1/2" x 2"

Feature your business with a Business Success Ad!
1/6 Page (mini-profile) . . . . . $ 595
Full Page (company profile) . . . . . **$2,895** *(35% discount if combined with Full Page or 2-page spread ad reservation)*
Success Ads include photo, logo, and editorial (300 words for 1/6 Page, 1500 words for full page)

All advertisers receive a **BOLD LISTING** at no charge in our resource guide. **BOLD LISTING** are available for purchase at $150 per issue. Internship announcements available for $250 per **LISTING**.

Artwork Specifications

- Supplied files accepted in Macintosh format or high resolution PDF format.
- Supply all final EPS files used in the page. Images can be sent EPS (CMYK) or TIFF (CMYK).
- All electronic scans supplied need to be scanned at size, high resolution, CMYK, Photoshop, EPS or TIFF.
- Image resolution should be compatible to 175 line screen.
- Supply all fonts used, if PDF please make sure to embed (screen as well as printer fonts).
- High resolution PDFs should be composite without transparency layers.
- Trim size is 8.375" x 10.875", include 1/4" bleed on four sides.

Cancellations

Ads cannot be cancelled from issue after Insertion Order deadline. Contracts cancelled by advertiser prior to completion will be charged the closest (shorter) frequency rate (i.e. 4x contract cancelled after second ad must pay the difference in 2x rate versus 4x rate).

Net rates — Rates DO NOT include agency commissions

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Acceptable forms of payment:
Check, Mastercard, Visa, Discover, Diner's Club and American Express.

Editorial Calendar

WINTER ISSUE

January 1st release

Industry Theme: INTERNSHIP
Students; Are You Thinking of Your Summer Internship NOW?
Companies; What Are You Looking For in the Ideal Summer Intern/Co-op
NAVAIR, Company Profile
Science Engineering Festivals

Organizational Theme: MAES CHAPTERS MEMBERSHIP EXPANDS
New England MAES Chapters, Harvard and MIT
37th Annual Symposium and Career Fair Overview

ARTICLE AND AD SUBMISSION DEADLINE: DECEMBER 1, 2011

SPRING ISSUE

May 1st release

Industry Theme: NEW HIRES FROM SYMPOSIUM
STEM Hispanic Initiative
Global STEM Initiative

Organizational Theme: 23rd Annual National Leadership Conference Overview
"Leaders Know No Limits," National Leadership Conference

ARTICLE AND AD SUBMISSION DEADLINE: APRIL 15, 2012

SUMMER ISSUE

August 15 release

Industry Theme: GOVERNMENT INVESTMENTS IN STEM
Summer Olympics Propels Interest in Prosthetics
Destination Las Vegas, The City That Encompasses the Globe
2011-2012 College and University Profiles in STEM

Organizational Theme: PREPARING FOR THE LAS VEGAS SYMPOSIUM

ARTICLE AND AD SUBMISSION DEADLINE: JULY 25, 2012

FALL ISSUE

October 10th release (releases in Las Vegas, Nevada at the Annual Symposium & Career Fair)

Industry Theme: RECRUITMENT
A Jackpot of Opportunities
Chapter Student Profile
Transitioning from Student to Professional Career
U.S. Marine, Company Profile

Organizational Theme: SYMPOSIUM AND CAREER FAIR

ARTICLE AND AD SUBMISSION DEADLINE: SEPTEMBER 5, 2012