



THE BENT of Tau Beta Pi *Advertising Overview* 2009-2010

Tau Beta Pi, The National Engineering Honor Society, is the world's largest engineering organization. Its quarterly magazine—THE BENT—is the voice of the members and reaches 88,000 readers. All readers—students and professionals—receive personal copies via US mail. There are 234 collegiate chapters and active alumnus chapters in 16 regions nationwide.

ADVERTISING DEADLINES

Issue	Space	Materials
Fall 2009	August 31	September 2
Winter 2010	November 30	December 2
Spring 2010	February 26	March 2
Summer 2010	May 28	June 2

ACADEMIC RATES (Gross, Per Issue)

Ad Size	1 Issue	2 Issues	3 Issues	4 Issues
Full Page	\$6,165	\$6,045	\$5,925	\$5,805
2/3 Page	\$4,495	\$4,395	\$4,295	\$4,205
Half page (Island)	\$4,055	\$3,975	\$3,885	\$3,815
Half page Regular	\$3,855	\$3,765	\$3,685	\$3,605
Third Page	\$2,775	\$2,695	\$2,625	\$2,555
Quarter Page	\$2,205	\$2,145	\$2,095	\$2,045
4-Color	Add \$925	Add \$925	Add \$925	Add \$925

*Please contact John Goodrich at UniDiversity
434-244-9776 (john@unidiversity.com)*