



THE BENT of Tau Beta Pi *Advertising Overview* 2010-2011

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 236 collegiate chapters and active alumnus chapters in 16 regions nationwide.

ADVERTISING DEADLINES

Issue	Space	Materials
Fall 2010	August 31	September 3
Winter 2011	November 30	December 3
Spring 2011	March 1	March 4
Summer 2011	May 31	June 3

ACADEMIC RATES (Gross, Per Issue)

Ad Size	1 Issue	2 Issues	3 Issues	4 Issues
Full Page	\$6,295	\$6,165	\$6,045	\$5,925
2/3 Page	\$4,585	\$4,485	\$4,390	\$4,300
Half page (Island)	\$4,135	\$4,050	\$3,970	\$3,885
Half page Regular	\$3,970	\$3,870	\$3,775	\$3,685
Third Page	\$2,830	\$2,755	\$2,680	\$2,605
Quarter Page	\$2,250	\$2,190	\$2,140	\$2,085
4-Color	Add \$925	Add \$925	Add \$925	Add \$925

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