



THE BENT of Tau Beta Pi *Advertising Overview* 2011-2012

Tau Beta Pi, The 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 either US mail or the web. There are 237 collegiate chapters and active alumnus chapters in 16 regions nationwide.

ADVERTISING DEADLINES

Issue	Closing	Materials
Fall 2011	August 30	September 2
Winter 2012	November 29	December 2
Spring 2012	February 28	March 2
Summer 2012	May 29	June 1

ACADEMIC RATES (Gross, Per Issue)

Ad Size	1 Issue	2 Issues	3 Issues	4 Issues
Full Page	\$6,390	\$6,260	\$6,135	\$6,015
2/3 Page	\$4,650	\$4,555	\$4,455	\$4,360
Half page (Island)	\$4,200	\$4,110	\$4,030	\$3,945
Half page Regular	\$4,030	\$3,930	\$3,830	\$3,740
Third Page	\$2,875	\$2,795	\$2,720	\$2,645
Quarter Page	\$2,280	\$2,225	\$2,170	\$2,120
4-Color	Add \$925	Add \$925	Add \$925	Add \$925

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