Why Advertise in The Bent?

+ Our Readers: By the Numbers
+ Editorial Calendar
+ Advertising Specs & Rates
+ How to Submit Your Advertising
OUR STORY

The Bent of Tau Beta Pi is the official quarterly publication of The Tau Beta Pi Association, Inc., the Engineering Honor Society and the world’s largest engineering organization.

The Bent provides members with information both on Tau Beta Pi and topics of vital interest to the engineering community at large. If your intent is to recruit top technical talent, you will want to include The Bent in your media plans.

> The Bent is edited for practicing engineers, executives, and senior-level undergraduate and graduate engineering students in all engineering fields.
> Circulation includes direct mail to approximately 85,000 Tau Beta Pi members, plus engineering deans & faculty in 250 colleges and universities.
> All paid subscribers are members of Tau Beta Pi and, therefore, ranked at least in the upper 20 percent of their graduating classes scholastically.

OUR LEGACY

Founded in 1885 at Lehigh University to offer engineering students the same chance for recognition that Phi Beta Kappa gave to students in liberal arts, Tau Beta Pi has been a dynamic integral part of the engineering profession for more than a century. The Association has grown steadily since its founding and there are now collegiate chapters at 250 U.S. colleges and universities, active alumni chapters in 47 cities across the United States, and a total initiated membership of over 615,000.

OUR MISSION

As the ONLY honor society for ALL engineering disciplines, Tau Beta Pi:
> Recognizes academic & professional excellence rooted in personal integrity
> Promotes a well-rounded education essential for success
> Provides opportunities for leadership development & lifelong learning
> Cultivates a community of dedicated high achievers

OUR MEMBERS

> 17 DRAPER PRIZE Winners
> 12 PRESIDENTIAL MEDALS OF FREEDOM Recipients
> 8 TIME MAGAZINE’S “Person of the Year”
> 67 NATIONAL INVENTORS HALL OF FAME Members
> 22 NOBEL LAUREATES
> 72 ASTRONAUTS who have flown in space!
OUR READERS: BY THE NUMBERS

8,000
JUNIOR & SENIOR ENGINEERING STUDENTS

20,000
ENGINEERING MEMBERS WHO GRADUATED 3 YEARS AGO OR LESS

56,000
ALUMNI WHO GRADUATED OVER 3 YEARS AGO

19,600
FEMALE ENGINEERS

1,000
FREE SUBS FOR DEANS & FACULTY

TOTAL DISTRIBUTION:
85,000
REPRESENTING 250 ACTIVE COLLEGIATE AND 47 ACTIVE ALUMNI CHAPTERS
2021 WINTER
> The Annual Convention Issue
> Summary of Business Report and introduction of Tau Beta Pi’s top collegiate chapter award winners
> Feature Story: Explores applications of autonomous plug-and-play robots that are working all around us
> Popular author Lyle Feisel’s installment of the “Why Do We Call It...?” series explains the ohm

2021 SPRING
> The Careers, Leadership & Professionalism Issue
> Chapter Endowment Initiative Update
> Tau Bates elected to the National Academy of Engineering
> Feature Story: Focus on Integration and Interfaces in current engineering education
> Leadership Profile: A Young CEO’s Journey

2021 SUMMER
> The Service & Scholarship Issue
> 28 new Tau Beta Pi Fellows are announced
> Feature Story: Explores leadership lessons from two perspectives: Internal (what is the right attitude to be a leader) and External (how do you become a positive influencer of others?)
> Lyle Feisel’s “Why Do We Call It ...?” series explains the Henry

2021 FALL
> The Members & Achievements Issue
> Tau Beta Pi Laureates, McDonald Mentor, Outstanding Advisor, Distinguished Alumni, and Scholars
> Feature Story: Electric cars and their environmental impact
> What Are Zombie Patents?
> The Annual Association Update
## SIZES & RATES

### GENERAL RATES: Print & Digital | 4/c Process:

<table>
<thead>
<tr>
<th>SIZE</th>
<th>1X</th>
<th>2X</th>
<th>3X</th>
<th>4X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$4,000</td>
<td>$3,850</td>
<td>$3,750</td>
<td>$3,600</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$2,675</td>
<td>$2,600</td>
<td>$2,525</td>
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<tr>
<td>1/4 Page</td>
<td>$1,700</td>
<td>$1,665</td>
<td>$1,630</td>
<td>$1,600</td>
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<tr>
<td>Digital Full Page</td>
<td>$2,000</td>
<td>$1,800</td>
<td>$1,600</td>
<td>$1,400</td>
</tr>
<tr>
<td>Inserts (4 Full Pages, min.)</td>
<td>$2,590</td>
<td>—</td>
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</tbody>
</table>

### COVERS: Full page, 4/c ads only:

- **Inside Front Cover**: Full Page Rate, plus 15% premium
- **Inside Back Cover**: Full Page Rate, plus 10% premium
- **Outside Back Cover**: Full Page Rate, plus 20% premium

### ACADEMIC RATES: Print & Digital | 4/c Process:

<table>
<thead>
<tr>
<th>SIZE</th>
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<th>2X</th>
<th>3X</th>
<th>4X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$3,000</td>
<td>$2,900</td>
<td>$2,800</td>
<td>$2,700</td>
</tr>
<tr>
<td>1/2 Page</td>
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<td>$1,275</td>
<td>$1,250</td>
<td>$1,225</td>
<td>$1,200</td>
</tr>
<tr>
<td>Digital Full Page</td>
<td>$1,500</td>
<td>$1,350</td>
<td>$1,200</td>
<td>$1,000</td>
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### RECRUITERS:

Recruiters at our *Corporate and Graduate Fair* will receive a 20% ad discount and a 15% discount on a recruiting booth with ad purchase.
ELECTRONIC SUBMISSION:

1. Set up your document with:
   - .125 inch BLEEDS
   - All colors should be CMYK
   - All images should be 300 dpi

2. Export your document:
   - Adobe PDF (Print)
   - Press Quality
   - All Printer’s Marks
   - Use Document Bleed Settings
   - Digital files are preferred.

3. Acrobat X PDF files are suggested.

4. Please contact us to submit your advertisement in a different format.

5. Provide a color proof for color ads.

DESIGN SERVICES:

1. We will set your ad from copy, if necessary, and will be charged to the advertiser at cost plus 10 percent.
2. Camera-ready artwork billed at current commercial rates.
3. No commission is allowed to agencies on production charges.

DETAILS:

1. Advertiser’s Protection: If, as, and when new rates are announced, current advertisers will be protected at their contract rates for the periods covered by their contracts.

2. Unacceptable Advertising:
   - Classified advertising, ads which must be restricted to definite geographic regions, and “blind-box” advertisements cannot be accepted.

3. Publisher’s Protection: Advertiser agrees to hold The Tau Beta Pi Association, Inc., harmless from any and all claims or suits arising out of the publication of any advertising accepted. Publisher reserves the right to reject any advertising which it feels is not in keeping with the standards or policies of The Tau Beta Pi Association, Inc.

4. Commission: Fifteen percent of gross billing to recognized agencies, provided account is paid within 30 days of invoice date.

ISSUANCE & CLOSING DATES:

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>CLOSING DATE</th>
<th>MATERIALS DUE</th>
<th>MAILING DATE</th>
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<tbody>
<tr>
<td>WINTER 2022</td>
<td>November 17</td>
<td>November 22</td>
<td>December 10</td>
</tr>
<tr>
<td>SPRING 2022</td>
<td>February 18</td>
<td>February 23</td>
<td>March 12</td>
</tr>
<tr>
<td>SUMMER 2022</td>
<td>May 27</td>
<td>June 1</td>
<td>June 18</td>
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<tr>
<td>FALL 2021</td>
<td>August 30</td>
<td>September 1</td>
<td>September 17</td>
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Insertion orders and all advertising materials must be received by the publisher on or before the issue-closing and materials due dates, respectively, above. Cancellations cannot be accepted after closing date. Covers may not be cancelled.

HOW TO SUBMIT YOUR AD

YOUR ADVERTISING REPRESENTATIVE:

Patricia McDaniel, 865/546-4578, pat@tbp.org

She can answer all your questions regarding: rates, space orders, insertion instructions, and any other advertising inquiries.

Send all correspondence to: Patricia McDaniel, Managing Editor
Tau Beta Pi Association, 508 Dougherty Engineering Bldg.
1512 Middle Drive, University of Tennessee, Knoxville, TN 37996-2215.

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HOW THE BENT GOT IT’S NAME

The **BENT** on a trestle bridge is key to giving the structure its integrity.

The **BENT** monument stands as a symbol for the integrity of Tau Beta Pi.

The creed of Tau Beta Pi, adopted in 1991, is *Integrity and Excellence in Engineering*.