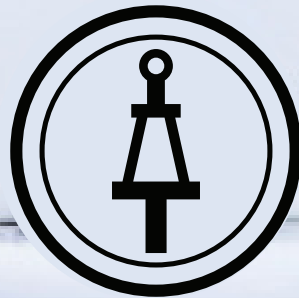




# The Bent Media Kit



2025-26

## Tau Beta Pi

### The Engineering Honor Society

Why  
Advertise in  
*The Bent*?

+

Our  
Readers:  
By the  
Numbers

+

Editorial  
Calendar

+

Advertising  
Specs &  
Rates

+

How to  
Submit Your  
Advertising



# WHY ADVERTISE?

## OUR STORY

***The Bent* of Tau Beta Pi is the official quarterly publication of The Tau Beta Pi Association, Inc., 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 and reach the top tiers of higher income professionals, 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 and digital to approximately 86,000 Tau Beta Pi members**, plus engineering deans & faculty in 258 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 **258 U.S. colleges and universities**, active alumni chapters in **52 cities** across the United States, and a total initiated membership of more than **648,000**.

## OUR MISSION

*As the ONLY academic honor society that confers recognition on eligible individuals from ALL engineering disciplines, Tau Beta Pi:*

- > **Recognizes those who have conferred honor** upon their alma maters by distinguished scholarship and exemplary character as students in engineering or by their attainments as alumni in the field of engineering;
- > **Provides leadership and professional development training** for engineering students and alumni members;
- > **Promotes lifelong alumnus member involvement**

## OUR MEMBERS

- |   |                                |
|---|--------------------------------|
| > <b>18 DRAPER PRIZE</b> Winners                      | > <b>70 NATIONAL INVENTORS</b> |
| > <b>13 PRESIDENTIAL MEDALS OF FREEDOM</b> Recipients | <b>HALL OF FAME</b> Members    |
| > <b>11 TIME MAGAZINE'S</b> "Person of the Year"      | > <b>22 NOBEL LAUREATES</b>    |
|   | > <b>72 ASTRONAUTS</b>         |





# 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



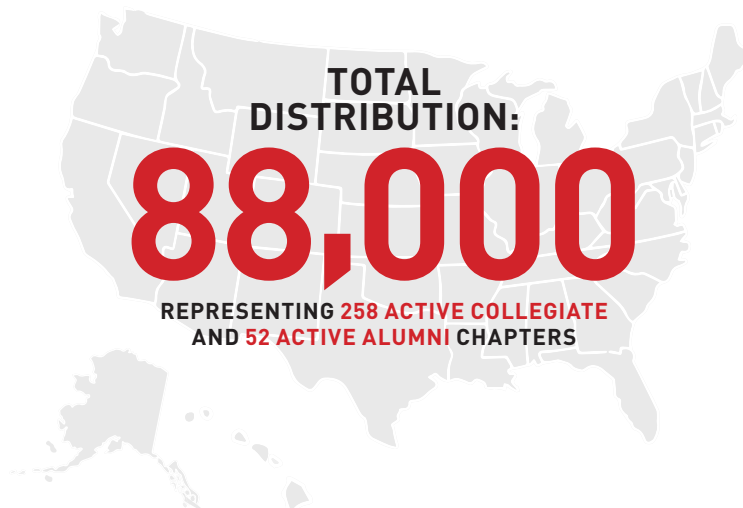
**19,600**

FEMALE  
ENGINEERS



**1,000**

FREE SUBS FOR  
DEANS & FACULTY







# EDITORIAL CALENDAR

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## 2026 WINTER

- > The **Annual Convention** Issue
- > Feature Story: Engineering and Textiles
- > President's Report and profile of the newly elected TBPI Executive Councillors
- > Popular author Lyle Feisel's installment of the "Why Do We Call It...?" series
- > Introduction of Tau Beta Pi's top collegiate chapter award winners



## 2026 SPRING

- > The **Financial** Issue
- > Annual Alumni Giving listing
- > Chapter Endowment Initiative and Executive Director's Report
- > Tau Bates elected to the National Academy of Engineering
- > Welcome catalog of new Tau Bate Families



## 2026 SUMMER

- > The **Careers, Leadership & Service** Issue
- > Tau Beta Pi Fellows introduced with bios
- > Feature Story: Astronomical Observatories
- > District Conference images and summaries
- > Introduction of Association's newly installed collegiate chapters

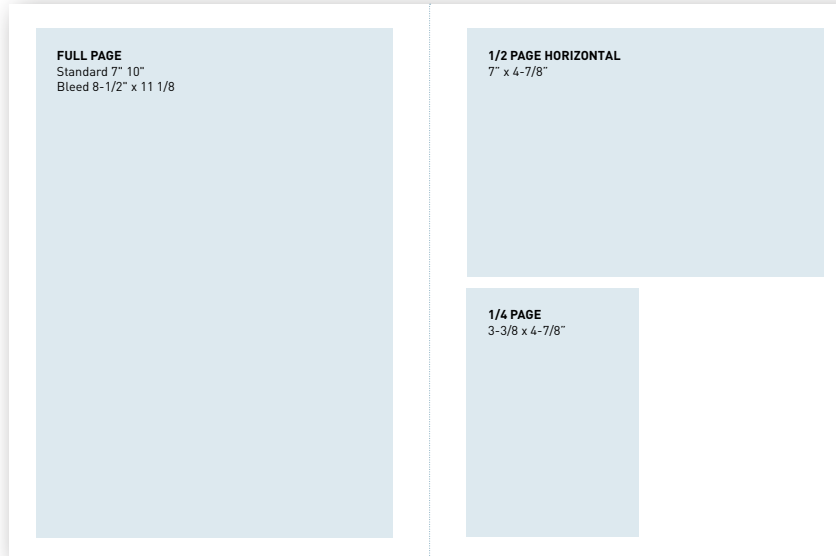


## 2026 FALL

- > The **Achievements & Professionalism** Issue
- > Tau Beta Pi Laureates, McDonald Mentor, Outstanding Advisor, Distinguished Alumni, awardees profiled
- > Association Scholars announced
- > Checkout the quarterly departments: Authors, Brain Ticklers, Caption Contest, In the Colleges, Alumni Notes, Association Briefs & more



# SIZES & RATES



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

SIZE	1X	2X	3X	4X
<b>Full Page</b>	\$3,250	\$3,000	\$2,750	\$2,500
<b>1/2 Page</b>	2,000	1,850	1,700	1,500
<b>1/4 Page</b>	1,000	900	800	700
<b>Digital Full Page</b>	1,750	1,500	1,250	1,000
<b>Inserts</b> (4 Full Pages, min.)	2,500	—	—	—

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

<b>Inside Back Cover</b>	Full Page Rate, plus 10% premium
<b>Outside Back Cover</b>	Full Page Rate, plus 15% premium

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

SIZE	1X	2X	3X	4X
<b>Full Page</b>	\$3,000	\$2,750	\$2,500	\$2,250
<b>1/2 Page</b>	1,750	1,600	1,450	1,200
<b>1/4 Page</b>	750	650	550	450
<b>Digital Full Page</b>	1,500	1,250	1,000	750

## RECRUITER DISCOUNTS:

Those participating in our *Corporate and Graduate Recruiting Fair* will receive a 15% ad discount and 10% discount on a recruiting booth with ad purchase.



# HOW TO SUBMIT YOUR AD

## YOUR ADVERTISING REPRESENTATIVE:

Dylan Lane, 865/546-4578, d.lane@tbp.org

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

**Send all correspondence to:** Dylan Lane, Editor  
Tau Beta Pi Association, P.O. Box 2697, Knoxville, TN 37901-2697.

## ISSUANCE & CLOSING DATES:

ISSUE	CLOSING DATE	MATERIALS DUE	MAILING DATE
<b>WINTER 2026</b> .....	November 3 .....	November 10 .....	December 8
<b>SPRING 2026</b> .....	February 2 .....	February 9 .....	March 9
<b>SUMMER 2026</b> .....	May 4 .....	May 11 .....	June 8
<b>FALL 2026</b> .....	August 10 .....	August 17 .....	September 14

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.

## ELECTRONIC SUBMISSION:

1. Set up your document with:
  - > .125 inch BLEEDS
  - > All colors should be CMYK
  - > All images should be at least 300 dpi
2. Export your document:
  - > Adobe PDF (Print)
  - > Press Quality
  - > All Printer's Marks
  - > Use Document Bleed SettingsDigital 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.

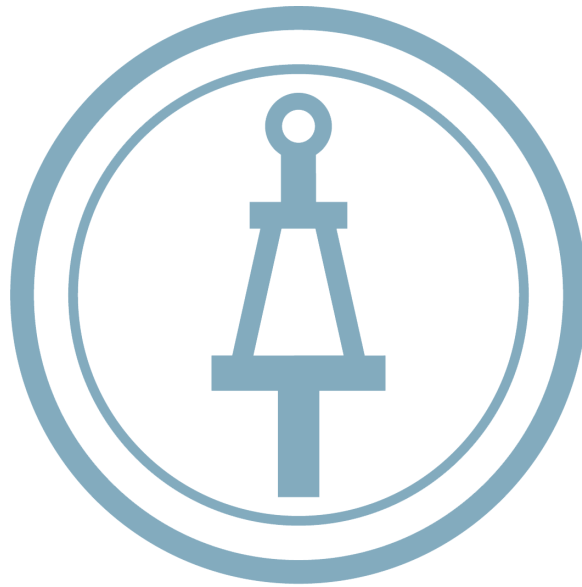
## DESIGN SERVICES:

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.





# HOW THE BENT GOT IT'S NAME

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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.*



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



On college campuses, the BENT stands as a symbol for the integrity of Tau Beta Pi.