

SAME 2024 Marketing Guide

Strengthen
Your Brand Across
the A/E/C Industry

Your resource for sales, sponsorship,
and advertising opportunities with SAME.

SAME Mission



To build leaders and lead collaboration among government and industry to develop multidisciplined solutions to national security infrastructure challenges.

SAME Vision



To serve our nation as the foremost integrator for leadership development and technical collaboration within the A/E/C profession.

Enduring Purpose



To promote solidarity and cooperation between engineers in civil and military life, to disseminate technical knowledge bearing upon progress in the art of war and the application of engineering science thereto, and to preserve and maintain the best standards and traditions of the profession, all in the interests of patriotism and national security.

Dedicated to National Security



Founded in 1920, SAME brings together individuals and organizations from throughout the military, government, industry, and academia in support of national security. With a mission to lead collaboration, the Society unites professionals across a broad spectrum of technical disciplines encompassing architecture, engineering, construction, environmental management, facility maintenance, cyber security, project delivery, and business development.

By providing opportunities for training, education, personal growth and professional development through conferences, workshops, publications, webinars, volunteer opportunities, and other member-driven programs, SAME connects critical stakeholders to help secure America’s future, together.

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Questions or Inquiries?

For event sponsorships and exhibits, contact Kennedy Gillie at kgillie@same.org or 703-549-3800.

For advertising, contact Heather McKean at advertising@same.org or 202-765-1734.

For membership, contact member@same.org.

Reaching the Right Audience



SAME is a terrific organization and has proven invaluable in my networking and company branding efforts.

- Joseph Domingue, ATAS International

DID YOU KNOW?

SAME Corporate Members represent all size firms within the A/E/C industry, so whether you need subcontracting support, searching for teaming agreements, or looking for a mentor firm, engagement through SAME enables you to build business-to-business connections. A total of 896 member companies have less than 50 employees; 201 companies have between 51 and 100 employees; 309 companies have between 101 and 1,000 employees; and 111 companies have over 1,001 employees.





Who We Are

SAME is the organization the public sector A/E/C community turns to for collaboration and connections. The Society's history of building relationships and fostering trust between the public and private sectors means one thing for your company: confidence—the confidence that your involvement will make a positive difference in strengthening your business, strengthening the engagement between industry and government, and strengthening the nation's overall industrial base, an essential element to ensuring America's technological advantage in this renewed era of Near Peer Competition.

Have confidence in your marketing investments. Reach the right audience through SAME.

Primary Jobs of Members



SAME Membership



**Data as of Dec. 31, 2023.*

Meet Decision-Makers

Make connections that matter. Over half of all SAME members have decision-making authority at their agency or company. Establish relationships and build trust that will support your business development needs for the long run. More than 500 of our 1,619 member companies have been members over 10 years; and 125 companies have been members over 25 years. Last year, 202 new member companies joined.



Public Agencies and SAME

The Society is fortunate to have participation from agencies across the federal government and Department of Defense. Through SAME, your company can make connections and build relationships with numerous local and federal agencies, helping to strengthen national security.

- Architect of the Capitol
- Department of Energy
- Department of Homeland Security
- Department of State
- Department of Veterans Affairs
- General Services Administration
- National Aeronautics & Space Administration
- National Oceanic & Atmospheric Administration
- National Park Service
- Office of the Secretary of Defense
- Small Business Administration
- U.S. Air Force/Air Force Civil Engineer Center
- U.S. Army/U.S. Army Corps of Engineers
- U.S. Coast Guard
- U.S. Customs & Border Protection
- U.S. Marine Corps
- U.S. Navy/Naval Facilities Engineering Systems Command
- U.S. Public Health Service
- U.S. Space Force



The Value of Membership

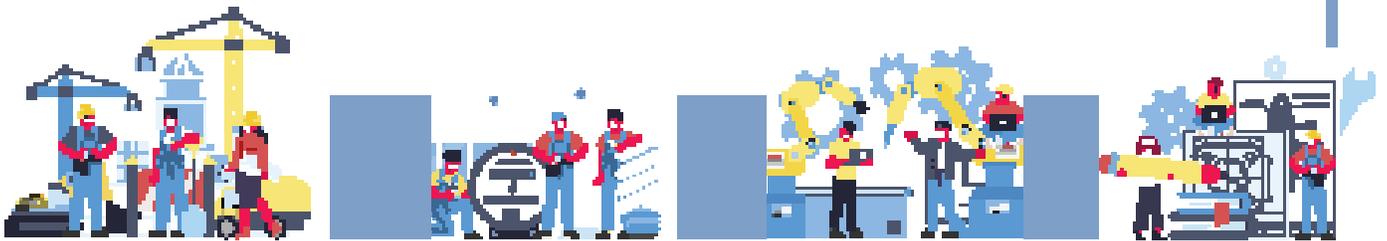


Few organizations provide exposure to a such broad variety of professional experience and expertise while at the same time supporting the defense of our nation. There is no way to compare and contrast the value of SAME as there is no organization that provides the services that SAME provides.

– Lawrence Schorr, 787th Civil Engineer Squadron

DID YOU KNOW?

The first Corporate Members joined in the 1950s, the same time the Society began hosting an annual Military-Industrial Conference, which drew widespread attention from many notable national leaders, including remarks from President Dwight Eisenhower. SAME's continues to support strong industry-government engagement today.



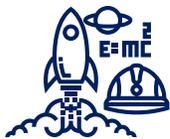
A Global Reach

SAME members live and work across the United States and around the world—in deployed environments with the military or in strategically important places such as Korea, Guam, Germany and the United Kingdom.

The Society has Posts in all major U.S. cities and nearby many military bases and federal installations. Throughout the decades, SAME also has frequently established Posts where they have been needed, such as in Vietnam in the 1960s or the Middle East after 9/11. Today, SAME has over 100 Posts and Field Chapters worldwide. No matter where your business does business, you will find fellow SAME members there.

Collaborating Across the Industry

SAME’s nearly 1,600 member companies support all aspects of the federal A/E/C industry, providing a direct opportunity for your business to build meaningful connections throughout the marketplace.



288
Engineering



529
Construction



444
Utilities/Energy



499
Environmental



633
Architecture/Buildings



163
Transportation



146
Facility Maintenance

*companies may show in multiple categories

Benefits of Your Company's SAME Membership

SAME provides unmatched opportunities to achieve your business goals supporting military, federal, state, and local agencies. Be a trusted partner in the A/E/C sector: become an SAME member company!

- Build your firm's relationships and network with the public and private sectors.
- Exhibit at or sponsor events at the local (Post) and national levels, advertise in *TME*, and get preferred opportunities to feature your company in our digital advertising platforms.
- Expand your brand with listings in our public-facing and members-only Company Directory, with search functionality allowing you to be found by your speciality, location, and more.
- Participate in Listening Sessions, Table Top Exercises, and other industry-government engagement discussions with senior leaders.
- Opportunities to provide your employees with leadership roles at Posts, the chance to apply for SAME's Leader Development Program, and serve as mentors at SAME's Camps.
- Help your employees grow in their technical area of expertise through the Communities of Interest.
- Exclusive rates for members that want to be new subscribers to FedMine, GovWinIQ, and Federal Compass market research services
- Conduct business development and gain access through national conferences, regional symposiums, industry days, small business fairs, and other in-person and virtual events.
- Create local relationships and connect with decision-makers at over 100 Posts and Field Chapters. One Post is included in your membership; you may join additional Posts to expand your reach in that markets that you serve.
- Preferred pricing to post your open positions in the SAME Career Center and recruit at the SAME Career Transition Workshop each year.

# OF EMPLOYEES	NATIONAL DUES	POST DUES	EXTRA MEMBER	EXTRA YP MEMBER
1 - 10	\$400	\$80	\$120	\$85
11 - 50	\$800	\$150	\$120	\$85
51 - 100	\$1,000	\$225	\$120	\$85
101 - 500	\$1,150	\$300	\$120	\$85
501 - 1,000	\$1,300	\$350	\$120	\$85
1,001 - 5,000	\$1,450	\$350	\$120	\$85
5,001+	\$1,700	\$350	\$120	\$85

ORGANIZATION TYPE	NATIONAL DUES	PER POST	# OF MEMBERS
GOVERNMENT AGENCY	\$400/3 YEARS	\$80	6
ACADEMIC INSTITUTION	\$400/YEAR	\$80	6
NONPROFIT ASSOCIATION	\$400/YEAR	\$80	6

*Structure for corporate and organization memberships differ. Rates effective July 1, 2024. Learn more at www.same.org/join.



SAME's Premier National Events



SAME has done a terrific job of pivoting to the virtual platform in the face of the pandemic. It is a testimony to the capability of the collective organizations that also pivot to the needs of clients for their urgent requirements. Well done!

- Brian Weinstein, Stantec

DID YOU KNOW?

Throughout the last two years, SAME has keyed on ways to increase the dialogue between the public and private sectors despite physical limitations posed by the pandemic. That meant a sizeable increase in virtual events and webinars, deeper focus on industry-government engagement, and an expansion of the Executive Advisory Group. Involvement in SAME provides companies in the A/E/C industry the chance to engage in discussions that are helping shape federal contracting and project delivery.



Bringing Professionals Together

SAME's national events are attended by senior thought leaders, decision-makers, and technical experts. Participants represent the uniformed services, federal agencies, and the private companies that build America, support infrastructure, and provide products and services that deliver the mission. There is no better place to engage and connect in the public sector A/E/C community than at SAME's national events.

2024 Event Schedule

February 14-16:

Career Transition Workshop,
Linthicum, Md.

March 25-27:

Capital Week,
Rockville, Md.

May 14-16:

Joint Engineer Training
Conference,
Orlando, Fla.

August 4-6:

Post Leaders Workshop,
Scottsdale, Ariz.

November 20-22:

Federal Small Business
Conference,
New Orleans, La.

SAME Posts host events throughout the year; member companies often qualify for special rates. Inquire with your local Post for details on opportunities.



SAME Capital Week

March 27-29, Rockville, MD. • www.samecapweek.org

Capital Week features the DOD & Federal Agency Program Briefings and SAME Foundation Fundraising Reception, as well as other select secondary activities.



DOD & Federal Agency Program Briefings

March 25-27

The DOD & Federal Agency Program Briefings provide an overview of the coming fiscal-year budget for DOD and federal agencies, providing invaluable procurement and budget information presented by program directors from the uniformed services and select federal agencies and discussions featuring the Engineering Leaders and, of course, unparalleled networking with industry executives. This exclusive event is open to SAME Members only, ensuring you have unparalleled networking opportunities and one-on-one discussions with decision-makers.



Capital Week Audience

740

TOTAL PARTICIPANTS

26

Senior Government Speakers Featured

43%

Executive Level Participants

43%

Senior Level Participants

**2023 event statistics*

IGE Summit

During Capital Week, SAME hosts the IGE Summit to bring forward industry-government engagement issues for collaborative discussion and problem-solving. Subject matter experts and public and private sector senior leaders (including from SAME's Communities of Interest and National IGE Projects) develop and facilitate the IGE Summit.

These in-depth forums are held the day prior to the DOD & Federal Agency Program Briefings (*separate registration required*).

SAME Foundation Fundraising Reception

March 25

Kick-off the 2024 SAME Capital Week with an evening reception to benefit the SAME Foundation. This networking event will feature a Silent Auction organized by the Academy of Fellows with all proceeds going toward the Foundation's compelling purpose of "fostering engineering leadership for the nation."

The SAME Foundation serves an invaluable philanthropic role by investing in programs that provide Society members, America's youth, veterans, and others in the A/E/C community with unmatched opportunities to develop and grow both personally and professionally. Through your generous support, you will help expand impactful initiatives like SAME's Leader Development Program, STEM/Engineering & Construction Camps, Camps Mentoring Program, and AI/AN STEM Pathways Program.



SAME Foundation Board of Directors

- President: Rear Adm. Dave Nash, P.E., F.SAME (Dist.), USN (Ret.)*
- Steve Blinderman, P.E., LEED AP, F.SAME
- Capt. Mike Blount, P.E., F.SAME, USN (Ret.)*
- Maj. Gen. Timothy Byers, F.SAME (Dist.), USAF (Ret.)*
- Mercedes Enrique, MBA, F.SAME
- Eddie Gonzalez
- Col. Bill Haight, P.E., F.SAME, USA (Ret.)
- The Honorable John Henderson, P.E., F.SAME
- Maj. Gen. Ed Jackson, P.E., USA (Ret.)
- Rear Adm. Mark Handley, P.E., F.SAME, USN (Ret.)*
- Col. Sal Nodjomian, P.E., F.SAME (Dist.), USAF (Ret.)*
- Brig. Gen. Paul Owen, P.E., USA (Ret.)
- Jane Penny, P.E., F.SAME (Dist.)*
- Sally Riker, F.SAME
- Capt. Bob Schlesinger, P.E., F.SAME, USN (Ret.)
- Rear Adm. Ronald Silva, P.E., PMP, F.SAME, USCG (Ret.)
- Lt. Gen. Todd Semonite, P.E., F.SAME, USA (Ret.)
- J.R. Steele, JD
- Susan Thames, F.SAME

**past SAME National President*



Organizations interested in making a corporate donation to the SAME Foundation can be recognized as contributors as part of promotion of the reception. For more information, contact Kathy Off at koff@same.org.

Joint Engineer Training Conference

May 14-16, Orlando, Fla. • www.samejetc.org

The Joint Engineer Training Conference & Expo, SAME's annual meeting, brings the Society together for professional development, technical training, exploring solutions in the exhibit hall, and countless networking opportunities. JETC is also the premier event for uniformed services engineers to learn and collaborate in a joint environment—unique to the A/E/C industry and offered only by SAME.

Don't miss the opportunity to showcase your services and products to the leading professionals in the federal market. Whether your company is large or small, established or just starting out, JETC offers the opportunities that will meet your goals and budget and give you maximum return on investment.

The JETC Audience

2,723
REGISTRANTS*

205

Exhibiting/Sponsoring Companies

42%

Large/Medium
Business

25%

Small Business

30%

Uniformed Service/
Government

3%

Nonprofit/Academia/
Student/Retired

**2023 attendance; 39% of attendees were first-timers*



JETC is a very unique event within the A/E/C sector, combining education and training tailored to all disciplines within military engineering; collaborative forums and seminars bringing together industry, Combatant Commands, uniformed services, and other agencies; ample networking and business development; and awards and recognition activities to highlight excellence across SAME and the profession. There's nothing else like it!

Seniority Level of JETC Attendees





JETC Booth Pricing

(10x10 space including carpet, table, two chairs, one event registration, directory listing)

COMPANY SIZE	TIER 1 <i>(Premium Placement)</i> Member Companies Only	TIER 2 Member Company	TIER 2 Non-Member
Small (1-100 empl)	\$3,300	\$2,600	\$3,250
Medium (101 - 2,000 empl)	\$3,750	\$3,000	\$3,750
Large (2,001 + empl)	\$4,300	\$3,400	\$4,250

JETC Sponsorship Opportunities

Being a sponsor at JETC is a way to ensure your company is at the forefront of the attendee's minds.

This year SAME has introduced a new sponsorship structure and offerings. The new sponsorship structure no longer requires companies to select a sponsorship opportunity within a specific level. Instead, companies will select a level and be recognized as sponsoring multiple opportunities assigned to that level. These changes allow your company to receive more recognition throughout each event.

LEVEL	COST	Benefits May Include <i>(vary by level)</i>
Titanium	\$27,500	<ul style="list-style-type: none"> • Booth Space • Event Registrations • Advertisement in Event Program • Logo and link on event website • Company name or logo on event signage • Special signage at exhibit booth if exhibiting
Platinum	\$17,500	
Gold	\$12,500	
Silver	\$7,500	
Bronze	\$5,000	
Brass	\$3,000*	

**Only small businesses eligible*

Federal Small Business Conference

November 20-22, New Orleans, La. • www.samesbc.org

The Federal Small Business Conference for the A/E/C Industry brings together decision-makers from government agencies and businesses operating in the federal marketplace to deliver the most comprehensive and useful market research experience possible for all attendees. At SBC, participants learn of and/or share upcoming prime and subcontracting opportunities for small businesses; connect with teaming partners; build valuable client/consultant relationships, and support the nation's contracting goals and capacity needs.

More than a dozen agencies participate in SBC each year, including the U.S. Army Corps of Engineers; Naval Facilities Engineering Command; Air Force Civil Engineer Center; Department of Veterans Affairs; Veterans Health Administration; Department of Energy; General Services Administration; Department of State; and Small Business Administration.

The SBC Audience

5,015

REGISTRANTS*

472

Exhibiting/Sponsoring Companies & Agencies

36%

Large/Medium Business

17%

Uniformed Service/ Government

45%

Small Business

2%

Nonprofit/ Academia/Student

* 2023 attendance; 30% of attendees were first-timers



Top NAICS Codes Represented

SBC draws business types from across the industry, and is well-represented by socio-economic categories.



SBC Booth Pricing

(10x10 space including carpet, table, two chairs, 2 event registrations, directory listing)

COMPANY SIZE	TIER 1 <i>(Premium Placement)</i> Member Companies Only	TIER 2 Member Company	TIER 2 Non-Member
Small (1-100 empl)	\$3,400	\$2,800	\$3,500
Medium (101 - 2,000 empl)	\$3,900	\$3,200	\$4,000
Large (2,001 + empl)	\$4,500	\$3,600	\$4,500

SBC Sponsorship Opportunities

Being a sponsor at SBC is a way to ensure your company is at the forefront of the attendee's minds.

SAME has introduced a new sponsorship structure and offerings over the last year. This sponsorship structure no longer requires companies to select a sponsorship opportunity within a specific level.

Instead, companies will select a level and be recognized as sponsoring multiple opportunities assigned to that level. These changes allow your company to receive more recognition throughout each event.

LEVEL	COST	Benefits May Include <i>(vary by level)</i>
Titanium	\$27,500	<ul style="list-style-type: none"> • Booth Space • Event Registrations • Advertisement in Event Program • Logo and link on event website • Company name or logo on event signage • Special signage at exhibit booth if exhibiting <p><i>*Only small businesses eligible</i></p>
Platinum	\$17,500	
Gold	\$15,000	
Silver	\$7,500	
Bronze	\$5,000	
Brass	\$3,000*	



Additional Event Opportunities



SAME provided a great event and platform allowing for a successful government and industry engagement! The speakers were very informative and insightful. I look forward to participating in this event and networking with many familiar faces each year.

- Christina Wooldridge, Black & Veatch

DID YOU KNOW?

Since 2015, SAME has signed strategic partnerships with over 30 professional organizations, many of which include discounted rates for Society members to attend their conferences and workshops, and access training courses and other resources. Your participation in SAME further extends your reach to the members of our partner organizations such as the Associated General Contractors of America, American Institute of Architects, Construction Management Association of America, and more.

Career Transition Workshop & Job Fair

February 14-16, Linthicum, Md. • www.same.org/transition

This unique event gives those transitioning from service or looking for new opportunities a head-start by helping them strategize about next steps and enabling them to meet recruiters from a range of companies.

If your company is looking for top talent, you can meet with great professionals at all experience levels who are well-versed in achieving missions in the federal marketplace.



Recruiting Suites

COMPANY SIZE	MEMBER COMPANY	NON-MEMBER	Benefits Include (<i>vary by level</i>)
Small (1-100 empl)	\$1,500	\$2,500	(Includes two event registrations, copies of resumes from all job seekers, scheduled 20-minute appointments with job seekers, and networking opportunities.)
Medium (101- 2,000 empl)	\$2,000	\$3,000	
Large (2,001+ empl)	\$2,500	\$3,500	
Academic Institution	\$750	\$1,000	*Government agencies qualify for complimentary recruiting suites.

Post Leaders Workshop



**August 4-6,
Scottsdale, Ariz. •
www.same.org/plw**

Each summer, SAME hosts a multi-day training and networking workshop for volunteer leaders across the Society. Post Leaders Workshop is a laid-back atmosphere with ample networking and group activities.

Sponsorship opportunities include receptions, breaks, and contest giveaways.

SAME Publications & Advertising



Each month I am amazed at the content of the Real TiME. It is phenomenal at the amount of valuable content produced each month in the newsletter. I was able to update my calendar and learn a few new things that I was unaware of.

– Cindy Lincicome, F.SAME, TLI Construction Inc.

DID YOU KNOW?

In addition to its readership in print, each issue of *The Military Engineer* is available online in an user-friendly digital format that includes links to advertiser websites. The digital version of the magazine can be read and downloaded by anyone, anywhere, which means that your company's brand will be seen by professionals both inside and outside the SAME community.



Keeping SAME Informed

Since its inception over 100 years ago, the Society has aimed to connect people from across the military engineering spectrum and ensure they are informed about the latest news and developments in the industry. SAME's communications efforts.

Today, from newsletters to websites to social media, mobile apps, and *TME* magazine, the Society continues to promote the impact of its members while featuring technical contributions from throughout the engineering community including servicemembers, government civilians, private sector professionals, and academia.

Advancing through-leadership is a main priority of SAME's publications and websites. Being a contributor, advertiser, or provider of sponsored content is a great opportunity for both individuals and companies to be seen as experts in their field.

TME, *Real TIME*, and both the SAME Newsroom and SAME.org national websites are professionally edited, designed and produced by the National Office staff. Take advantage of these cross-channel platforms to promote your company and secure the traction you seek in advancing your brand with the right audience.

By The Numbers: TME in 2023

6 Number of <i>TME</i> issues produced annually	100 Average page length of each issue
43 Average number of advertisers in each issue	21,026 Average number of copies mailed per issue

TME—The Military Engineer

Since 1920, *The Military Engineer* has been the leading voice championing the accomplishments, the contributions, the lessons learned, and the legacy of military engineers and those aligned with ensuring the national security of the United States.



TME features articles and columns on trends that matter to government and industry. The magazine informs decision-makers on new initiatives and techniques being used in the field; and highlights critical projects and research that are advancing the resilience and sustainability of America’s infrastructure.

Align your business with a brand that has been trusted for more than 100 years. Advertising opportunities are available to meet your company’s budget, including multiple ad sizes and packages, sponsored content advertorials, and a program tailored specially to small businesses.

Your Industry’s Source

Throughout 2023, *TME* averaged advertising from more than 40 companies each issue, continuing several years of strong performance. Print offers a lasting medium to build your brand awareness and equity—and *TME* is the only publication that uniquely covers the federal A/E/C market and has readers from military, government, and industry.



Award-Winning

The *TME* Vietnam Commemorative Issue was honored by Association Trends as its Gold Winner in the 2017 All Media Contest for the Commemoration/Tribute Category. *TME* was

recognized for “the superior quality and excellent creative evident in the preparation and production.”

Increased Visibility

In addition to SAME’s membership, *TME* has a number of institutional subscribers, including universities, military bases, and research libraries, which brings additional awareness to the publication—and to your company’s advertisement.

Institutional subscribers include:

- EBSCO Subscription Service
- Rand Library Acquisitions
- USACE History Office
- USACE Technical Library
- Naval War College Library
- U.S. Military Academy Library
- National Ground Intelligence Center

Additional Distribution

TME also has enjoyed bonus distribution at strategic partner conferences and all of the Society’s in-person national events, which often draw upwards of 20 percent non-members.

TME 2023 Editorial Calendar

ISSUE	MAIN THEME	SPECIAL REPORT	ARTICLE DEADLINES	ADVERTISING DEADLINES
JANUARY-FEBRUARY	Environmental Engineering	Health & Safety	Article Proposals: Sept. 15, 2023 Final Manuscripts: Oct. 13, 2023	Ad Sales Close: Dec. 5, 2023 Ad Materials Due: Dec. 8, 2023
MARCH-APRIL	Energy & Sustainability	Joint Engineer Operations	Article Proposals: Nov. 10, 2023 Final Manuscripts: Dec. 8, 2023	Ad Sales Close: Feb. 6, 2024 Ad Materials Due: Feb. 9, 2024
MAY-JUNE	Project Delivery	Planning & Basing	Article Proposals: Jan. 12, 2024 Final Manuscripts: Feb. 9, 2024	Ad Sales Close: April 2, 2024 Ad Materials Due: April 5, 2024
JULY-AUGUST	Water Planning & Management	Resilience & Preparedness	Article Proposals: March 8, 2024 Final Manuscripts: April 12, 2024	Ad Sales Close: June 4, 2024 Ad Materials Due: June 7, 2024
SEPTEMBER-OCTOBER	Asset Management	Geospatial Engineering	Article Proposals: May 10, 2024 Final Manuscripts: June 14, 2024	Ad Sales Close: Aug. 6, 2024* Ad Materials Due: Aug. 9, 2024
NOVEMBER-DECEMBER	Design & Construction		Article Proposals: July 12, 2024 Final Manuscripts: Aug. 16, 2024	Ad Sales Close: Oct. 8, 2024 Ad Materials Due: Oct. 11, 2024

*Editorial Calendar subject to change. *Sept.-Oct. issue also features Faces of Federal Business special advertising feature*

Every issue also welcomes Viewpoints & Spotlight Articles:

- Viewpoints are feature articles within the following areas (Business Development; Research & Innovation; Training & Leadership; and Contracts & Acquisition) that engage thought-leaders and provide readers with unique viewpoints, lessons learned and insight on topics of importance.
- Spotlight Articles are big-picture topics that may not be represented on the Editorial Calendar or may be better presented in a longer-form, feature. Past examples include: Expeditionary Engineering, Joint Basing, USACE District Acquisition, and Engineering Programs in Europe.
- In addition, *TME* welcomes submissions for Reflections from industry thought leaders, IGE Insights on SAME's multidisciplinary industry-government collaborations, and From the Field covering technical and strategic perspectives from active servicemembers.

For more information, visit www.same.org/tme, or contact editor@same.org.

Your News, Showcased

Each issue of *TME* includes news from Sustaining Members such as hirings and promotions, mergers and acquisitions, new office locations, organizational achievements, and recently won federal contracts and awards. We all want to see how the competition is performing. Ensure the moves your business makes get noticed.

Submit news items to editor@same.org. Submission reviewed on a rolling basis, and published at discretion of editorial staff.

Ad Dimensions for TME



LIVE MATTER

(any text or images you don't want cropped) must be kept within .5 inches of the trim.

TME PAGE SIZE

TME Specifications (all sizes in inches)

AD SIZE

- Full Page with Bleed
- 2 Page Spread with Bleed
- 2 Page Spread without Bleed
- 1/2 Page Spread with Bleed
- 1/2 Page Spread w/o Bleed
- 2/3 Page Vertical (V)
- 1/2 Page Vertical (V)
- 1/2 Page Island
- 1/2 Page Horizontal (H)
- 1/3 Page Vertical (V)
- 1/3 Page Square (Sq)
- 1/4 Page Vertical (V)
- 1/6 Page Vertical (V)
- Small Business News 1/6 Page (V)

TRIM SIZE (w x h)

8.25 x 10.875

BLEED SIZE (w x h)

8.5 x 11.125

TRIM SIZE (w x h)

8.25 x 10.875

BLEED SIZE (w x h)

8.5 x 11.125

16.5 x 10.875

16.75 x 11.125

15.5 x 10

n/a

16.5 x 5

16.75 x 5.25

15.5 x 4.625

n/a

4.75 x 9

5 x 9.25

3.5 x 9

3.75 x 9.25

4.75 x 7.5

5 x 7.75

7.25 x 4.45

7.5 x 4.7

2.25 x 9

2.5 x 9.25

4.75 x 4.45

5 x 4.7

3.5 x 4.45

3.75 x 4.7

2.25 x 4.45

2.5 x 4.7

2.25 x 4.45

2.5 x 4.7 L

View the SAME Marketing Kit for more information on advertising, sponsored content, and formatting and specification details.



Sponsored Content Advertorials

Feature your brand in a way sure to get noticed. Innovation Theater and Looking Forward are two special opportunities available just once in each issue. Secure by contacting: advertising@same.org.

TME Ad Rates

Pricing for Four-Color Ads (per ad)

AD SIZE	1x	3x	6x
2 Page Spread	\$13,000	\$12,350	\$11,700
Half Page Spread	\$7,200	\$6,840	\$6,480
Full Page	\$7,000	\$6,650	\$6,300
2/3 Page V	\$6,400	\$6,080	\$5,760
1/2 Page Island	\$6,200	\$5,890	\$5,580
1/2 Page H & V	\$5,500	\$5,225	\$4,950
1/3 Page Sq & V	\$5,000	\$4,750	\$4,500
1/4 Page V	\$4,700	\$4,465	\$4,230
V 1/6 Page V	\$3,900	\$3,705	\$3,510

Premium Positions

Rates noted plus percentage below:

Cover 2.....	20%
Cover 4.....	20%
Page 1 Spread.....	20%
Cover 3.....	15%
Page 2.....	15%
Page 6.....	10%
Opposite Table of Contents.....	15%
Guaranteed Placement.....	10%
Advertorial.....	<i>Inquire Within</i>



Small Business News Program

Exclusive to SAME Small Business Members

As part of the program, small businesses get one 1/6 page, 4-color ad that runs in six consecutive issues of TME.

Rate noted is for the full six-time, 12-month period (per ad placement is not accepted).

AD SIZE 6X (SAME Corporate Members only)

1/6 PAGE V \$3,250/year - payable at time of contract

*\$21,000 Value if purchased separately

wood.

Maintaining the assets that are critical to your mission.

REMARKS
from the President

Enhancing Industry-Government Engagement

GOVERNMENT & INDUSTRY NEWS

We are better together

We actively engage, seek, and support those who have served our nation because they understand the sacrifice required to help our communities prosper. For more information on opportunities with Startec, visit veterans.startec.jobs.

Startec

Learn more about our US Federal program: startec.com/usfed

Digital Branding with SAME

- SAME.org is the Society's online hub. Advertise your brand on popular pages including the Homepage, Calendar of Events, Sustaining Member Directory, *TME* Archives, Job Center, and Communities of Interest.
- All of SAME's communications platforms live at SAMENews.org. Users have one-stop access to current and past editions of *The Military Engineer*; original *TME* Online content; the *Bricks & Clicks* blog; and *Real TIME* e-newsletter.
- *Real TIME* e-newsletter is sent directly to more than 25,000 SAME members each month and is available to anyone online through a featured position on the website.
- *Real TIME* sub-edition e-newsletters are sent to groups such as Small Businesses, Environmental, Resilience, and Facility Management. This is a great way to reach a tailored audience.

A number of digital advertising opportunities are available on the SAME website to ads in the *Real TIME*.



Online Ad Rates

SAME.org	1/4 Year	1/2 Year	Full Year	Real TIME	1/4 Year	1/2 Year	Full Year
Full Banner	\$5,000	\$4,750	\$4,500	Full Banner	\$3,000	\$2,850	\$2,700
1/2 Banner	\$4,000	\$3,800	\$3,600	1/2 Banner	\$2,000	\$1,900	\$1,800
1/3 Banner	\$3,000	\$2,850	\$2,700	Presenting Sponsor	Email advertising@same.org		

*Rates for website and e-newsletter are per month. Greater discounts received by purchasing multiple months.

Growing Online Audience

- In 2020, visitors to the SAME website increased 3 percent to 315,105.
- Users from 187 countries visited the SAME website.
- Total number of pageviews reached 1.38 million during 2020.
- Mobile phones accounted for 15 percent of visits.



Top 10 Countries by Users

- United States
- India
- Japan
- Guam
- Germany
- United Kingdom
- China
- Canada
- Philippines
- Netherlands



Online Advertising Specifications

Enhance your brand visibility through a variety of online advertising with SAME's digital platforms.

SAME.org national website is the online center of the Society with more than 270,000 users annually. Advertise your brand on popular pages including the Homepage, Calendar of Events, Sustaining Member Directory, *TME* Archives, and Job Center.

FULL BANNER AD
(1920px w X 250px h)



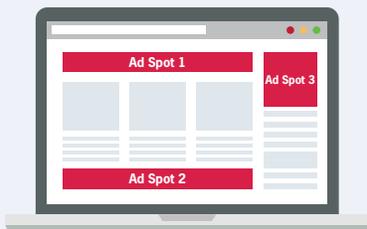
ONE-HALF BANNER AD
(840px w X 250px h)



ONE-THIRD BANNER AD
(400px w X 250px h)



All our communications platforms live digitally online including the SAME Newsroom, *TME* Online, and *Real TiME* newsletter. Users have one-stop access to current and past editions of *The Military Engineer*; original *TME* digital content; news and features from across the Society, and much more.



AD SPOT 1
700 px w X 84 px h

AD SPOT 2
728 px w X 90 px h

AD SPOT 3
300 px w X 250 px h

ACCEPTED FILE TYPES:



Real TiME goes to 25,000 SAME members each month and is also available online. The newsletter features the latest news and notes from across SAME, events information, education opportunities, and much more. Take advantage of performance metrics and open rates well above industry averages.

FULL BANNER AD
(570px w X 150px h)



ONE-HALF BANNER AD
(278px w X 150px h)



ACCEPTED FILE TYPES:



SAME Foundation Corporate Giving



I am more self-aware of how I react to certain situations. I have a better understanding of how I like to deal with challenges. I understand that I need to be bold sometimes. Through the Leader Development Program, I feel closer to SAME and more vested in the future.

– Lt. Mike Guaigua, CEC, USN, NAVFAC EURAFCENT

DID YOU KNOW?

This fall, one of the members of the first SAME Leader Development class was selected to be the next CEO of the construction company he works for, effective in 2024 as part of a transition plan. Another member of the first class is an active-duty Army engineer who was recently elected to the SAME Board of Direction. And three members of the second class spearheaded a project that was just selected for a STEM outreach grant by the United Engineering Foundation to execute.

SAME Foundation: Paying it Forward in our Second Century



As SAME moves ahead in its second century, the SAME Foundation will serve as a philanthropic force for Fostering Engineering Leadership for the Nation—investing in programs that provide Society members, America’s youth, veterans, and others across the engineering community with unmatched opportunities to develop and grow personally and professionally.

The SAME Foundation welcomes contributions from corporations and other charitable institutions. If your organization is interested in helping ensure that our nation has the engineer leaders needed to compete on a global scale long into the future, please consider supporting the SAME Foundation as a corporate donor. Learn more at www.same.org/foundation.

Our nation has a critical need... the SAME Foundation has a plan.

1. Grow SAME’s Leader Development Program
2. Prepare Veterans for Success in the A/E/C Profession
3. Enhance the Mentoring Capacity of the Society
4. Improve K-12 STEM Outreach at the Post Level
5. Inspire High School and College Students to Pursue Engineering/STEM Careers and Support SAME’s STEM/Engineering & Construction Camps

DONOR LEVELS

- BRONZE (\$100-\$499)
- SILVER (\$500-\$999)
- GOLD (\$1,000-\$2,499)
- PLATINUM (\$2,500-\$4,999)
- EMERALD (\$5,000-\$9,999)
- DIAMOND (\$10,000-\$99,999)
- MG WILLIAM BLACK SOCIETY (\$100,000 and up)



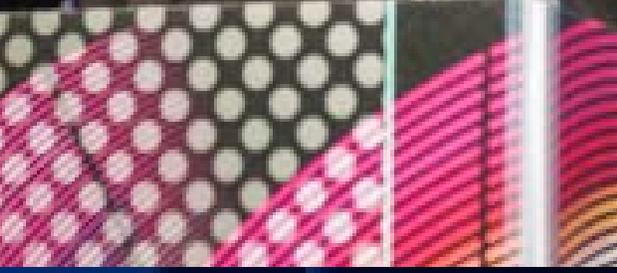
The SAME Foundation is registered as a 501(C)(3) Non-Profit. Contributions are tax-deductible to the extent permitted by law—EIN: 81-1960637.



A Leading Development Program

SAME’s Leader Development Program is an intensive one-year training program for high-potential mid-career professionals, and is fully underwritten by the SAME Foundation. Since its establishment in 2019, nearly 70 percent of participants have come from Sustaining Member companies; the other 30 percent are serving on active duty.





Questions or Inquiries?

For event sponsorships and exhibits,
contact Kennedy Gillie at kgillie@same.org
or 703-549-3800.

For advertising, contact Heather McKean at
advertising@same.org or 202-765-1734.

For membership, contact member@same.org.

Society of American Military Engineers

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