2022 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.

TABLE OF CONTENTS

REACHING THE RIGHT AUDIENCE ................................................2
THE VALUE OF MEMBERSHIP ..........................................................4
SAME’S PREMIER NATIONAL EVENTS ...........................................8
  Sponsor/Exhibit at Capital Week .............................................10
  Sponsor/Exhibit at JETC ..........................................................12
  Sponsor/Exhibit at SBC .........................................................14
ADDITIONAL EVENT OPPORTUNITIES ...........................................16
SAME PUBLICATIONS & ADVERTISING ........................................17
  TME—The Military Engineer ..................................................18
  Digital Branding with SAME ..................................................23
SAME FOUNDATION CORPORATE GIVING ................................24

Questions or Inquiries?

For events sponsorships and exhibits, contact Kelly Dawson at kdawson@same.org or 703-549-3800 Ext. 111.

For print/online advertising and sales, contact Johnny Frasier at jfrasier@same.org, or 703-549-3800 Ext. 175.
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 Sustaining 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 Great Power Competition.

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

Primary Jobs of Members

<table>
<thead>
<tr>
<th>Job Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engineering</td>
<td>40%</td>
</tr>
<tr>
<td>Other Related Disciplines</td>
<td>10%</td>
</tr>
<tr>
<td>Business Development</td>
<td>5%</td>
</tr>
<tr>
<td>Civil Engineering</td>
<td>12%</td>
</tr>
<tr>
<td>Program/Project Management</td>
<td>9%</td>
</tr>
<tr>
<td>Facility Management</td>
<td>4%</td>
</tr>
<tr>
<td>Construction Management</td>
<td>10%</td>
</tr>
<tr>
<td>Energy/Environmental</td>
<td>7%</td>
</tr>
<tr>
<td>Architecture</td>
<td>3%</td>
</tr>
</tbody>
</table>

SAME Membership

<table>
<thead>
<tr>
<th>Category</th>
<th>Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industry</td>
<td>17,132</td>
</tr>
<tr>
<td>Uniformed Service/Government</td>
<td>6,099</td>
</tr>
<tr>
<td>Academic/Non-Profit</td>
<td>503</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>23,734</strong></td>
</tr>
</tbody>
</table>

*Data as of October 1, 2021; does not include student members.*
Meet Decision-Makers

Make connections that matter. More than half of all members within SAME have decision-making authority within their agency or company. Establish relationships and build trust that will support your business development needs for the long run. More than 500 of SAME’s 1,527 member companies have been members for over 10 years; and 125 companies have been members for over 25 years.

Public Agencies and SAME

The Society is fortunate to have robust 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
- 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
- Veterans Health Administration
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 Sustaining 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.

*companies may show in multiple categories
Benefits of Your Company’s SAME Membership

SAME provides unmatched opportunities to achieve your business goals supporting federal, state, and local government agencies. Become 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.
- Promote your business by exhibiting at or sponsoring events, advertising in The Military Engineer magazine, and more at special rates.
- 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, as well as a listing for each of your company’s members in our Individual Member Directory.
- Participate in CEO Roundtables, Table Top Exercises, and other industry-government engagement discussions with senior leaders.
- Exclusive rates for new subscribers on top data intelligence platforms FedMine and GovWinIQ.
- Perform market research and gain industry 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 where you have offices. One Post is included in your membership and you have the opportunity to join additional Posts that will expand your reach in the markets you serve.
- Our network of 100 Posts give you the chance to connect locally—all across the globe.
- Opportunities to provide your employees with leadership roles at Posts and the chance to apply for SAME’s Leader Development Program.
- Provide your team with all the benefits of an SAME individual member, demonstrating your commitment to their professional development.

<table>
<thead>
<tr>
<th>COMPANY SIZE (# of Employees)</th>
<th>NATIONAL DUES</th>
<th>POST DUES</th>
<th>EXTRA MEMBER</th>
<th>EXTRA YOUNG PROFESSIONAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 - 10</td>
<td>$325**</td>
<td>$80</td>
<td>$95</td>
<td>$60</td>
</tr>
<tr>
<td>11 - 50</td>
<td>$650*</td>
<td>$150</td>
<td>$95</td>
<td>$60</td>
</tr>
<tr>
<td>51 - 100</td>
<td>$800*</td>
<td>$225</td>
<td>$95</td>
<td>$60</td>
</tr>
<tr>
<td>101 - 500</td>
<td>$950*</td>
<td>$300</td>
<td>$95</td>
<td>$60</td>
</tr>
<tr>
<td>501 - 1,000</td>
<td>$1,200*</td>
<td>$350</td>
<td>$95</td>
<td>$60</td>
</tr>
<tr>
<td>1,001 - 5,000</td>
<td>$1,450*</td>
<td>$350</td>
<td>$95</td>
<td>$60</td>
</tr>
<tr>
<td>5,001+</td>
<td>$1,700*</td>
<td>$350</td>
<td>$95</td>
<td>$60</td>
</tr>
<tr>
<td>Public Agency</td>
<td>$325 (3 years)*</td>
<td>$80</td>
<td>$55</td>
<td>$40</td>
</tr>
<tr>
<td>Academic/Nonprofit</td>
<td>$325*</td>
<td>$80</td>
<td>$55</td>
<td>$40</td>
</tr>
</tbody>
</table>

*Includes six individual memberships.  **Includes three individual memberships.
†Individual memberships include one Post; unlimited additional Posts may be added for $10 each.
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.
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.

### 2022 Event Schedule

**February 15-17:**
Career Transition Workshop, Linthicum, Md.

**March 21-23:**
Capital Week, Rockville, Md.

**May 10-12:**
Joint Engineer Training Conference, Aurora, Colo.

**August 7-9:**
Post Leaders Workshop, Fort Lauderdale, Fla.

**November 2-4:**

SAME has enhanced some of its national events with additional virtual offerings; inquire for details on sponsor opportunities.
SAME Capital Week

March 21-23, Rockville, MD. • www.samecapweek.org

Capital Week features the DOD & Federal Agency Program Briefings and Golden Eagle Awards Dinner.

DOD & Federal Agency Program Briefings

March 22-23

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*

<table>
<thead>
<tr>
<th>TOTAL PARTICIPANTS</th>
<th>913</th>
</tr>
</thead>
<tbody>
<tr>
<td>Senior Government Speakers Featured</td>
<td>26</td>
</tr>
</tbody>
</table>

38% Executive Level Participants
40% Senior Level Participants

*2021 event statistics

Sponsorship Opportunities

A variety of exclusive and shared opportunities are available such as Wi-Fi, hotel key cards, lanyards, luncheons, and breaks.

<table>
<thead>
<tr>
<th>LEVEL</th>
<th>COST</th>
<th>Benefits Include (vary by level)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Titanium</td>
<td>$5,000</td>
<td>• Event Registrations</td>
</tr>
<tr>
<td>Platinum</td>
<td>$3,000</td>
<td>• Advertisement in Event Program</td>
</tr>
<tr>
<td>Gold</td>
<td>$1,750</td>
<td>• Logo and link on event website</td>
</tr>
<tr>
<td>Silver</td>
<td>$1,000</td>
<td>• Company name or logo on event signage</td>
</tr>
</tbody>
</table>
Academy of Fellows Golden Eagle Awards Dinner
March 21
The Golden Eagle Awards Dinner is a black-tie event honoring two outstanding Americans for their contributions to national security and the engineering profession. The event includes a reception, dinner, entertainment, and presentation of the prestigious awards.

Prior Honorees Include:
- Adm. Thad Allen, USCG (Ret.)
- Lt. Gen. Robert Flowers, P.E., F.SAME, USA (Ret.)
- Rear Adm. Benjamin Montoya, F.SAME, USN (Ret.)
- The Honorable Eric Shinseki
- Senator Robert Dole
- Suzanne DiGeronimo, FAIA, PP, F.SAME
- Lt. Gen. Henry J. Hatch, P.E., F.SAME, USA (Ret.)
- Gen. David H. Petraeus, Ph.D., USA (Ret.)
- Charles H. Thornton, Ph.D., P.E., F.SAME
- Lt. Gen. Robert Van Antwerp, P.E., F.SAME, USA (Ret.)

Table Sponsorships

<table>
<thead>
<tr>
<th>LEVEL</th>
<th>COST</th>
<th>Benefits Include (vary by level)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Titanium</td>
<td>$5,000</td>
<td>• Reserved Table</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- <em>Dinner Tickets for 6 Company Representatives</em></td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Remaining seats assigned by SAME to government attendees</td>
</tr>
<tr>
<td>Platinum</td>
<td>$3,000</td>
<td>• Logo and link on event website</td>
</tr>
<tr>
<td>Gold</td>
<td>$2,500</td>
<td>• Company name or logo on event signage</td>
</tr>
<tr>
<td>Silver</td>
<td>$2,000</td>
<td></td>
</tr>
</tbody>
</table>
Joint Engineer Training Conference & Expo

May 10-12, Aurora, Colo. • 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*

2,033
REGISTRANTS

211
Exhibiting/Sponsoring Companies

42%
Large Business

31%
Small Business

23%
Uniformed Service/Government

4%
Non-Profit/Academia/Student

*2019 JETC, last in-person occurrence

Seniority Level of JETC Attendees

24%
EXECUTIVE

38%
SENIOR LEVEL

33%
MID-LEVEL

5%
ENTRY LEVEL
JETC Booth Pricing
(10x10 space including carpet, table, two chairs, one event registration, directory listing)

<table>
<thead>
<tr>
<th>COMPANY SIZE</th>
<th>TIER 1 (Premium Placement)</th>
<th>TIER 2 Member Company</th>
<th>TIER 2 Non-Member</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small (1-100 empl)</td>
<td>$3,000</td>
<td>$2,300</td>
<td>$2,875</td>
</tr>
<tr>
<td>Medium (101 – 2,000 empl)</td>
<td>$3,500</td>
<td>$2,800</td>
<td>$3,500</td>
</tr>
<tr>
<td>Large (2,001 + empl)</td>
<td>$3,900</td>
<td>$3,100</td>
<td>$3,800</td>
</tr>
</tbody>
</table>

JETC Sponsorship Opportunities
Build your company’s brand beyond your booth and badge by sponsoring an activity or item that enhances attendee value during the event. Exclusive and shared opportunities exist to meet your marketing goals and budget. Opportunities available include sponsoring keynote speakers, Wi-Fi, receptions, tote bags, mobile device charging stations, and more. Love thinking outside the box? We’re happy to create a sponsorship tailored to you!

<table>
<thead>
<tr>
<th>LEVEL</th>
<th>COST</th>
<th>Benefits May Include (vary by level)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Titanium</td>
<td>$25,000</td>
<td>• Booth Space</td>
</tr>
<tr>
<td>Platinum</td>
<td>$15,000</td>
<td>• Event Registrations</td>
</tr>
<tr>
<td>Gold</td>
<td>$10,000</td>
<td>• Advertisement in Event Program</td>
</tr>
<tr>
<td>Silver</td>
<td>$5,000</td>
<td>• Logo and link on event website</td>
</tr>
<tr>
<td>Bronze</td>
<td>$3,000</td>
<td>• Company name or logo on event signage</td>
</tr>
<tr>
<td>Brass</td>
<td>$2,000</td>
<td>• Special signage at exhibit booth if exhibiting</td>
</tr>
</tbody>
</table>
Federal Small Business Conference

November 2-4, Nashville, Tenn. • www.samesbc.org

SAME’s Federal Small Business Conference for the Architecture/Engineering/Construction Industry brings together federal 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; 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*

<table>
<thead>
<tr>
<th>Registrants</th>
<th>Exhibiting/Sponsoring Companies &amp; Agencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>3,727</td>
<td>488</td>
</tr>
</tbody>
</table>

22% Large Business  

50% Small Business  

16% Uniformed Service/Government  

2% Non/Profit  

Academia Student

*2019 SBC, last in-person occurrence held

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)

<table>
<thead>
<tr>
<th>COMPANY SIZE</th>
<th>TIER 1 (Premium Placement)</th>
<th>TIER 2 Member Company</th>
<th>TIER 2 Non-Member</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small (1-100 empl)</td>
<td>$3,000</td>
<td>$2,300</td>
<td>$2,875</td>
</tr>
<tr>
<td>Medium (101-2,000 empl)</td>
<td>$3,500</td>
<td>$2,800</td>
<td>$3,500</td>
</tr>
<tr>
<td>Large (2,001+ empl)</td>
<td>$3,900</td>
<td>$3,100</td>
<td>$3,800</td>
</tr>
</tbody>
</table>

SBC Sponsorship Opportunities
Build your company’s brand beyond your booth and badge by sponsoring an activity or item that enhances attendee value during the event. Exclusive and shared opportunities exist to meet your marketing goals and budget. Opportunities available include sponsoring keynote speakers, receptions, tote bags, mobile device charging stations, and more. Love thinking outside the box? We’re happy to create a sponsorship tailored to you!

<table>
<thead>
<tr>
<th>LEVEL</th>
<th>COST</th>
<th>Benefits May Include (vary by level)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Titanium</td>
<td>$25,000</td>
<td>• Booth Space</td>
</tr>
<tr>
<td>Platinum</td>
<td>$15,000</td>
<td>• Event Registrations</td>
</tr>
<tr>
<td>Gold</td>
<td>$10,000</td>
<td>• Advertisement in Event Program</td>
</tr>
<tr>
<td>Silver</td>
<td>$5,000</td>
<td>• Logo and link on event website</td>
</tr>
<tr>
<td>Bronze</td>
<td>$3,000</td>
<td>• Company name or logo on event signage</td>
</tr>
<tr>
<td>Brass</td>
<td>$2,000</td>
<td>• Special signage at exhibit booth if exhibiting</td>
</tr>
</tbody>
</table>
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 15-17, Linthicum, Md. • www.same.org/transition

This in-depth experience gives those transitioning or retiring from active duty a kick-start to the next step in their careers via education sessions helping them to strategize about next steps, advice on building a resume, and the opportunity to meet with recruiters from a wide range of companies.

If your company is looking for top talent to add to its team, you can meet one-on-one with great professionals at all experience levels who are well-versed in achieving missions in the federal A/E/C marketplace.

Recruiting Suites

<table>
<thead>
<tr>
<th>COMPANY SIZE</th>
<th>MEMBER COMPANY</th>
<th>NON MEMBER</th>
<th>Benefits Include (vary by level)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small (1-100 empl)</td>
<td>$1,100</td>
<td>$2,100</td>
<td>(includes two event registrations, copies of resumes from all job seekers, and scheduled 20-minute appointments with job seekers)</td>
</tr>
<tr>
<td>Medium (101 - 2,000 empl)</td>
<td>$1,600</td>
<td>$2,600</td>
<td></td>
</tr>
<tr>
<td>Large (2,001+ empl)</td>
<td>$2,100</td>
<td>$3,100</td>
<td></td>
</tr>
</tbody>
</table>

Post Leaders Workshop

www.same.org/plw

Each summer, SAME hosts a multi-day training and networking workshop for Post Leaders. Bringing together volunteer members from around the country, the Post Leaders Workshop is a relaxed, laid-back atmosphere with ample networking opportunities and group activities.

Sponsorship opportunities include networking 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 e-newsletters to websites to social media and TME magazine, the Society continues to promote the impact of its members while featuring technical contributions from throughout the engineering community including service members, government civilians, private sector professionals, and academia.

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

TME, RealTiME, and both the SAME News 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 2021

<table>
<thead>
<tr>
<th>Number</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td>Number of TME issues produced annually</td>
</tr>
<tr>
<td>52</td>
<td>Average number of advertisers in each issue</td>
</tr>
<tr>
<td>100</td>
<td>Average page length of each issue</td>
</tr>
<tr>
<td>23,651</td>
<td>Average number of copies mailed per issue</td>
</tr>
</tbody>
</table>
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 2021, TME averaged advertising from more than 50 companies each issue, continuing several years of sustained growth. Today, print is about building your brand awareness—and TME is the only publication that so 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.
<table>
<thead>
<tr>
<th>ISSUE</th>
<th>MAIN THEME</th>
<th>SPECIAL REPORT</th>
<th>ARTICLE DEADLINES</th>
<th>ADVERTISING DEADLINES</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY-FEBRUARY</td>
<td>Environmental Engineering</td>
<td>Health &amp; Safety</td>
<td>Article Proposals: September 21&lt;br&gt;Final Manuscripts: October 12</td>
<td>Ad Sales Close: December 1&lt;br&gt;Ad Materials Due: December 4</td>
</tr>
<tr>
<td>MARCH-APRIL</td>
<td>The Energy Issue</td>
<td></td>
<td>Article Proposals: November 16&lt;br&gt;Final Manuscripts: December 7</td>
<td>Ad Sales Close: February 2&lt;br&gt;Ad Materials Due: February 7</td>
</tr>
<tr>
<td>MAY-JUNE</td>
<td>Project Delivery</td>
<td>FY2023 Service Engineering Programs</td>
<td>Article Proposals: January 18&lt;br&gt;Final Manuscripts: February 8</td>
<td>Ad Sales Close: April 6&lt;br&gt;Ad Materials Due: April 9</td>
</tr>
<tr>
<td>JULY-AUGUST</td>
<td>Water Planning &amp; Management</td>
<td>Next-Generation Technologies</td>
<td>Article Proposals: March 15&lt;br&gt;Final Manuscripts: April 12</td>
<td>Ad Sales Close: June 1&lt;br&gt;Ad Materials Due: June 6</td>
</tr>
<tr>
<td>SEPTEMBER-OCTOBER</td>
<td>Asset Management</td>
<td>Resilience &amp; Preparedness</td>
<td>Article Proposals: May 17&lt;br&gt;Final Manuscripts: June 14</td>
<td>Ad Sales Close: August 2&lt;br&gt;Ad Materials Due: August 4</td>
</tr>
<tr>
<td>NOVEMBER-DECEMBER</td>
<td>Design &amp; Construction</td>
<td>Joint Engineer Operations</td>
<td>Article Proposals: July 19&lt;br&gt;Final Manuscripts: August 16</td>
<td>Ad Sales Close: October 4&lt;br&gt;Ad Materials Due: October 7</td>
</tr>
</tbody>
</table>

*NOTE: Editorial topics subject to change.*

Every issue also welcomes submissions for Spotlight Articles and Professional Insights:

- Professional Insights 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 presentation. Past examples include: Expeditionary Engineering, Joint Basing, USACE District Acquisition, and Engineering Programs in Europe.

For more information, including submission deadlines and content guidelines, visit www.same.org/tme, or contact editor@same.org.

Your News, Showcased

Each issue of TME includes news from Sustaining Members such ashirings 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

<table>
<thead>
<tr>
<th>TME PAGE SIZE</th>
<th>TRIM SIZE (w x h)</th>
<th>BLEED SIZE (w x h)</th>
</tr>
</thead>
<tbody>
<tr>
<td>TME Specifications (all sizes in inches)</td>
<td>8.25 x 10.875</td>
<td>8.5 x 11.125</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>TRIM SIZE (w x h)</th>
<th>BLEED SIZE (w x h)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page with Bleed</td>
<td>8.25 x 10.875</td>
<td>8.5 x 11.125</td>
</tr>
<tr>
<td>2 Page Spread with Bleed</td>
<td>16.5 x 10.875</td>
<td>16.75 x 11.125</td>
</tr>
<tr>
<td>2 Page Spread without Bleed</td>
<td>15.5 x 10</td>
<td>n/a</td>
</tr>
<tr>
<td>1/2 Page Spread with Bleed</td>
<td>16.5 x 5</td>
<td>16.75 x 5.25</td>
</tr>
<tr>
<td>1/2 Page Spread w/o Bleed</td>
<td>15.5 x 4.625</td>
<td>n/a</td>
</tr>
<tr>
<td>2/3 Page Vertical (V)</td>
<td>4.75 x 9</td>
<td>5 x 9.25</td>
</tr>
<tr>
<td>1/2 Page Vertical (V)</td>
<td>3.5 x 9</td>
<td>3.75 x 9.25</td>
</tr>
<tr>
<td>1/2 Page Island</td>
<td>4.75 x 7.5</td>
<td>5 x 7.75</td>
</tr>
<tr>
<td>1/2 Page Horizontal (H)</td>
<td>7.25 x 4.45</td>
<td>7.5 x 4.7</td>
</tr>
<tr>
<td>1/3 Page Vertical (V)</td>
<td>2.25 x 9</td>
<td>2.5 x 9.25</td>
</tr>
<tr>
<td>1/3 Page Square (Sq)</td>
<td>4.75 x 4.45</td>
<td>5 x 4.7</td>
</tr>
<tr>
<td>1/4 Page Vertical (V)</td>
<td>3.5 x 4.45</td>
<td>3.75 x 4.7</td>
</tr>
<tr>
<td>1/6 Page Vertical (V)</td>
<td>2.25 x 4.45</td>
<td>2.5 x 4.7</td>
</tr>
<tr>
<td>Small Business News 1/6 Page (V)</td>
<td>2.25 x 4.45</td>
<td>2.5 x 4.7 L</td>
</tr>
</tbody>
</table>

*NOTE: Editorial topics subject to change

Sponsored Content Advertorial

Feature your company in a way sure to get noticed. The Innovation Theater is a special opportunity available just once in each issue, and can be secured by contacting the SAME sales manager.
# TME Ad Rates

## Pricing for Four-Color Ads (per ad)

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Page Spread</td>
<td>$12,000</td>
<td>$11,500</td>
<td>$11,000</td>
</tr>
<tr>
<td>Half Page Spread</td>
<td>$6,200</td>
<td>$5,900</td>
<td>$5,500</td>
</tr>
<tr>
<td>Full Page</td>
<td>$6,200</td>
<td>$5,900</td>
<td>$5,500</td>
</tr>
<tr>
<td>2/3 Page V</td>
<td>$5,400</td>
<td>$5,200</td>
<td>$4,500</td>
</tr>
<tr>
<td>1/2 Page Island</td>
<td>$5,200</td>
<td>$4,900</td>
<td>$4,600</td>
</tr>
<tr>
<td>1/2 Page H &amp; V</td>
<td>$4,500</td>
<td>$4,300</td>
<td>$4,100</td>
</tr>
<tr>
<td>1/3 Page Sq &amp; V</td>
<td>$4,000</td>
<td>$3,800</td>
<td>$3,500</td>
</tr>
<tr>
<td>1/4 Page V</td>
<td>$3,700</td>
<td>$3,500</td>
<td>$3,300</td>
</tr>
<tr>
<td>V 1/6 Page V</td>
<td>$2,900</td>
<td>$2,800</td>
<td>$2,700</td>
</tr>
</tbody>
</table>

## 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: Inquire Within

## 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).

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>6X (Sustaining Member Companies only)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/6 PAGE V</td>
<td>$2,500/year Payable at time of contract</td>
</tr>
</tbody>
</table>

*$15,000 Value if purchased separately
Digital Branding with SAME

- SAME.org is the Society’s online hub with more than 315,000 users annually. 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 digitally 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. The monthly e-newsletter features the latest news and notes from across the Society, events information, education opportunities, and training resources.

- Real TiME Special Edition e-newsletters are sent directly to groups within SAME such as Small Businesses, Environmental, Resilience and Facility Management. News and articles specific to these niche markets make up the content. This is a great way to reach a tailored audience.

A number of digital advertising opportunities are available: from banner ads on the SAME website to ads or sponsored content in our Real TiME newsletters and website retargeting.

Expand your brand’s visibility and gain exposure outside traditional methods. You’ll access thousands of relevant audience members or target groups, and get the metrics to shape your strategy. The power to reach your desired demographic is within your reach.

**Growing Online Audience**

- In 2020, visitors to the SAME website increased 3 percent to 315,105.

- Users from 187 countries visited the SAME website in 2020.

- 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 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 the Real TiME newsletter and Real TiME Podcast.

- **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:**
- .png
- .jpg
- .gif

Real TiME

Real TiME goes directly to more than 25,000 SAME members each month and is available to anyone online. The newsletter features the latest news and notes from across the Society, events information, education opportunities, and more.

- **FULL BANNER AD**: (570px w x 150px h)
- **ONE-HALF BANNER AD**: (278px w x 150px h)

**ACCEPTED FILE TYPES:**
- .png
- .jpg
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
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
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 in its Second Century Campaign. Learn more at www.same.org/donate.

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

1. Grow SAME's National 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

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 and up)

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 events sponsorships and exhibits, contact Kelly Dawson at kdawson@same.org or 703-549-3800 Ext. 111.

For print/online advertising and sales, contact Johnny Frasier at jfrasier@same.org, or 703-549-3800 Ext. 175.

Society of American Military Engineers
1420 King Street • Suite 100 • Alexandria, VA • 22314