



# Media Kit 2026

Let your brand **reach thousands**  
of Civil Engineering  
companies and professionals

[www.thecivilengineer.org](http://www.thecivilengineer.org)

# Who we are



## 24 years online presence

Founded by Dimitrios Zekkos, P.E.  
Professor, University of California, Berkeley.  
Constantly innovating and growing since



## High traffic

Presently one of the most  
visited website in civil  
engineering



## Serving industry leaders

Serving leading organizations in civil engineering  
such as ISSMGE, ASCE, Geo-Institute and many  
other leading companies in the industry



## In-house team of diverse professionals

In-house team of Civil Engineers, Computer Scientists,  
Graphic Designers and Marketing Specialists that will  
work to achieve the best results for your company

# What we do



We provide professionals and academia in the civil engineering industry valuable information and communication services

## Our Content

- Industry News
- Software & Product Databases
- Educational Resources
- Scientific Papers
- Industry Events
- Career Opportunities
- Video Gallery



## How we deliver our content

- 1** Users insert their specific interest in civil engineering (e.g. geotechnical, structural, transportation etc.)
- 2** Users access their own personalized Dashboard to read content that fits their civil interests
- 3** Users receive weekly or monthly newsletters containing our latest resources that fits their interests
- 4** Users interact with all content by commenting, sharing and requesting additional information

# Our reach

We have unique insights on our users' interests. Our users value our expertise in delivering the best, most interesting and relevant content to them.



**140,000+**  
Unique visitors per year



**12,000+**  
Registered users  
*Receiving weekly / bi-weekly /  
monthly newsletters*



**23,500+**  
Social media followers

## Followers



**22,000+**  
Facebook



**1,200+**  
X



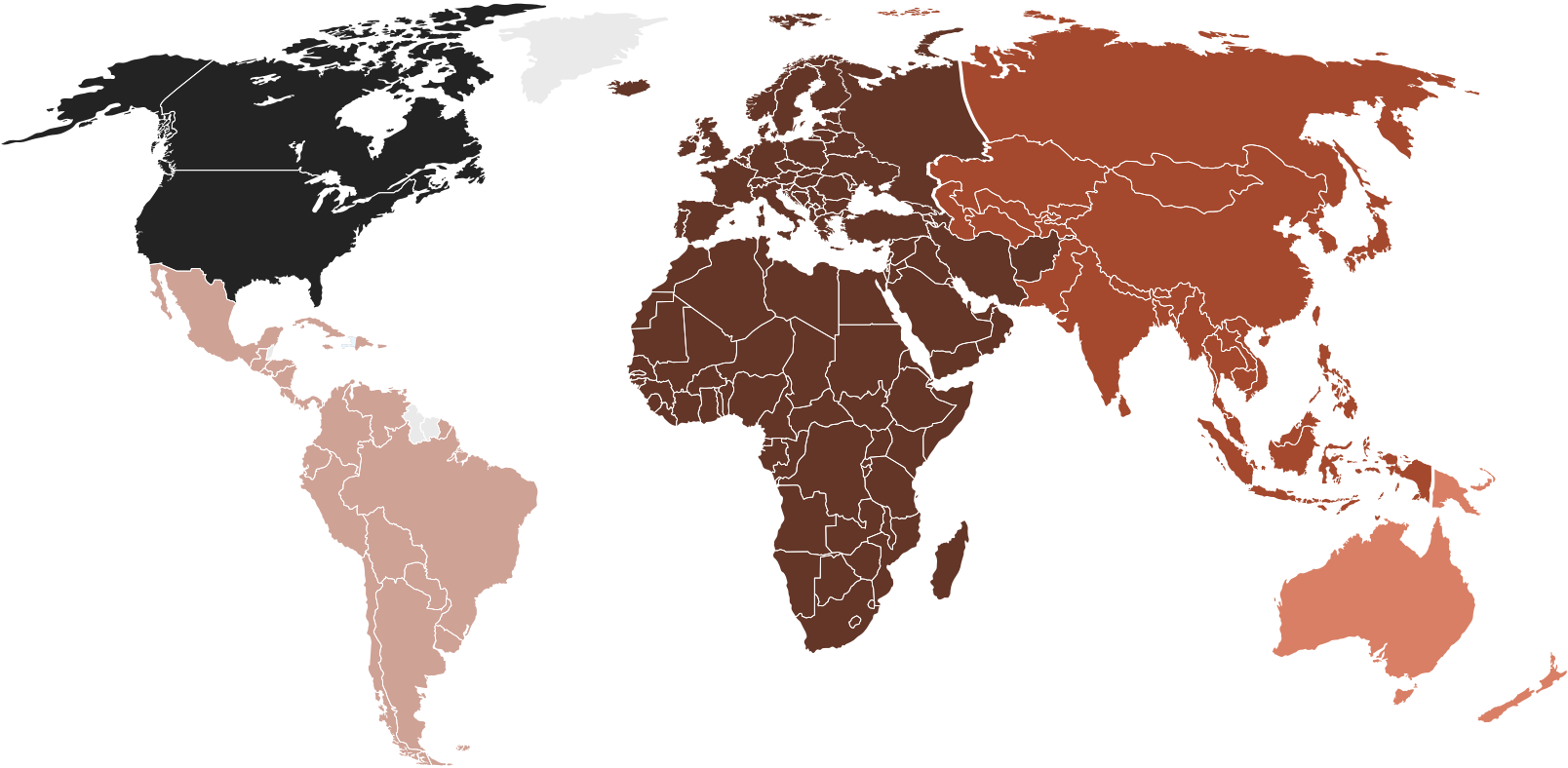
**350+**  
LinkedIn

# Our reach



## Visitors

39% USA & Canada    26% EMEA    26% Asia    4% Australasia    2% Latin America



# How we can help you

We are uniquely positioned to promote your company, products and services to the civil engineering profession. We use our analytics data to position your firm in the optimum way to maximize its impact.

## We achieve this by:



**BRAND PROMOTION**



**PRODUCT PLACEMENT**



**ADVERTISING DISPLAY**

and you assess the results in real-time through your detailed statistics dashboard

# Brand promotion



# Display advertising

## Available packages

### PACKAGE 1

**200K  
impressions**

Mixed sizes 728x90,  
300x250, 980x300,  
160x600

### PACKAGE 2

**Half  
page**

300x600

### PACKAGE 3

**Exclusivity in specific  
civil-related categories**

1



**Leaderboard**  
**728 x 90 pix**

Commonly placed at the top of webpages for high visibility

2



**Medium Rectangle**  
**300 x 250 pix**

One of the best-performing sizes due to its versatility and placement within content

3



**Half Page**  
**300 x 600 pix**

Premium ad size with good performance due to its larger format and visibility

4



**Billboard**  
**980 x 300 pix**

High-impact ad size, suitable for brand awareness campaigns

5



**Wide Skyscraper**  
**160 x 600 pix**

Vertical format placed in sidebar

# Display packages

## PACKAGE 1

### 200,000 Impressions Package

An efficient solution for visibility across our most popular ad placements.

- **Mixed banner formats:**
  - Leaderboard (728×90)
  - Medium Rectangle (300×250)
  - Billboard (980×300)
  - Wide Skyscraper (160×600)
- Campaign runs until **200,000 impressions** are delivered
- Rotates across all relevant pages (news, directory, events)
- Real time performance tracking

✓ *Ideal for product launches, awareness campaigns, or brand reinforcement.*

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## PACKAGE 2

### Half Page (300×600) Premium Placement

Stand out with our most prominent display format.

- **300×600 half-page ad**, placed on high-traffic sections
- **~90,000 pageviews/month** exposure
- High viewability + low ad clutter = strong brand impact
- Real time performance tracking

✓ *Recommended for sponsors seeking sustained monthly visibility and impact.*

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## PACKAGE 3

### Category Exclusivity Targeted Civil Segments

Contact us for pricing and availability

- Exclusive display rights within selected content categories (e.g. General Construction, Structural Design, etc)
- Priority placement within related articles, software, and resources
- Limited availability – ideal for market leaders

✓ *Perfect for companies focused on niche segments within the civil engineering space.*

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# Sponsored article packages 1/3



**Position your brand** with targeted, long-term content exposure to our audience of civil engineers. All articles remain live for a minimum of **12 months**, indexed in search engines, and promoted across our platform.

	PACKAGE	INCLUDES
1	<b>Standard</b>	Article supplied by advertiser, reviewed and lightly edited by our team + Home Page
2	<b>Premium</b>	Premium article + 1 newsletter top topic + 2 social media posts + Home Page
3	<b>Editorial</b>	Written by our editorial team, keyword optimized (8-12 hours of work)
4	<b>Premium Long-form</b>	Long-form (1,500–2,000 words), keyword-rich, designed for long-term ranking, including design/infographics support

**All options are for 12 month placement**

# Sponsored article packages 2/3

## PACKAGE

1

### Standard

Ideal for straightforward announcements or thought pieces.

- **200–600 words**
- **Article provided by sponsor**, reviewed and lightly edited by our editorial team
- Featured on the **Home Page** for increased visibility
- Hosted for **12 months** with continued discoverability

✓ *Perfect for company updates, product news, or brief insights.*

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## PACKAGE

2

### Premium

Boost visibility with added promotional channels.

- **800–1,200 words**
- **Article provided by sponsor**, reviewed and lightly edited by our editorial team
- Featured on the **Home Page** for increased visibility
- Placement as a **Top Story in 1 Newsletter**
- Shared via **2 Social Media Posts** (LinkedIn, Twitter/X, Facebook)

✓ *Ideal for in-depth case studies, product launches, or expert commentary.*

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# Sponsored article packages 3/3

## PACKAGE

3

### Editorial

Crafted by our in-house editorial team to match your brand's voice and SEO goals.

- **800–1,200 words**, written by our editors
- **Keyword optimized**, tailored to your audience
- 8–12 hours of editorial research, writing & revision
- Featured on **Home Page** and article hub
- Includes SEO metadata and formatting

✓ *Designed for brands looking to leverage our editorial authority and writing expertise.*

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## PACKAGE

4

### Premium Long-form

Maximize long-term visibility with expert content and custom design.

- **1,500–2,000 words**, deeply researched and keyword-rich
- Written by our **SEO-trained editorial team**
- Includes **custom graphics or infographics**
- Prominent **Home Page feature**
- Optimized for high-ranking, evergreen search performance

✓ *Best for brands aiming for high-impact, lasting lead generation and authority.*

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# Sponsored event packages 1/2



**Reach engaged civil engineers** by promoting your conference, course, or webinar to a qualified, global audience. All listings stay live for **12 months** and are featured prominently across our site and channels.

	PACKAGE	INCLUDES
1	<b>Standard</b>	Featured event +Home Page
2	<b>Premium</b>	Featured event + Highlight to horizontal bar for 1 month + 1 newsletter highlight + 2 social media posts + Home Page
3	<b>Hosted by thecivilengineer.org</b>	Contact us

**All options are for 12 month placement**

# Sponsored event packages 2/2

1

## Standard

A cost-effective way to ensure your event is seen by thousands of targeted visitors.

- **Featured Event Listing** on our event directory
- **Homepage Feature** for added visibility
- Hosted and indexed for 12 months



*Best for regional events, training courses, or product webinars with minimal promotion needs.*

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2

## Premium

Elevate your visibility with multi-channel promotion.

- **Featured Event Listing**
- Promoted in the **Horizontal Events Bar** on thecivilengineer.org for 1 month
- **1 Highlight in Our Newsletter** (15,000+ subscribers)
- **2 Social Media Posts** (LinkedIn, Twitter/X, Facebook)
- **Homepage Feature**



*Ideal for flagship conferences, industry expos, or product launch events.*

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3

## Hosted by thecivilengineer.org

Let us take care of the hosting, promotion, and audience engagement.

- Fully hosted and moderated by our team
- Targeted invitations and promotion to our engineering audience
- Includes **branding, Q&A handling**, and follow-up report
- Optional add-ons: article coverage, newsletter placement, and video-on-demand replay



*Perfect for companies looking to position themselves as thought leaders through a turnkey, credible webinar experience.*

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# Sponsored software packages 1/2



Our Software Directory receives **180,000+ views per year** from industry professionals seeking trusted tools and solutions. Boost your software's visibility and credibility with a featured listing or take a leadership role with a content-driven lead package.

PACKAGE	INCLUDES
<b>Featured</b>	One software
<b>Lead</b>	Up to 5 software + 1 premium article (newsletter highlight) + 1 regular article

# Sponsored software packages 2/2

## PACKAGE 1

### Featured Listing

Get your software seen by the right audience.

- Featured in the **Software Directory**
- Includes **logo, description, download/purchase links, and company info**
- Promoted among top listings in relevant categories
- Live for **12 months**

✓ *Best for individual products looking to gain exposure and generate inbound interest.*

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## PACKAGE 2

### Lead Sponsorship

Position your brand as a software leader.

- **Medium Rectangle (300×250) display ad** under Software Directory listing sidebar
- Up to **5 software listings**, each fully featured
- **1 Premium Sponsored Article** (800–1,200 words),
  - Includes newsletter highlight and 2 social media posts
- **1 Standard Article** (200–600 words)
- Year-round presence across **directory, content, and homepage**

✓ *Ideal for software publishers or vendors looking to drive brand awareness, traffic, and leads over time.*

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# YouTube Shorts Sponsor Supporter



## Exclusive Brand Supporter on All Video Shorts

Tap into our growing YouTube Shorts audience with **exclusive brand visibility** across all new video content for a full year.

### YouTube Shorts Sponsor Supporter Package

- **Company name and graphics embedded within YouTube Shorts**
- **30,000+ views during the 3 months**
- Prominent **“Supported by [Your Brand]”** text or visual in each video
- All video shorts will be promoted through variety of channels (social media, website, newsletter, etc.)

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# Product placement

## Need to promote specific products?

Ask us for more information!



**1**

### We place

your product to the most relevant content within our directories

**2**

### Direct

link to your product page on your website

**3**

### Enable

a direct communication form so that our users can contact you

# Personalized private promotional panel



## Real time monitoring impact

of your promotional activity through detailed statistics dashboard



## Take full control of your entire

promotional activity.  
Create or edit any promotional activity in real time with your own account



## Unique public company profile

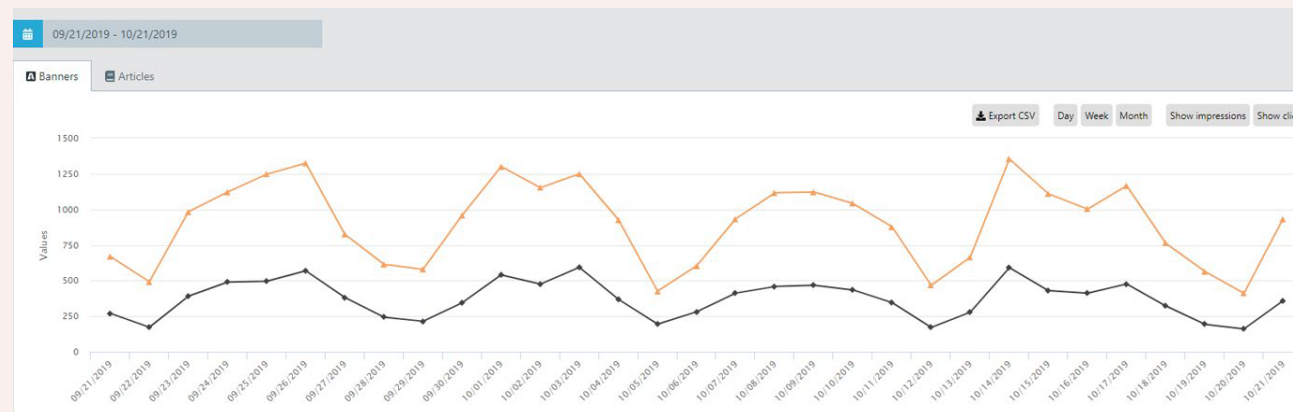
to showcase your services and promotional activities



## Unlimited number of agents

to control your company activities

## See a demo page of your panel



# Our websites



ARGO-E GROUP owns and operates an integrated network of several leading information web-centers, specialized online tools, and communication platforms that are used every day by thousands of professionals in the infrastructure domain globally.



**CEEcareers.com**  
THE JOB PORTAL FOR CIVIL, ENVIRONMENTAL  
& CONSTRUCTION INDUSTRY



Need more information on what we can do to promote your company and services?

**Fill in this brief questionnaire and get your tailored promotional plan**



# Still thinking about it?

## Don't!

Experience our data-driven promotion,  
and find out why most of our business  
partners work with us for many years

Part of our network  
of online platforms:



CEEcareers.com  
THE JOB PORTAL FOR CIVIL, ENVIRONMENTAL  
& CONSTRUCTION INDUSTRY



Dcodes



**Contact us at:**  
[marketing@argo-e.com](mailto:marketing@argo-e.com)