BRING A STRONG MESSAGE TO THE MARKET

2015 MEDIA KIT
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IEEE INDUSTRY APPLICATIONS MAGAZINE — REACHING KEY DECISION-MAKERS

IEEE Industry Applications Magazine continues proving its success as the ideal advertising partner to realize your business goals.

- Winner - 2014 Society for Technical Communications (STC) Award of Merit, New York Metro, Philadelphia Metro, and Houston chapters, recognizing exceptional understanding of technical communication principles.
- Tap into new industry developments throughout the year with special features and unique highlights
- Complement your advertising with exclusive and authoritative editorial that connects your brand with the brightest minds in your business
- Powerful “heads-up” content approach to a “heads-up” audience
- Reach key IEEE IA Society members – major players in the development of the latest technology and engineering advances

The IEEE community.
The IEEE IA Society comprises a global community of leading innovators who explore how technology drives industry and impacts modern society and business — both today and tomorrow.

- They develop industry standards in a wide range of technologies
- Their articles and standards are the most highly-cited in U.S. and European patents and IEEE journals
- They sponsor annual conferences and meetings worldwide including the Applied Power Electronics Conference and Exposition
- They are actively looking for solutions to complex problems
- They are where innovation begins

Access this highly-engaged IEEE member community through the most qualified bimonthly magazine in the industry applications market — IEEE Industry Applications Magazine.

IEEE INDUSTRY APPLICATIONS MAGAZINE — REACHING KEY DECISION-MAKERS

Reach the largest concentration of high-tech professionals in the field.*

- 27% Senior Management
- 46% Engineering & Engineering Management
- 57% Business & Industry

ANNUAL SUBSCRIPTION COST

IEEE IA Society Member
$20 Included with membership dues

Individual Nonmember
$567

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*2014 IEEE IA Society Membership Information
IEEE Industry Applications Magazine reports on the development and application of electrical systems, apparatus, devices, and controls.

Explore the world of industry applications with access to the leading engineers in the field, and reach the right buying influences!

3M Austin Center, Design Engineer
A.O. Smith Electrical Products, Engineering Manager
ABB, VP Engineering
Advanced Materials Corp., VP Engineering
Alabama Power Co., Design Engineer
Allegheny Power, Design Engineer
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Alstom Grid, General Manager
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Argonne National Lab., Chief Engineer/Chief Scientist
BAE Systems, Design Engineer
Baldor/Reliance, Engineering Manager
Bay Area Rapid Transit, Engineering Manager
Bechtel Power Corp., Design Engineer
Black & Decker, VP Engineering
Black and Veatch Corp., Design Engineer
Blue Grass Energy, VP Operations
CA-Public Utilities Commission, Engineering Manager
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Con Edison, Engineering Manager
ConocoPhillips Wood River Refinery, Engineering Manager
Convertex Inc., Design Engineer
Detroit Edison, Engineering Manager
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Eaton Corporation, General Manager
Electric Power Research Institute, VP Engineering
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Exxon Co. U.S.A., General Manager
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Farnel Robotics, Software Engineer
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General Dynamics Advanced Info. Systems, Design Engineer
Georgia Pacific, Engineering Manager
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Port of Portland, Design Engineer
Port of Seattle Seatac Airport, Engineering Manager
Purdue University, Chief Engineer/Chief Scientist
River North Solutions, VP Engineering
Rockwell Automation, VP Engineering
Rolls Royce Corp., Chief Engineer/Chief Scientist
Rosenberg Forest Products, Design Engineering Manager
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Saudi Aramco, Engineering Manager
Schneider Electric, Design Engineer
Schweitzer Engineering Laboratories, Engineering Manager
Seattle Public Utilities, Design Engineer
Shell Canada, Chief Engineer/Chief Scientist
Siemens Power Generation, Design Engineer
Southern California Edison, Scientific Manager
Southwire Co., Design Engineering Manager
Square D Schneider Electric, Engineering Manager
Tampa Electric, Design Engineer
Tesla Motors, Design Engineer
Texas Instruments, Design Engineering Manager
The Boeing Co., Engineering Manager
The Cooper Tire Co., Engineering Manager
The Dow Chemical Co., Design Engineer
Thermon Manufacturing Co., VP Engineering
Toshiba International Motor Plant, Design Engineering Manager
Tycos Electronics Energy Div., Engineering Manager
U.S. Army Corps of Engineers, Design Engineer
Valero Energy Co., Engineering Manager
Walt Disney Imagineering, Design Engineering Manager
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2015 EDITORIAL CALENDAR

Departments: From the Editor's Desk; President's Message; Standards; Electrical Safety; History; Education; Chapter News; Society News; Conference Calendar; IAS Continuing Education Opportunities

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<th>MATERIALS</th>
<th>FEATURES</th>
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<td>• Cement Industry Conference, 24 Apr.-1 May, Toronto, ON, Canada</td>
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<td>• ICPS, 6-8 May, Calgary, AB, Canada</td>
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<td>• IEMDC, 10-13 May, Coeur d'Alene, ID</td>
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<td>• ITEC, 14-17 Jun., Dearborn, MI</td>
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<td>• PPIC, 15-18 Jun., Milwaukee, WI</td>
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<td>• PCIC,5-7 Oct., Houston, TX</td>
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<td>• IAS Annual Meeting, 18-22 Oct., Addison, TX</td>
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Editorial calendar is subject to change without notice.

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2015 DISPLAY ADVERTISING RATES

BLACK AND WHITE RATES | RATE CARD #21 | EFFECTIVE JANUARY 2015

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