

# FOR TECHNOLOGY EMPLOYERS

## 2016 RECRUITMENT ADVERTISING MEDIA KIT

[advertise.ieee.org/recruitment](http://advertise.ieee.org/recruitment)

# AUDIENCE

**IEEE Media Recruitment Services provide the complete employment resources you need to reach the brightest and most qualified candidates for your open positions.**

## About IEEE Media Recruitment Services

IEEE is the world's largest professional association for the advancement of technology.

IEEE members are electrical and electronics engineers and allied professionals whose technical interests include computer sciences, software development, information technology, physics, biomedicine and other related disciplines.

These highly-engaged, top innovators and decision-makers explore how technology drives industry and impacts modern society and business — and they rely on IEEE Media Recruitment Services to help them advance their careers.

<b>Industry*</b>	54.2%
<b>Academia*</b>	23.2%
<b>Government*</b>	8.5%
<b>Other*</b>	14.1%

<b>Student Members*</b>	15.7%
<b>IEEE Young Professionals*</b> (Formerly known as GOLD Members)	24.1%

Hiring managers at more than 3,000 leading corporations and organizations use IEEE Media Recruitment Services. They range in fields from embedded systems, wireless software development, military and government research and transportation, as well as leading academic institutions worldwide.

- Aalto University
- Aerotek
- Air Force Institute of Technology
- Alstom
- BAE Systems
- Carnegie Mellon University
- Corning Incorporated
- Creare, Inc.
- ETH
- Georgia Institute of Technology
- IMEC
- INRIA
- Institute for Defense Analyses
- Intuit, Inc.
- McMaster University
- Micron Technology
- MIT Lincoln Labs
- Nazarbayev University
- NSA
- Raytheon
- Singapore University of Technology
- Total
- U.S. Army Research Labs
- Xilinx

**“IEEE is a wonderful advertising tool to find qualified candidates for SMUD.”**

**Theresa Alberts**  
Human Resources Recruitment Analyst at SMUD  
Sacramento Municipal Utility District

Your local sales representative can create a custom recruitment package for you that combines print, online, sponsorships and newsletters.

**Call +1 212 705 8939 for more information**

# Reach the largest audience of highly-qualified engineers & tech professionals.

## They're in their prime leadership years\*

Average age is 45 years old

## They're highly educated\*\*

96% of IEEE Members hold a Bachelor's Degree or Higher

## More than half work for businesses employing 1,000 or more people\*

32.8%	Large company (10,000+ employees)
19.2%	Medium-size company (1,000 – 9,999 employees)
25.8%	Small company (under 1,000 employees)

## IEEE Members Technical Interests\*\*\*

Telecommunications	51%
Energy	50%
Computing	48%
Green Technology	46%
Engineering Education	44%
Consumer Electronics	39%
Smart Grid	37%
Cloud Computing	34%
Life Sciences, Biomedical	32%
Robotics	32%
Aerospace	21%

## Primary Address\*\*

US	48.7%
Asia/Pacific Rim	24.6%
Europe, Africa, Middle East	18.5%
Canada	4.2%
Latin America	4.0%



“The quality of talent is excellent.”

# ADVERTISING OPPORTUNITIES

Find the most qualified candidates for your company's future.

Make the most of your recruitment budget with any of the following:

## Print

The first choice for your branding ad and individual job announcements.

## Online Job Postings

Post your open position on the IEEE Job Site and reach the top engineers and tech professionals worldwide.

## Banners and Page Peels

Advertising on the IEEE Job Site delivers a half million impressions per month, and adds high impact to your print and direct marketing program.

## The IEEE Job Site Career Alert

Delivers a free biweekly e-mail report on jobs, education, management and the engineering workplace. Place a sponsor message here to reach passive job seekers.

## Employer Branding Webinars

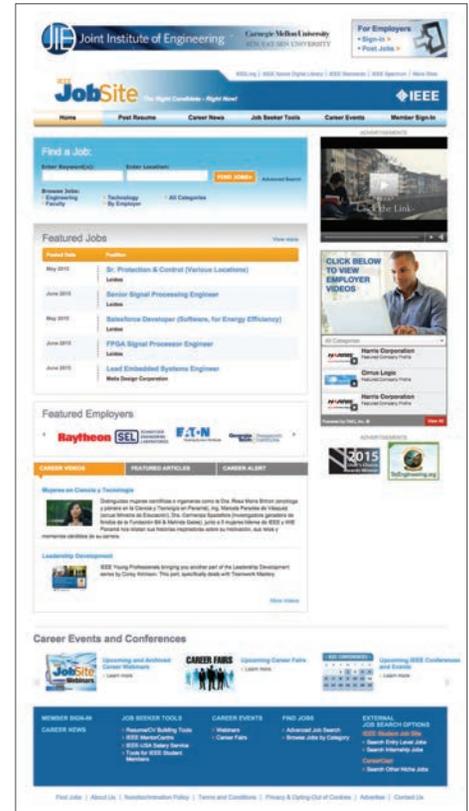
The best way to interactively communicate the key benefits of working for your company and inform job seekers of the job opportunities within your organization.

## Virtual Career Fairs

Enables you to find highly-qualified candidates while lowering your cost-per-hire. Your sponsorship also allows you to host a Careers Webinar and speak with job seekers via Live Online Chat.

## IEEE-USA Salary Service

Offers annual subscribers access to the IEEE-USA Salary Calculator and Salary & Benefits Survey eReports for accurately benchmarking technical professionals' compensation individually or organization-wide.



The IEEE Media recruitment package is unbeatable in reach, value and flexibility.

81% of subscribers agree that IEEE Spectrum content is superior relative to other scientific-related publications in the field.\*

### Print Opportunities

Reach the world's top engineers in every sector — from communications to defense, from computers to transportation.

Brand your company or institution monthly in IEEE Spectrum and target your next recruit. This award-winning editorial is a direct line to leaders shaping technology and business. Major companies regularly place recruitment display ads seeking the best IT, high technology and engineering talent.

Engineering and Computer Science departments of many worldwide academic institutions choose IEEE members to enhance their faculty and research lab staff because they are the most qualified and sought after candidates.

### New Career Guide

Place your recruitment or branding ad in the April 2016 digital issue of the IEEE Spectrum New Career Guide, and you're guaranteed to reach qualified students and graduate students entering today's global engineering job market.



### IEEE Tech Societies Magazines

[advertise.ieee.org/product/print](http://advertise.ieee.org/product/print)

Focus your recruitment message to an unparalleled technology-savvy audience of engineers and top executives in any of 26 vertical publications precisely targeted to members of a specific Technical Society.

“We have access to candidates with the right qualifications and background.”



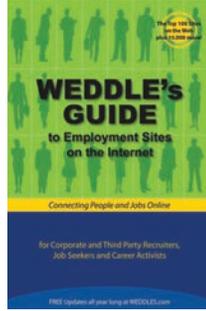
# THE IEEE JOB SITE

Named Top 100 Web Site in WEDDLE's Guide to Employment Sites and winner of WEDDLE's User's Choice Award.

## Profile of Registered Job Seekers\*

75.2%	Employed
76.6%	Hold advanced degrees
53.6%	Passive job seekers
Average age	46 years old
Average salary	\$86,000

The IEEE Job Site — the official IEEE Web site for engineering and technology jobs — connects you with the world's largest technical talent pool. Register an account and you can begin posting positions within minutes!



## Top 10 Job Searches by Candidates\*\*

- Engineer
- Software
- Electrical Engineer
- Optics
- Robotics
- Faculty
- Sales
- RF
- Professor
- Intern

## Job Function for Registered Job Seekers\*

Electrical Engineer	26.6%
R&D/Scientist/Engineer	23.2%
Computer Engineer/Scientist	13.5%
Software Engineer	10.5%
IT Professional	5.2%
Design Engineer	4.9%
Telecommunications Engineer	3.4%
Test Engineer	3.0%

## Average Unique Visitors\*\*\*

30,136

## Average Page Views\*\*\*

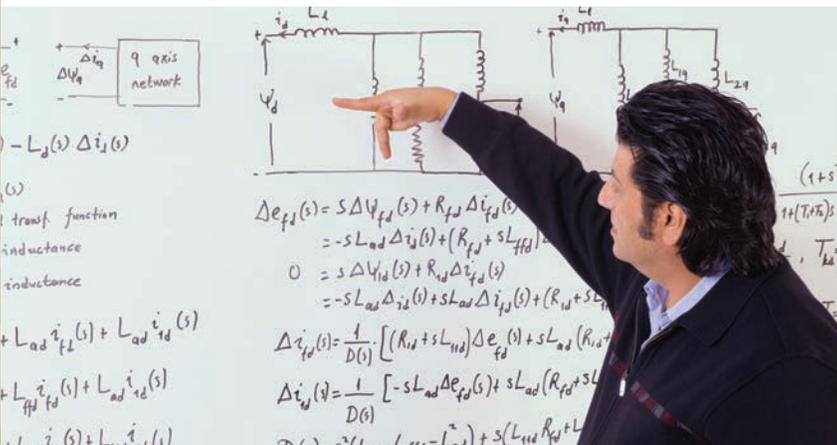
109,324

## Average Number of Resumes\*\*

20,328

## The IEEE Job Site

- Provides employers with more qualified candidates than CareerBuilder, Dice and Monster.com;\*
- Serves more than the membership of IEEE and its associated Technical Societies;
- Delivers your postings instantly to registered IEEE members;
- Pre-qualifies candidates electronically within minutes;
- Provides resumes matched to your needs quickly and cost-effectively.



For more information, call +1 212 705 8939 or e-mail [employerjobsite@ieee.org](mailto:employerjobsite@ieee.org).

[advertise.ieee.org/contact/recruitment](http://advertise.ieee.org/contact/recruitment)

\*2012 IEEE Job Site User Survey  
 \*\*Adicio, January - June 2015 Stats  
 \*\*\*Google Analytics, June 2014 - May 2015

# Reach job candidates more effectively with these features on the IEEE Job Site!

## Featured Jobs

Give your job posting more exposure by placing it in the Featured Jobs area on the IEEE Job Site home page. Featured Jobs also appear on IEEE Facebook Pages and myIEEE — the IEEE member's personalized Web page — exposing your job post to passive job seekers.

## Spotlight Jobs

Put your job in the spotlight for an overwhelming response from job seekers. Spotlight Jobs generate high click-through rates because they are strategically placed at the top of the Job Search Results page.

## Job Clips

Our dedicated video professionals will create a dynamic Web video based on your job posting to bring candidates directly into your work environment.

## Employer Profiles

Communicate key benefits and gain greater visibility and exposure with a customized, quality Web video about your company.

## Banners

Advertising on the IEEE Job Site links to your hiring needs, policies and employee advantages. Select your choice of four cost-effective positions on the IEEE Job Site or run a banner ad on the IEEE Job Site Mobile Platform.

## Page Peel

Placing an exclusive sponsored page peel ad will produce more click-throughs and sales because these non-distracting ads waving on the upper right edge of the IEEE Job Site play on our user's curiosity.

## Social Media Optimization Plus

Extend the reach of your job postings with SMO+ and your job will automatically be distributed to hundreds of social media sites and channels.

## Partner and Niche Networks

Connect with IT and engineering professionals by distributing your job post to the CareerCast IT & Engineering Network. Or get greater exposure to a diverse audience and qualified disabled jobs seekers with the OFFCP/EEOC Network.

## IEEE Job Site Mobile Mini Site

Connect your recruitment efforts with our mobile technology by sponsoring a self-contained, exclusively branded mobile site which builds on the data you've posted on the IEEE Job Site.

Organizations like these use the IEEE Job Site to find senior-level managers, top engineers and technology experts in every sector of industry.

- ASML
- BAE Systems
- BP
- CERN
- GE India Technology Center
- General Electric
- IBM
- IMEC
- Intel
- Lockheed Martin
- Microsoft
- Motorola
- North American Electric Reliability Corp.
- Northrop Grumman
- NSA
- Philips Electronics
- Raytheon
- Randstad Technologies
- Schweitzer Engineering Laboratories
- Total

“I posted our opening on the IEEE Job Site and received nicely qualified candidates within a few days!”

Human Resources Manager,  
AIRMAR Technology Corporation

# 2016 CAREERS/EDUCATION MEDIA PLANNER



Winner of 14 editorial awards in 2015

MONTH	CLOSE	MATERIALS	RECRUITMENT FEATURES	EDITORIAL FEATURES	2016 BONUS DISTRIBUTION
<b>JAN</b>	<b>1 DEC</b>	<b>8 DEC</b>	<ul style="list-style-type: none"> <li>• Career Profile</li> </ul>	<ul style="list-style-type: none"> <li>• Annual Technology Prediction/Analysis Issue</li> </ul>	<ul style="list-style-type: none"> <li>• Consumer: CES, Las Vegas, NV</li> <li>• Telecommunications: IEEE CCNC, Las Vegas, NV</li> </ul>
<b>FEB</b>	<b>30 DEC</b>	<b>6 JAN</b>	<ul style="list-style-type: none"> <li>• Startup Profile</li> </ul>	<ul style="list-style-type: none"> <li>• Telecommunications: Keck's Law of Fiber Bandwidth</li> <li>• Energy: Metal-Air Batteries</li> <li>• Telecommunications: Wireless Interconnects</li> <li>• Transportation: Driverless Car Law</li> </ul>	<ul style="list-style-type: none"> <li>• Semiconductors: IEEE Solid State Circuits, San Francisco, CA</li> <li>• Telecommunications: Mobile World Congress, Barcelona, Spain</li> </ul>
<b>MAR</b>	<b>1 FEB</b>	<b>8 FEB</b>	<ul style="list-style-type: none"> <li>• Careers in Analog Engineering</li> </ul>	<ul style="list-style-type: none"> <li>• Computing: Supercomputers Resiliency to Errors</li> <li>• Computing: The Superconducting Supercomputer</li> <li>• Energy: Fukushima Muon Imaging</li> <li>• Semiconductors: MEMS &amp; Sports</li> </ul>	<ul style="list-style-type: none"> <li>• Telecommunications: Optical Fiber Communications Conference, Anaheim, CA</li> <li>• Telecommunications: IWCE, Las Vegas, NV</li> <li>• Telecommunications: IEEE WCNC, Doha, Qatar</li> <li>• Telecommunications: ICASSP, Shanghai, China</li> </ul>
<b>APR</b>	<b>1 MAR</b>	<b>8 MAR</b>	<ul style="list-style-type: none"> <li>• Special Supplement: IEEE Spectrum New Career Guide</li> <li>• Career Profile</li> </ul>	<ul style="list-style-type: none"> <li>• Transportation: Top Ten Tech Cars</li> <li>• Transportation: London's Cross-Rail Project</li> <li>• Transportation: Flexible Wing</li> <li>• Computing: 25th Anniversary of Linux</li> <li>• Telecommunications: Kill TV</li> </ul>	<ul style="list-style-type: none"> <li>• Telecommunications: NAB, Las Vegas, NV</li> <li>• Telecommunications: INFOCOM, San Francisco, CA</li> <li>• SHRM Talent Management Conference &amp; Exposition, Orlando, FL</li> </ul>
<b>MAY</b>	<b>1 APR</b>	<b>8 APR</b>	<ul style="list-style-type: none"> <li>• Engineers with Disabilities</li> </ul>	<ul style="list-style-type: none"> <li>• Security: E-Mail Phishing</li> <li>• Computing: All In Surveillance</li> <li>• Telecommunications: Twisted EM Radiation to Boost Data Rates</li> <li>• Geek Life: Profile – IEEE Medal of Honor Winner</li> </ul>	<ul style="list-style-type: none"> <li>• Computing/Telecommunications/Semiconductors: IEEE RFID 2016, Orlando, FL</li> <li>• Semiconductors/Computer: Multicore Developers Conference, TBD</li> <li>• Telecommunications: MTT, San Francisco, CA</li> <li>• Telecommunications: IEEE ICC, Kuala Lumpur, Malaysia</li> </ul>
<b>JUN</b>	<b>2 MAY</b>	<b>9 MAY</b>	<ul style="list-style-type: none"> <li>• Startup Profile</li> </ul>	<ul style="list-style-type: none"> <li>• Special Report: Robot Morality</li> <li>• Telecommunications: The Future of Internet Routing</li> <li>• Advanced Tech: An Improved Electric Motor</li> <li>• Biomedical: Haptic Prosthetics</li> <li>• Semiconductors: The Birth of the Microprocessor</li> </ul>	<ul style="list-style-type: none"> <li>• Computing/Semiconductors: Design Automation Conference, Austin, TX</li> <li>• Automotive NACE Expo &amp; Conference, Chicago, IL</li> <li>• Telecommunications: IEEE Antennas and Propagation, San Juan, Puerto Rico</li> <li>• Computing: International SuperComputing Conference, Frankfurt, Germany</li> <li>• Telecommunications: IEEE SECON, London, England</li> </ul>
<b>JUL</b>	<b>1 JUN</b>	<b>8 JUN</b>	<ul style="list-style-type: none"> <li>• Where the Jobs Are: 2016</li> </ul>	<ul style="list-style-type: none"> <li>• Biomedical: Nanowires for Neural Implants</li> <li>• Semiconductors: Monolithic Chips</li> <li>• Computing: Privacy of Public Data</li> <li>• Telecommunications: Rural Broadband in Africa</li> </ul>	<ul style="list-style-type: none"> <li>• Semiconductors: SEMICON WEST, San Francisco, CA</li> <li>• Energy: IEEE Power &amp; Energy Society Meeting, Boston, MA</li> </ul>
<b>AUG</b>	<b>1 JUL</b>	<b>8 JUL</b>	<ul style="list-style-type: none"> <li>• Career Profile</li> </ul>	<ul style="list-style-type: none"> <li>• Telecommunications: GPS Spoofing</li> <li>• Semiconductors: Germanium's Return to Semiconductors</li> <li>• Semiconductors: History of Traffic Signals</li> <li>• Telecommunications: Pcell</li> </ul>	<ul style="list-style-type: none"> <li>• Energy: EMC, Ontario, Canada</li> <li>• Computing/Consumer: Flash Memory Summit, Santa Clara, CA</li> </ul>
<b>SEP</b>	<b>1 AUG</b>	<b>8 AUG</b>	<ul style="list-style-type: none"> <li>• Special Ad Section: University Spotlight</li> <li>• Startup Profile</li> </ul>	<ul style="list-style-type: none"> <li>• Computing: Keyboard-less User-Interfaces</li> <li>• Biomedical: Robert Woo: Exoskeleton Test Pilot</li> <li>• Aerospace: Jack Kilby's Excellent Solar Adventure</li> </ul>	<ul style="list-style-type: none"> <li>• Telecommunications: IEEE PIMRC, Valencia, Spain</li> <li>• Telecommunications: CTIA Wireless, Las Vegas, NV</li> <li>• Computing: COMSOL Conference, TBD</li> </ul>
<b>OCT</b>	<b>1 SEP</b>	<b>8 SEP</b>	<ul style="list-style-type: none"> <li>• Special Ad Section: Great Places to Work</li> <li>• Career Profile</li> </ul>	<ul style="list-style-type: none"> <li>• Biomedical: Transcranial Brain Enhancement</li> <li>• Green Tech: Replacing the Transformer</li> <li>• Consumer Electronics: The Printable Smartphone</li> </ul>	<ul style="list-style-type: none"> <li>• Computing: COMSOL Conference, Boston, MA</li> <li>• Telecommunications: IEEE MILCOM, TBD</li> <li>• Telecommunications: Futurecom, Sao Paulo, Brazil</li> </ul>
<b>NOV</b>	<b>30 SEP</b>	<b>6 OCT</b>	<ul style="list-style-type: none"> <li>• Special Ad Section: Cybersecurity Spotlight</li> <li>• Volunteering for Engineers</li> </ul>	<ul style="list-style-type: none"> <li>• Biomedical: Quantum Dots in Health Care</li> <li>• Energy: Solar DC Homes in India</li> <li>• Green Tech: Automotive Fuel Cells</li> </ul>	<ul style="list-style-type: none"> <li>• Computing: IEEE/ACM Conference on Computer-aided Design, TBD</li> <li>• Computing: Supercomputing, TBD, UT</li> <li>• Computing: electronica, Munich, Germany</li> </ul>
<b>DEC</b>	<b>1 NOV</b>	<b>8 NOV</b>		<ul style="list-style-type: none"> <li>• Energy: Atlantic Offshore DC Grid</li> <li>• Semiconductors: X-ray Free Electron Lasers</li> <li>• Computing: Mario Tchau &amp; Olivetti's Computer</li> </ul>	<ul style="list-style-type: none"> <li>• Telecommunications: IEEE GLOBECOM, Kansas City, MO</li> </ul>

# 2016 RECRUITMENT RATES



## NORTH AMERICAN RECRUITMENT PACKAGES | 214,492\* CIRCULATION | B&W RATES

	1X	6X	12X	18X	24X
1 PAGE	\$14,100	\$13,425	\$12,710	\$11,770	\$11,330
3/8 PAGE	11,155	10,585	10,070	9,550	9,150
1/2 PAGE	7,980	7,545	7,175	6,835	6,515
5/8 PAGE	6,145	5,850	5,505	5,255	5,085
3/4 PAGE	4,765	4,520	4,245	4,130	3,875
5/6 PAGE	3,990	3,735	3,615	3,440	3,215
1/2 PAGE	2,495	2,335	2,250	2,135	2,045

## WORLDWIDE PACKAGES | 394,540\* CIRCULATION | B&W RATES

	1X	6X	12X	18X	24X
1 PAGE	\$15,205	\$14,400	\$13,685	\$13,080	\$12,480
3/8 PAGE	11,995	11,390	10,845	10,360	9,900
1/2 PAGE	8,550	8,150	7,715	7,375	7,055
5/8 PAGE	6,635	6,260	5,970	5,740	5,425
3/4 PAGE	5,135	4,820	4,590	4,420	4,220
5/6 PAGE	4,275	4,045	3,875	3,670	3,500
1/2 PAGE	2,595	2,460	2,350	2,215	2,130

## COLOR RATES

	North American	Worldwide	International
2 COLOR	\$735	\$790	\$375
3 COLOR	870	940	445
4 COLOR	1,380	1,495	675
COLOR SPREAD	2,275	2,455	1,105

## PACKAGE RATES INCLUDE

	# Jobs Online
1 PAGE +	4 jobs plus banner for one month
3/8 PAGE +	3 jobs plus banner for one month
1/2 PAGE +	2 jobs
5/8 PAGE +	1 job
3/4 PAGE +	1 job
5/6 PAGE +	1 job
1/2 PAGE +	1 job

## INTERNATIONAL PACKAGES | 185,241\* CIRCULATION | B&W RATES

	1X	6X	12X	18X	24X
1 PAGE	\$7,455	\$7,050	\$6,725	\$6,440	\$6,130
3/8 PAGE	5,905	5,590	5,325	5,060	4,855
1/2 PAGE	4,245	3,980	3,805	3,630	3,455
5/8 PAGE	3,245	3,105	2,925	2,780	2,695
3/4 PAGE	2,520	2,400	2,255	2,195	2,050
5/6 PAGE	2,110	1,990	1,935	1,820	1,700
1/2 PAGE	1,700	1,585	1,520	1,435	1,375

To determine which advertising opportunity best meets your immediate needs, speak with one of our IEEE Media Recruitment Services sales representatives today.

[advertise.ieee.org/contact/recruitment](http://advertise.ieee.org/contact/recruitment)

Call +1 212 705 8939 or e-mail [employerjobsite@ieee.org](mailto:employerjobsite@ieee.org) to inquire about our value-added recruitment packages.

[advertise.ieee.org/contact/recruitment](http://advertise.ieee.org/contact/recruitment)

\*BPA 2014 November Analyzed Issue — Unique total qualified represents unique recipients, not the sum of print and digital. North America includes domestic newsstand sales count.

# 2016 IEEE JOB SITE RATES

## Cost-effective ways to reach qualified candidates

### 2016 ANNUAL JOB POSTING PACKAGE RATES

		JOB POSTINGS	FEATURED JOB POSTS	SPOTLIGHT JOB POSTS	SOCIAL MEDIA OPTIMIZATION+	CAREERCAST IT & ENGINEERING NETWORK	CAREERCAST OFFCP/ EEOC NETWORK
Level 1	(4 Job Posts)	\$855	\$1,590	\$1,870	\$1,435	\$1,255	\$1,055
Level 2	(10 Job Posts)	1,905	3,640	4,420	3,305	2,800	2,355
Level 3	(25 Job Posts)	4,290	8,365	10,400	7,665	6,260	5,275
Level 4	(30 Job Posts)	4,740	9,330	11,700	8,640	7,105	5,925
Level 5	(50 Job Posts)	7,600	14,740	18,200	13,850	11,015	9,310
Level 6	(100 Job Posts)	14,235	27,505	33,805	26,235	20,010	17,125
Level 7 (Unlimited Job Posts)		TBD	TBD	TBD	TBD	TBD	TBD

### A LA CARTE PRICING

	COST
30-Day Single Job Post	\$295
30-Day Single Featured Job Post	560
30-Day Single Spotlight Job Post	585
60-Day Single Job Post	550
60-Day Single Featured Job Post	920
60-Day Single Spotlight Job Post	1,050

### RESUME DATABASE\*

		ANNUAL FEE	+ PACKAGE	FULL COST
Level 1	(4 Job Posts)	\$2,645	\$855	\$3,500
Level 2	(10 Job Posts)	2,500	1,905	4,405
Level 3	(25 Job Posts)	2,340	4,290	6,630
Level 4	(30 Job Posts)	2,205	4,740	6,945
Level 5 and above		1,905	See above	TBD

\* Please note, the Resume Database annual subscription can only be purchased in conjunction with a job posting contract. All prices are for one year. Additional users cost \$600 per user annually.

### BANNER ADVERTISING OPTIONS

POSITION	SIZE	RATE
Leaderboard	728 x 90	\$3,500
Medium Rectangle	300 x 250	\$3,000
Button	120 x 90	\$2,000
Expandable Banner	600 x 250	\$1,995
Page Peel	800 x 600	\$2,500

For complete formatting and mechanical specs, please visit our web site at [www.ieee.org/jobs/advertise](http://www.ieee.org/jobs/advertise)

### Recruitment Online Video Options

#### Employer Video Profile:

\$2,295 per year with 1 edit/review

Additional edits/reviews = \$125 per edit/review

#### Job Clips Video Packages:

\$125 per video with a minimum

purchase of a Level 1 Job Post Package



Sample of Expandable Banner

### IEEE Job Site Career Alert

circ: 275,000

#### Leaderboard

Dimensions: 468 x 60

Cost: \$5,000

#### Bottom Banner

Dimensions: 468 x 60

Cost: \$3,500

#### Skyscraper Ad

Dimensions: 120 x 600

Cost: \$5,000

#### Button

Dimensions: 120 x 90

Cost: \$2,500

**For more information, call +1 212 705 8939  
or e-mail [employerjobsite@ieee.org](mailto:employerjobsite@ieee.org).**

[advertise.ieee.org/contact/recruitment](http://advertise.ieee.org/contact/recruitment)

**For sponsorship rates for Employer Branding Webinars, Virtual Career Fairs or the IEEE Job Site Mobile Platform, contact your local sales representative.**

# 2016 IEEE MEDIA RECRUITMENT SERVICES MECHANICAL SPECIFICATIONS



The classified advertisements of interest to IEEE members have been placed by educational, governmental, and industrial organizations. The IEEE encourages employers to offer salaries that are competitive, but occasionally a salary may be offered that is significantly below currently accepted levels. In such cases the reader may wish to inquire of the advertiser whether extenuating circumstances may apply. IEEE Spectrum may reject any advertisement that contains any of these phrases: "Recent college grads," "1 to 4 years maximum experience," "Up to 5 years experience," or "10 years maximum experience." Further, IEEE reserves the right to amend any such advertisement without specific notice to the advertiser in order to conform to the Age Discrimination in Employment Act.

**Printing Method:** Web offset. IEEE Spectrum subscribes to SWOP (Specifications for Web Offset Publications) standards. For complete mechanical requirements, write IEEE Spectrum Magazine, Advertising Production Department. See mailing instructions for address.

## Supplied Advertising Material

### Electronic Advertising Files:

- Press-ready Adobe PDF files (preferred)
- EPS Files (Note: When saving as EPS file, be sure to include tif images in CMYK and supply a list of fonts that are used within that file. Send EPS files on CD along with original application file with digital proofs — color if applicable.)

**Proofing:** For color ads, 1 SWOP press proof with color bars or off-press proof.

**Maximum Screen:** 133 lines

### Maximum Tonal Density:

Black & White	85% for areas not intended to print solid.
Black & 1 Color	160%
4 Color	300% with only one solid.

**Trim Size:** 7.875" x 10.5". The live copy area for bleed is 7" x 10".

**Live Material for Bleed Units:** For bleed pages, columns, and halves, keep essential matter .375" from top and bottom and .5" from left and right side of all pages, and at least .625" from bleed edge on both pages of facing page spread.

Live material in facing pages should not be closer than .125" on each page to center fold. Publisher reserves right to crop .1875" from either side of full pages and two-column units and .25" from either side of one-column units to compensate for variation in trim page size. Engraver's mark must be etched in bearer top and bottom at center of each page for guide in cutting apart.

## Mailing Instructions

Send all orders, contracts, proofs, and films to IEEE Spectrum Magazine, Advertising Production Department, 445 Hoes Lane, Piscataway, NJ 08854.

**Telephone** +1 732 562 6334

**Fax** +1 732 562 1745

**E-mail:** fs.ieeemedia@ieee.org

## Issuance and Closing Dates

**Published monthly:** Issued last week of month preceding issue date.

**Closing dates:** Space reservations 1st of month preceding date of issue (12 noon Pacific Standard Time). Copy to be set 1st of month preceding date of issue. Complete films or artwork 8th of month preceding date of issue.

Cancellations not accepted after closing dates. Cancellations not accepted on cover and preferred position contracts without written notice to publisher 30 days before closing date.

## General Information

Printing material will be destroyed 12 months after issue date unless otherwise instructed in writing. Inquiries concerning printed reproduction should be submitted within 3 weeks of issue date.

**Production Charge:** There will be a minimum charge of \$50.00 non-commissionable for any changes to any ad.

## Contract and Copy Regulations

For Contract and Copy Regulations, please visit [http://bit.ly/IEEE\\_Media\\_Contract\\_and\\_Copy\\_Regulations](http://bit.ly/IEEE_Media_Contract_and_Copy_Regulations).

## Commission

15% of gross billing allowed to recognized agencies on space, color, and position, provided account is paid within 30 days from invoice date.

## Frequency Rates

Frequency rates are based on number of units within a 12-month contract year. Two-page spreads count as two units. Space run in any advertising edition counts toward frequency. All positions are R.O.P. or Publisher's Choice.

### UNIT SIZES AVAILABLE

INCHES	NON-BLEED	BLEED
1 Page	7" x 10"	8.125" x 10.75"
2 Facing Pages	15.125" x 10" (Gutter Bleed)	16.25" x 10.75"
¾ Page Vertical	4.5625" x 10"	5.3125" x 10.75"
½ Page Island	4.5625" x 7.375"	5.3125" x 8"
½ Page Vertical	3.25" x 10"	4.0625" x 10.75"
½ Page Horizontal	7" x 4.75"	8.125" x 5.25"
¼ Page Vertical	2.1875" x 10"	3.0625" x 10.75"
¼ Page Square	4.5625" x 4.75"	5.3125" x 5.25"
¼ Page Square	3.25" x 4.75"	—
¼ Page Vertical	2.1875" x 4.75"	—
½ Page Vertical	2.1875" x 2.375"	—
MILLIMETERS	NON-BLEED	BLEED
1 Page	178mm x 254mm	206mm x 273mm
2 Facing Pages	384mm x 254mm (Gutter Bleed)	413mm x 273mm
¾ Page Vertical	116mm x 254mm	135mm x 273mm
½ Page Island	116mm x 188mm	135mm x 204mm
½ Page Vertical	83mm x 254mm	104mm x 273mm
½ Page Horizontal	178mm x 121mm	206mm x 133mm
¼ Page Vertical	56mm x 254mm	81mm x 273mm
¼ Page Square	116mm x 121mm	135mm x 133mm
¼ Page Square	83mm x 121mm	—
¼ Page Vertical	56mm x 121mm	—
½ Page Vertical	56mm x 60mm	—

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