Reach the Brightest Tech Minds to Build Your Business

IEEE Spectrum subscribers are early adopters of new approaches and technologies that apply to their engineering efforts, and they move quickly to have them evaluated.

**IEEE Spectrum Subscribers**

- **91%**
  Open to experimenting with new or different routes to success

- **90%**
  Willing to champion new approaches, take educated risks and develop novel, creative solutions to move their initiatives forward

- **87%**
  Involved in setting the direction for design engineering/R&D initiatives

- **75%**
  Play leadership roles to influence the attitudes and actions of others in the use of new products/components

**BPA Audited Circulation**

- Worldwide: 382,942
- North America: 206,756
- International: 176,186

**2017 Projected Social Media**

- Facebook: 415,000
- Twitter: 127,000
- LinkedIn: 15,000

**Geographic Regions**

- United States/Canada: 54.2%
- Asia/Pacific Rim: 25.2%
- Europe/Africa/Middle East: 17.5%
- Latin America: 3.1%
Attract the Innovators of Technology

The influence of IEEE Spectrum elevates the work of other professionals, and helps vendors of technology design products and components overcome a more formidable, competitive marketing environment.

IEEE Members Technical Interests
51% Telecommunications
50% Energy
48% Computing
46% Green Technology
44% Engineering Education
39% Consumer Electronics
37% Smart Grid
34% Cloud Computing
32% Life Sciences/Biomedical
32% Robotics
30% Semiconductors
21% Aerospace

IEEE Spectrum Subscribers
Job Titles/Positions
65% are Engineering/Scientific Design Staff Members
33% are Engineering/Scientific/ Technical Management

IEEE Spectrum Subscribers Work in a Full Range of Engineering and Design Organizations
32% Technical/Engineering Firms (Including Consultants)
28% Manufacturers, Including OEMs and Contract Companies
19% College/University Labs
7% Independent R&D Labs
6% Government R&D Labs
5% Utilities

IEEE Spectrum Subscribers Design Products in an Average of Three of These Categories
44% Computer/Networking Hardware and Software Technology
44% Communications/Networking/ Cellular/Broadcast Hardware and Software
33% Power/Energy Products
25% Electronic Instruments
21% Industrial Equipment

75% of IEEE members consider themselves to be innovators in engineering
Reach Innovators and Decision-Makers

IEEE Spectrum subscribers are change agents that influence the vendor selection process and the evaluation and ultimate purchase of products, components and systems. They seek out new solutions that help develop technological breakthroughs in their areas of work. In an environment where vendors must work harder than ever to build credibility and acceptance of their products, establishing relationships with IEEE Spectrum’s audience will offer a significant sales advantage.

Nine of ten members of the IEEE Spectrum audience are involved in setting the direction for their organization's design engineering initiatives.

84% report that they indicate specific brands when specifying or recommending products or components.

89% of IEEE Members are involved with purchasing or specifying decisions for their organizations.

89% Involved in all three phases (early, middle and final) of the decision process

88% Involved with hard-to-penetrate vendor decision teams, usually in management capacity

70% Feel it’s vital for them to learn of the breakthroughs and innovations made by marketers

64% Make buying/specifying decisions that affect multiple levels of their organizations

62% Motivated to achieve breakthroughs before their competitors
Reach Powerful Tech Buyers

IEEE Spectrum subscribers are power players. The facilities that they influence are spending significant sums on technology purchases, making them prime sales targets for marketers’ messages.

<table>
<thead>
<tr>
<th>Purchase Categories</th>
<th>Company Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>77% Computer Hardware</td>
<td>The IEEE Spectrum audience encompasses manufacturers and other organizations</td>
</tr>
<tr>
<td>69% Test and Measurement Products</td>
<td>that are of substantial size, and represent the technology market worldwide.</td>
</tr>
<tr>
<td>57% Simulation Software</td>
<td></td>
</tr>
<tr>
<td>57% Circuits and Systems</td>
<td></td>
</tr>
<tr>
<td>53% Computing and Graphics</td>
<td></td>
</tr>
<tr>
<td>51% Power and Energy Equipment</td>
<td></td>
</tr>
<tr>
<td>49% CAD/CAM/CAE Systems</td>
<td></td>
</tr>
<tr>
<td>49% Internet Applications</td>
<td></td>
</tr>
<tr>
<td>47% Embedded Systems</td>
<td></td>
</tr>
<tr>
<td>45% Control Technologies</td>
<td></td>
</tr>
<tr>
<td>45% IC/Semiconductors</td>
<td></td>
</tr>
<tr>
<td>41% Scientific Computing</td>
<td></td>
</tr>
<tr>
<td>41% Business/ERP Software</td>
<td></td>
</tr>
<tr>
<td>40% Power Solutions</td>
<td></td>
</tr>
<tr>
<td>38% Security Systems and Solutions</td>
<td></td>
</tr>
<tr>
<td>36% Programmable Logic (FPGAs)</td>
<td></td>
</tr>
<tr>
<td>33% Electromagnetic Technology</td>
<td></td>
</tr>
<tr>
<td>32% Microwave/RF</td>
<td></td>
</tr>
<tr>
<td>30% Intelligent Systems</td>
<td></td>
</tr>
</tbody>
</table>

89% IEEE Members that state that their recommendations are ultimately specified or purchased
87% Are involved in setting the direction for their organization’s design engineering/R&D initiatives
84% Often specify/recommend by brand, with 63% their recommendations taken most often

Many times, innovation in one industry sparks innovation in another completely unrelated industry. Very rarely, magazines support such sparks. IEEE Spectrum is one.

IEEE Member
The Media Brand That Makes an Impression

76% of subscribers use the content in IEEE Spectrum’s suite of media proactively — to help form opinions and make decisions, and as reference for projects and discussions with colleagues.

It's where they first:
- Learn of the existence of individual products/components vendors
- Form impressions about what individual products/components vendors stand for
- Position competitive vendors in their minds regarding their differences
- Determine which brands to evaluate as they move into the decision process

IEEE Spectrum is a broad media brand, from both editorial and market coverage points of view, because the curiosity of our audience dives far deeper than competitive vertical EE publications.

92% Agree that the brand advances the art of engineering/R&D for technology products
83% Read all or most issues front to back
79% Use one or more media on the website
68% Cannot be reached via any other individual media brand
60% Take action based on ads in the publication and on the website

Geographic Profile of Website Users
50% United States/Canada
19% Asia/Pacific Rim
27% Europe/Africa/Middle East
4% Latin America

Online Monthly Statistics

830,000 Unique Visitors
1.8 million Page Views
High-Impact Products — Lead Generation, Paid Content, Banners and Custom Research

Custom and Native Content
Whether client-supplied or generated by IEEE Spectrum, associating your brand with our content will position your company as a forward-thinking, technology leader.

Banners
Viewed by our highly-qualified global audience — 72% of the U.S. audience are tech professionals and 55% of the overall audience have graduate degrees or higher.

Webinars
Our IEEE Spectrum Tech Insiders Webinars get attendance that beats industry averages by 112%, with 474 average registrants per webinar, and 300 leads guaranteed.

Spotlights
Highlight new products or distance learning and advanced degree programs to create buzz and additional interest — and get great contactable leads too!

White Papers
Consistently provide qualified leads, with 58% of IEEE Members frequently using technical papers.

Multimedia
Videos, slideshows and podcasts receive one third of site traffic, and offer both standard and high-impact advertising opportunities.

Blogs
Written by experts in their fields, our blogs receive 43% of all views on the website — 4.7k views per blog post.

Microsites
Deliver topic-focused content to an engaged audience looking for technical expertise to help them in their work.

Custom Research
We will tailor a market study that meets your company’s needs and budget — and provide you with timely and relevant market intelligence.

Newsletters
Six targeted options are available, plus our broader Tech Alert, which features highlights of IEEE Spectrum content to over 500,000 opt-in subscribers a week.

<table>
<thead>
<tr>
<th>Name</th>
<th>Circulation</th>
<th>Frequency</th>
<th>Avg CTR</th>
<th>Avg Open</th>
</tr>
</thead>
<tbody>
<tr>
<td>IEEE Spectrum Tech Alert</td>
<td>500,000</td>
<td>Weekly</td>
<td>3.3%</td>
<td>24%</td>
</tr>
<tr>
<td>IEEE Spectrum EnergyWise</td>
<td>100,000</td>
<td>Monthly</td>
<td>3.1%</td>
<td>21%</td>
</tr>
<tr>
<td>IEEE Spectrum Robotics</td>
<td>100,000</td>
<td>Biweekly</td>
<td>3.7%</td>
<td>27%</td>
</tr>
<tr>
<td>IEEE Spectrum Test &amp; Measurement</td>
<td>100,000</td>
<td>Biweekly</td>
<td>2.7%</td>
<td>32%</td>
</tr>
<tr>
<td>IEEE Spectrum Cars That Think</td>
<td>100,000</td>
<td>Biweekly</td>
<td>3.3%</td>
<td>32%</td>
</tr>
<tr>
<td>IEEE Spectrum Human OS</td>
<td>50,000</td>
<td>Biweekly</td>
<td>2.3%</td>
<td>27%</td>
</tr>
<tr>
<td>IEEE Spectrum Nanotech</td>
<td>100,000</td>
<td>Monthly</td>
<td>1.2%</td>
<td>19%</td>
</tr>
</tbody>
</table>

*For content

93% of IEEE Spectrum subscribers say it’s productive to have a broad suite of related media from the brand
IEEE Publishes One Third of the World’s Technical Content

IEEE Members both contribute to and utilize millions of IEEE-published scientific and technical documents in a wide variety of fields. They identify and develop primary focus technologies such as 5G, LTE and more for their research in product design and standards development.

Areas of Technology
Your Advertising Can Reach
- Big Data
- Brain
- Cybersecurity Initiative
- Digital Senses
- Green ICT
- Internet of Things (IoT)
- Rebooting Computing
- Smart Cities
- Smart Materials
- Software Defined Networks (SDN)

Number of Documents Published
Aerospace & Defense 412,800
Automotive 225,400
Bio & Biometrics 270,300
Comp HardWare 236,600
Comp Software 287,000
Cybersecurity 129,300
Petroleum & Natural Gas 255,200
Power & Energy 615,700
Semiconductor 178,100
Smart Grid 116,800
Telecom 263,200

Winner of 9 Editorial Awards in 2016
Advertise in a winning environment! Written by industry leaders and peers, IEEE Spectrum features content that consistently wins awards in the engineering media category every year.

American Business Media Neal Awards
Best Infographics / “Lessons from a Decade of IT Failures” / October 2015
Best Website / “IEEE Spectrum”

Association Media and Publishing Excel Awards
Gold / Website – Editorial Excellence / “IEEE Spectrum”
Silver / General Excellence / “IEEE Spectrum Magazine”
Bronze / Video / “How Bitcoin Works”

Society of Publication Designers (SPD)
Merit / Best Photography / “IEEE Spectrum Cover” / December 2015
<table>
<thead>
<tr>
<th>Month</th>
<th>Close</th>
<th>Materials</th>
<th>Editorial Features</th>
<th>2017 Bonus Distribution</th>
</tr>
</thead>
</table>
| Jan   | 1 Dec | 8 Dec     | • Annual Technology/Prediction Analysis Issue | • Consumer: CES, Las Vegas, NV  
• Telecommunications: IEEE CCNC, Las Vegas, NV |
| Feb   | 30 Dec| 6 Jan     | • Telecom: Phil Rosedale's Killer App for Virtual Reality Social Media  
• Energy: Solar DC Homes in India  
• Computing: Attack of the Clones  
• Transportation: Jaguar/Range Rover’s Projected Pattern Recognition | • Semiconductors: IEEE Solid State Circuits, San Francisco, CA  
• Telecommunications: Mobile World Congress, Barcelona, Spain |
| Mar   | 1 Feb | 8 Feb     | • Computing: Microsoft’s Underwater Servers  
• Energy: Replacing the Transformer  
• Energy: Stationary Batteries  
• Biomedical: Robert Woo: Exoskeleton Test Pilot | • Telecommunications: Optical Fiber Communications, Los Angeles, CA  
• Telecommunications: IWCE, Las Vegas, NV  
• Telecommunications: IEEE WCNC, San Francisco, CA  
• Telecommunications: ICASSP, New Orleans, LA |
| Apr   | 1 Mar | 8 Mar     | • Telecom: Replacing the Internet  
• Aerospace: X-ray Free Electron Lasers  
• Transportation: Top 10 Tech Cars  
• Geek Life: PowerPoint at 30  
• Telecom: Wireless Interconnects | • Telecommunications: NAB, Las Vegas, NV  
• Telecommunications: INFOCOM, Istanbul, Turkey  
• SHRM Talent Management Conference & Exposition, Chicago, IL  
• Computing/Telecommunications/Semiconductors: IEEE RFID 2017, San Diego, CA |
| May   | 31 Mar| 7 Apr     | • Biomedical: Digital Psychiatry  
• Green Tech: An Improved Electric Motor  
• Robotics: Robotic Octopus  
• Gadgets: Electronic Monitoring of Offenders  
• Profile: IEEE MOH Winner | • Semiconductors/Computer: IoT Conference, Santa Clara, CA  
• Telecommunications: IEEE ICC, Paris, France |
| Jun   | 1 May | 8 May     | • Special Issue: Can We Copy the Brain? | • Telecommunications: MTT, Honolulu, HI  
• Computing/Semiconductors: DAC, San Francisco, CA  
• Telecommunications: IEEE SECON, TBD  
• World Science Festival, New York, NY |
| Jul   | 1 Jun | 8 Jun     | • Telecom: Skyjacked Wifi  
• Biomedical: Smart Contact Lenses  
• Robotics: Rolls Royce’s Roboship  
• Computing: Privacy of Public Data  
• Energy: Vannevar Bush and Solar Energy | • Semiconductors: IEEE SEMICON WEST, San Francisco, CA  
• Energy: IEEE Power & Energy Society Meeting, Chicago, IL  
• Telecommunications: Antennas and Propagation, San Diego, CA |
| Aug   | 30 Jun| 7 Jul     | • Computing: Could Hackers Steal Time?  
• Aerospace: Electric Plane  
• Biomedical: Bio-electronic Chips | • Energy: EMC, Washington, DC  
• Computing/Consumer: Flash Memory Summit, Santa Clara, CA |
| Sep   | 1 Aug | 8 Aug     | • Computing: Stochastic Computing  
• Energy: Dendrites in Lithium-ion Batteries | • Telecommunications: IEEE PIMRC, TBD  
• Telecommunications: CTIA Wireless, Las Vegas, NV  
• Computing: COMSOL Conference, TBD  
• Computing: COMSOL Conference, Boston, MA |
| Oct   | 1 Sep | 8 Sep     | • Telecom: How Europe’s Rail Comm System Could Inspire 5G | • Telecommunications: IEEE MIL.COM, Tampa, FL  
• Telecommunications: Futurecom, Sao Paulo, Brazil |
| Nov   | 2 Oct | 9 Oct     | • GreenTech: 3D Mapping of the Roadbed  
• Semiconductors: Silicon Photonics | • Computing: IEEE/ACM Conference on Computer-aided Design, Irvine, CA  
• Computing: Supercomputing, TBD |
| Dec   | 1 Nov | 8 Nov     | • Robotics: AI-enabled Diagnostics | • Telecommunications: IEEE GLOBECOM, TBD, Singapore  
• Energy: PowerGen, Las Vegas, NV |

Editorial calendar is subject to change. For real-time editorial calendar, visit advertise.ieee.org/display-ed-cal.
## 2017 Advertising Rates

### Online Advertising

<table>
<thead>
<tr>
<th>Banners</th>
<th>Size</th>
<th>CPM</th>
<th>Impressions 50,000</th>
<th>Impressions 75,000</th>
<th>Impressions 100,000</th>
<th>Impressions 150,000</th>
<th>Impressions 200,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>$90</td>
<td>$4,500</td>
<td>$6,620</td>
<td>$8,730</td>
<td>$12,960</td>
<td>$17,100</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300 x 250</td>
<td>80</td>
<td>4,000</td>
<td>5,870</td>
<td>7,760</td>
<td>11,520</td>
<td>15,200</td>
</tr>
<tr>
<td>Half Page</td>
<td>300 x 600</td>
<td>100</td>
<td>5,000</td>
<td>7,350</td>
<td>9,700</td>
<td>14,400</td>
<td>19,000</td>
</tr>
</tbody>
</table>

### Rich Media Units

<table>
<thead>
<tr>
<th>Welcome Mats</th>
<th>640 x 480</th>
<th>CPM</th>
<th>Impressions 50K Min</th>
<th>Type</th>
<th>Freq</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Peel/Tear Back</td>
<td>800 x 600</td>
<td>250</td>
<td>Banner Roadblocks</td>
<td>Home Page</td>
<td>Per Day</td>
<td>$4,000</td>
</tr>
</tbody>
</table>

### Mobile Site Ad Units

- **For rates and availability, please contact salesperson.**
  - Small Banner: 320 x 50
  - Large Banner: 320 x 100
  - Medium Rectangle: 300 x 250

### Content Sponsorships

- **Video Content:** IEEE Spectrum Tech Alert
- **Custom Content:** IEEE Spectrum Cars That Think
- **Native Content:** IEEE Spectrum EnergyWise

### Alerts and Newsletters

- **IEEE Spectrum Tech Alert**
- **IEEE Spectrum Cars That Think**
- **IEEE Spectrum EnergyWise**
- **IEEE Spectrum Robotics News**
- **IEEE Spectrum Test & Measurement**
- **IEEE Spectrum Human OS Newsletter**
- **IEEE Spectrum Nanotech News**

**For more options, rates and availability, please contact salesperson.**

### Lead Guarantee Programs

<table>
<thead>
<tr>
<th>Single-Sponsored Webcasts</th>
<th>$15,000 Per Sponsor</th>
<th>300</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multi-Sponsored Webinars</td>
<td>$8,000 Per Sponsor</td>
<td>300</td>
</tr>
<tr>
<td>White Papers</td>
<td>$4,000 Per Sponsor</td>
<td>150</td>
</tr>
<tr>
<td>New Product Spotlight, Biweekly</td>
<td>2,225 - 2,475</td>
<td>100+*</td>
</tr>
<tr>
<td>University Spotlight, 6x</td>
<td>3,000 - 3,500</td>
<td>200+*</td>
</tr>
</tbody>
</table>

*Leads are based on ad position.*

### Print Advertising

#### North America Edition, 206,756 Circulation

<table>
<thead>
<tr>
<th>Position</th>
<th>1X</th>
<th>6X</th>
<th>12X</th>
<th>18X</th>
<th>24X</th>
<th>36X</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Page</td>
<td>$18,900</td>
<td>$17,850</td>
<td>$17,075</td>
<td>$16,275</td>
<td>$15,375</td>
<td>$14,700</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>16,050</td>
<td>15,250</td>
<td>15,000</td>
<td>14,750</td>
<td>14,000</td>
<td>12,450</td>
</tr>
<tr>
<td>1/2 Island</td>
<td>13,675</td>
<td>13,000</td>
<td>12,350</td>
<td>11,700</td>
<td>11,130</td>
<td>10,550</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>11,600</td>
<td>11,025</td>
<td>10,475</td>
<td>9,950</td>
<td>9,450</td>
<td>9,000</td>
</tr>
<tr>
<td>1/3 Island Horizontal</td>
<td>9,870</td>
<td>9,375</td>
<td>9,000</td>
<td>8,450</td>
<td>8,050</td>
<td>7,650</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>8,870</td>
<td>8,425</td>
<td>8,050</td>
<td>7,625</td>
<td>7,225</td>
<td>6,875</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>8,050</td>
<td>7,575</td>
<td>7,225</td>
<td>6,850</td>
<td>6,525</td>
<td>6,300</td>
</tr>
</tbody>
</table>

#### North America Edition Special Positions

| Cover 4          | $23,625 | $22,500 | $21,525 | $21,000 | $19,250 | $18,500 |
| Cover 2 & 3 & Contents | 22,050 | 21,000 | 20,000 | 19,000 | 18,250 | 16,800 |

#### Non-North America Edition, 176,186 Circulation

<table>
<thead>
<tr>
<th>Position</th>
<th>1X</th>
<th>6X</th>
<th>12X</th>
<th>18X</th>
<th>24X</th>
<th>36X</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Page</td>
<td>$10,500</td>
<td>$9,975</td>
<td>$9,475</td>
<td>$9,000</td>
<td>$8,550</td>
<td>$8,125</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>8,925</td>
<td>8,475</td>
<td>8,050</td>
<td>7,650</td>
<td>7,275</td>
<td>6,900</td>
</tr>
<tr>
<td>1/2 Island</td>
<td>7,575</td>
<td>7,200</td>
<td>6,850</td>
<td>6,500</td>
<td>6,175</td>
<td>5,875</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>6,450</td>
<td>6,125</td>
<td>5,825</td>
<td>5,525</td>
<td>5,250</td>
<td>4,975</td>
</tr>
<tr>
<td>1/3 Island Horizontal</td>
<td>5,500</td>
<td>5,225</td>
<td>4,950</td>
<td>4,700</td>
<td>4,475</td>
<td>4,250</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>4,950</td>
<td>4,675</td>
<td>4,450</td>
<td>4,225</td>
<td>4,025</td>
<td>3,825</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>4,100</td>
<td>3,900</td>
<td>3,700</td>
<td>3,525</td>
<td>3,350</td>
<td>3,175</td>
</tr>
</tbody>
</table>

All rates are for 4-color, 2-color and black & white ads. For custom content rates and information, please contact salesperson.

### Contact Us

Production: Felicia Spagnoli +1 732 562 6334  
Online mechanical specs: advertise.ieee.org/spectrum-banners  
Print mechanical specs: advertise.ieee.org/spectrum-print  
Advertising media center: advertise.ieee.org

+1 212 705 8939 | advertise.ieee.org/product-contact | spectrum.ieee.org
### Mechanical Specs

#### Supplied Advertising Material

**Electronic advertising files**
Press-ready Adobe PDF files preferred. EPS files, 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

- **1 Page**
  - Non-Bleed: 7" x 10"
  - Bleed: 8.125" x 10.75"
- **2 Facing Pages**
  - Non-Bleed: 8.125" x 10"
  - Bleed: 9.125" x 10.75"
- **Gutter Bleed**
  - Non-Bleed: 8.125" x 10"
  - Bleed: 9.125" x 10.75"
- **2/3 Page Vertical**
  - Non-Bleed: 5.125" x 10"
  - Bleed: 6.125" x 10.75"
- **1/2 Page Island**
  - Non-Bleed: 4.5625" x 7.375"
  - Bleed: 5.3125" x 8"
- **1/2 Page Vertical**
  - Non-Bleed: 3.25" x 10"
  - Bleed: 4.0625" x 10.75"
- **1/2 Page Horizontal**
  - Non-Bleed: 7" x 4.75"
  - Bleed: 8.125" x 5.25"
- **1/3 Page Vertical**
  - Non-Bleed: 4.1875" x 10"
  - Bleed: 5.0625" x 10.75"
- **1/3 Page Square**
  - Non-Bleed: 4.5625" x 4.75"
  - Bleed: 5.3125" x 5.25"
- **1/4 Page Square**
  - Non-Bleed: 3.25" x 4.75"

#### Mailing Instructions

**Send all orders, contracts, proofs, and films to:**
IEEE Spectrum Magazine
Advertising Production Department
445 Hoes Lane
Piscataway, NJ 08854
Tel +1 732 562 6334
Email 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.

**Online Specs**
advertise.ieee.org/spectrum-banners

**Contract and Copy Regulations**
advertise.ieee.org/regulations.pdf

**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 ROP or Publisher’s Choice.

### Unit Sizes Available

<table>
<thead>
<tr>
<th>Inches</th>
<th>Non-Bleed</th>
<th>Bleed</th>
<th>Millimeters</th>
<th>Non-Bleed</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Page</td>
<td>7&quot; x 10&quot;</td>
<td>8.125&quot; x 10.75&quot;</td>
<td>1 Page</td>
<td>178mm x 254mm</td>
<td>206mm x 273mm</td>
</tr>
<tr>
<td>2 Facing Pages</td>
<td>15.125&quot; x 10&quot;</td>
<td>16.25&quot; x 10.75&quot;</td>
<td>2 Facing Pages</td>
<td>384mm x 254mm</td>
<td>413mm x 273mm</td>
</tr>
<tr>
<td>2/3 Page Vertical</td>
<td>4.5625&quot; x 10&quot;</td>
<td>5.3125&quot; x 10.75&quot;</td>
<td>2/3 Page Vertical</td>
<td>116mm x 254mm</td>
<td>135mm x 273mm</td>
</tr>
<tr>
<td>1/2 Page Island</td>
<td>4.5625&quot; x 7.375&quot;</td>
<td>5.3125&quot; x 8&quot;</td>
<td>1/2 Page Island</td>
<td>116mm x 188mm</td>
<td>135mm x 204mm</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>3.25&quot; x 10&quot;</td>
<td>4.0625&quot; x 10.75&quot;</td>
<td>1/2 Page Vertical</td>
<td>83mm x 254mm</td>
<td>104mm x 273mm</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>7&quot; x 4.75&quot;</td>
<td>8.125&quot; x 5.25&quot;</td>
<td>1/2 Page Horizontal</td>
<td>178mm x 121mm</td>
<td>206mm x 133mm</td>
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<tr>
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<td>2.1875&quot; x 10&quot;</td>
<td>3.0625&quot; x 10.75&quot;</td>
<td>1/3 Page Vertical</td>
<td>56mm x 254mm</td>
<td>81mm x 273mm</td>
</tr>
<tr>
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<td>4.5625&quot; x 4.75&quot;</td>
<td>5.3125&quot; x 5.25&quot;</td>
<td>1/3 Page Square</td>
<td>116mm x 121mm</td>
<td>135mm x 133mm</td>
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<tr>
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<td>3.25&quot; x 4.75&quot;</td>
<td></td>
<td>1/4 Page Square</td>
<td>83mm x 121mm</td>
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</tbody>
</table>

**Note:** Millimeters are only used whole