Recruitment Advertising
2017 Media Kit for Technology Employers

IEEE Spectrum
IEEE Job Site
IEEE Tech Societies Media
IEEE Media Recruitment Services provide the complete employment resources you need to reach the brightest and most qualified candidates for your open positions.

Attract the Innovators of Technology

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.

IEEE Membership Profile*

- 53.0% Industry
- 25.4% Academia
- 8.9% Government
- 12.7% Other
- 15.8% Student Members
- 22.4% IEEE Young Professionals (formerly known as GOLD Members)

A Valued Resource for Businesses and Academia

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.

- Aerotek
- Air Force Institute of Technology
- Alstom
- BAE Systems
- Carnegie Mellon University
- Comming Incorporated
- Creare, Inc.
- École Polytechnique Fédérale de Lausanne
- ETH
- Georgia Institute of Technology
- IMEC
- Imperial College London
- INRIA
- 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
Sacramento Municipal Utility District

+1 800 261 2052 | advertise.ieee.org/recruitment-contact
Reach the largest audience of highly-qualified engineers and tech professionals.

The IEEE Member Audience

<table>
<thead>
<tr>
<th>Technical Interests†</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Telecommunications</td>
<td>51%</td>
</tr>
<tr>
<td>Energy</td>
<td>50%</td>
</tr>
<tr>
<td>Computing</td>
<td>48%</td>
</tr>
<tr>
<td>Green Technology</td>
<td>46%</td>
</tr>
<tr>
<td>Engineering Education</td>
<td>44%</td>
</tr>
<tr>
<td>Consumer Electronics</td>
<td>39%</td>
</tr>
<tr>
<td>Smart Grid</td>
<td>37%</td>
</tr>
<tr>
<td>Cloud Computing</td>
<td>34%</td>
</tr>
<tr>
<td>Life Sciences/Biomedical</td>
<td>32%</td>
</tr>
<tr>
<td>Robotics</td>
<td>32%</td>
</tr>
<tr>
<td>Semiconductors</td>
<td>30%</td>
</tr>
<tr>
<td>Aerospace</td>
<td>21%</td>
</tr>
<tr>
<td>Robotics</td>
<td>32%</td>
</tr>
<tr>
<td>Semiconductors</td>
<td>30%</td>
</tr>
<tr>
<td>Aerospace</td>
<td>21%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Geographic Regions*</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States/Canada</td>
<td>51.1%</td>
</tr>
<tr>
<td>Asia/Pacific Rim</td>
<td>27%</td>
</tr>
<tr>
<td>Europe/Africa/Middle East</td>
<td>18.2%</td>
</tr>
<tr>
<td>Latin America</td>
<td>3.8%</td>
</tr>
</tbody>
</table>

Average age – they're in their prime leadership years**
45

Hold a bachelor’s degree or higher*
96%

Work for businesses that employ 1,000 or more people**
50%+

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

*June 2016 IEEE Membership Data
**2011 IEEE Spectrum Subscriber Study – Signet Research
†November 2011 IEEE Member Demographics
Advertising opportunities that help you find the most qualified candidates for your company’s future.

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

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
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 email report on jobs, education, management and the engineering workplace.

• Banner Advertising
Place your banner ad and reach over 245,000 opt-in subscribers. Select your choice of four cost-effective positions.

• Content Marketing
These sponsorship ads blend in with the regular editorial content — which is sure to be read by both active and 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 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.

Your local sales representative can create a custom recruitment package that combines print, online, sponsorships and newsletters. Call +1 800 261 2052 for more information.
IEEE Spectrum
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.

IEEE Tech Societies Magazines
Focus your recruitment message to an unparalleled technology-savvy audience of engineers and top executives in any of 25 vertical publications precisely targeted to members of a specific Technical Society.

advertise.ieee.org/recruitment/print

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

*2011 IEEE Spectrum Subscriber Study – Signet Research
The official IEEE website for engineering and technology jobs. Register an account and you can begin posting positions within minutes!

- 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

The World’s Largest Technical Talent Pool

<table>
<thead>
<tr>
<th>Profile of Registered Job Seekers*</th>
<th>Job Function of Registered Job Seekers*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employed 75.2%</td>
<td>Electrical Engineer 26.6%</td>
</tr>
<tr>
<td>Hold Advanced Degrees 76.6%</td>
<td>R&amp;D/Scientist/Engineer 23.2%</td>
</tr>
<tr>
<td>Passive Job Seekers 53.6%</td>
<td>Computer Engineer/Scientist 13.5%</td>
</tr>
<tr>
<td>Average Age 46</td>
<td>Software Engineer 10.5%</td>
</tr>
<tr>
<td>Average Salary $86,000</td>
<td>IT Professional 5.2%</td>
</tr>
<tr>
<td></td>
<td>Design Engineer 4.9%</td>
</tr>
<tr>
<td></td>
<td>Telecommunications Engineer 3.4%</td>
</tr>
<tr>
<td></td>
<td>Test Engineer 3.0%</td>
</tr>
</tbody>
</table>

Used by Leading Organizations

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

Average Monthly Statistics

- Unique Visitors†: 29,384
- Page Views†: 100,384
- Number of Resumes**: 23,985

Top 10 Job Searches by Candidates**

1. Robotics
2. Engineer
3. Electrical Engineer
4. Optics
5. Professor
6. Entry Level
7. Intern
8. Labview
9. Faculty
10. Sales

*2012 IEEE Job Site User Survey
**Adicio, January–May 2016 Stats
†Google Analytics, June 2015–May 2016
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.

**Banners**
Advertising on the IEEE Job Site links to your hiring needs, policies and employee advantages. Run your banner ad on the IEEE Job Site or on the IEEE Job Site Mobile Platform.

**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 job 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.

“I posted our opening on the IEEE Job Site and received nicely qualified candidates within a few days!”
Human Resources Manager
AIRMAR Technology Corporation

---

**Top 100**

Named Top 100 Website in Weddle’s Guide to Employment Sites and Winner of Weddle’s User’s Choice Award

+1 800 261 2052 | advertise.ieee.org/recruitment-contact
## 2017 Careers/Education Media Planner

Winner of 9 Editorial Awards in 2016

<table>
<thead>
<tr>
<th>Month</th>
<th>Close</th>
<th>Materials</th>
<th>Recruitment Features</th>
<th>Editorial Features</th>
<th>2017 Bonus Distribution</th>
</tr>
</thead>
</table>
| Jan   | 1 Dec | 8 Dec     | • Startup Profile   | • Annual Technology Prediction/Analysis Issue | • Consumer: CES, Las Vegas, NV  
• Telecommunications: IEEE CCNC, Las Vegas, NV |
| Feb   | 30 Dec| 6 Jan     | • Career Profile    | • 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     | • Engineers with Disabilities | • 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     | • Startup Profile   | • 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 and Exposition, Chicago, IL  
• Computing/Telecommunications/Semiconductors: IEEE RFID 2017, San Diego, CA |
| May   | 31 Mar| 7 Apr     | • Careers Profile   | • Biomedical: Digital Psychiatry  
• Green Tech: An improved Electric Motor  
• Robotics: Robotic Octopus  
• Gadgets: Electronic Monitoring of Offenders | • Semiconductors/Computer: IoT Conference, Santa Clara, CA  
• Telecommunications: IEEE ICC, Paris, France |
| Jun   | 1 May | 8 May     | • Careers in Advanced Manufacturing | • 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     | • Where the Jobs Are: 2017 | • 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     | • Careers Profile   | • 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     | • Special Ad Section: University Spotlight  
• Startup Profile | • 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     | • Special Ad Section: Great Places to Work  
• Careers Profile | • Telecom: How Europe’s Rail Comm System Could Inspire 5G | • Telecommunications: IEEE MILCOM, Tampa, FL  
• Telecommunications: Futurecom, Sao Paulo, Brazil |
| Nov   | 2 Oct | 9 Oct     | • Special Ad Section: Cybersecurity Spotlight  
• Learning Negotiation | • 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 | |
## 2017 Recruitment Rates

### BW Rates

<table>
<thead>
<tr>
<th>North American Recruitment Packages</th>
<th>206,616 Circulation*</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1 Page</strong></td>
<td><strong>6X</strong></td>
</tr>
<tr>
<td>1 Page</td>
<td>$14,100</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>11,155</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>7,980</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>6,145</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>4,765</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>3,990</td>
</tr>
<tr>
<td>1/12 Page</td>
<td>2,495</td>
</tr>
</tbody>
</table>

### Worldwide Packages | 382,942 Circulation* |

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

### International Packages | 176,326 Circulation* |

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

### Color Rates

<table>
<thead>
<tr>
<th></th>
<th>North American</th>
<th>Worldwide</th>
<th>International</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-Color</td>
<td>$735</td>
<td>$790</td>
<td>$375</td>
</tr>
<tr>
<td>3-Color</td>
<td>870</td>
<td>940</td>
<td>445</td>
</tr>
<tr>
<td>4-Color</td>
<td>1,380</td>
<td>1,495</td>
<td>675</td>
</tr>
<tr>
<td>Color Spread</td>
<td>2,275</td>
<td>2,455</td>
<td>1,105</td>
</tr>
</tbody>
</table>

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

### Package Rates Include

<table>
<thead>
<tr>
<th></th>
<th>Number of Jobs Online</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Page</td>
<td>+ 4 Jobs Plus Banner for 1 Month</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>+ 3 Jobs Plus Banner for 1 Month</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>+ 2 Jobs</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>+ 1 Job</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>+ 1 Job</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>+ 1 Job</td>
</tr>
<tr>
<td>1/12 Page</td>
<td>+ 1 Job</td>
</tr>
</tbody>
</table>

Call +1 800 261 2052 or email employerjobsite@ieee.org to inquire about our value-added recruitment packages.

---

*BPA 2015 November Analyzed Issue – unique total qualified represents unique recipients, not the sum of print and digital. North America includes domestic newsstand sales count.
2017 IEEE Job Site Rates
Cost-effective ways to reach qualified candidates

2017 Annual Job Posting Package Rates

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Level 1</td>
<td>(4 Job Posts)</td>
<td>$855</td>
<td>$1,590</td>
<td>$1,870</td>
<td>$1,435</td>
<td>$1,255</td>
</tr>
<tr>
<td>Level 2</td>
<td>(10 Job Posts)</td>
<td>1,905</td>
<td>3,640</td>
<td>4,420</td>
<td>3,305</td>
<td>2,800</td>
</tr>
<tr>
<td>Level 3</td>
<td>(24 Job Posts)</td>
<td>4,290</td>
<td>8,365</td>
<td>10,400</td>
<td>7,665</td>
<td>6,260</td>
</tr>
<tr>
<td>Level 4</td>
<td>(30 Job Posts)</td>
<td>4,740</td>
<td>9,330</td>
<td>11,700</td>
<td>8,640</td>
<td>7,105</td>
</tr>
<tr>
<td>Level 5</td>
<td>(50 Job Posts)</td>
<td>7,600</td>
<td>14,740</td>
<td>18,200</td>
<td>13,850</td>
<td>11,015</td>
</tr>
<tr>
<td>Level 6</td>
<td>(100 Job Posts)</td>
<td>14,235</td>
<td>27,505</td>
<td>33,805</td>
<td>26,235</td>
<td>20,010</td>
</tr>
<tr>
<td>Level 7</td>
<td>(Unlimited Job Posts)</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
</tr>
</tbody>
</table>

A la carte

- 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

<table>
<thead>
<tr>
<th>Level</th>
<th>Annual Fee</th>
<th>Package</th>
<th>Full Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level 1</td>
<td>(4 Job Posts)</td>
<td>$2,645</td>
<td>$855</td>
</tr>
<tr>
<td>Level 2</td>
<td>(10 Job Posts)</td>
<td>2,500</td>
<td>1,905</td>
</tr>
<tr>
<td>Level 3</td>
<td>(25 Job Posts)</td>
<td>2,340</td>
<td>4,290</td>
</tr>
<tr>
<td>Level 4</td>
<td>(30 Job Posts)</td>
<td>2,205</td>
<td>4,740</td>
</tr>
<tr>
<td>Level 5 and above</td>
<td>1,905</td>
<td>See above</td>
<td>TBD</td>
</tr>
</tbody>
</table>

*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

- Leaderboard 728 x 90 $3,500
- Medium Rectangle 300 x 250 3,000

For complete formatting and mechanical specs, please visit our website at www.ieee.org/jobs/advertise

IEEE Job Site Career Alert | 245,000 Circulation

- Leaderboard 468 x 60 $5,000
- Skyscraper Ad 120 x 600 5,000
- Bottom Banner 468 x 60 3,500
- Button 120 x 90 2,500

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

For more information, call +1 800 261 2052 or email employerjobsite@ieee.org.
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 grad,” “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.


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: 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
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.

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” x 10”</td>
<td>8.125” x 10.75”</td>
<td>178mm x 254mm</td>
<td>18mm x 254mm</td>
<td>Gutter Bleed</td>
</tr>
<tr>
<td>2 Facing Pages</td>
<td>15.125” x 10” Gutter Bleed</td>
<td>16.25” x 10.75”</td>
<td>384mm x 254mm</td>
<td>23mm x 254mm</td>
<td>Gutter Bleed</td>
</tr>
<tr>
<td>2/3 Page Vertical</td>
<td>4.5625” x 10”</td>
<td>5.3125” x 10.75”</td>
<td>116mm x 254mm</td>
<td>18mm x 254mm</td>
<td>Gutter Bleed</td>
</tr>
<tr>
<td>1/2 Page Island</td>
<td>4.5625” x 7.375”</td>
<td>5.3125” x 8”</td>
<td>116mm x 188mm</td>
<td>23mm x 254mm</td>
<td>Gutter Bleed</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>3.25” x 10”</td>
<td>4.0625” x 10.75”</td>
<td>83mm x 254mm</td>
<td>20mm x 254mm</td>
<td>Gutter Bleed</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>7” x 4.75”</td>
<td>8.125” x 5.25”</td>
<td>178mm x 121mm</td>
<td>13mm x 254mm</td>
<td>Gutter Bleed</td>
</tr>
<tr>
<td>1/3 Page Vertical</td>
<td>2.1875” x 10”</td>
<td>3.0625” x 10.75”</td>
<td>56mm x 254mm</td>
<td>11mm x 254mm</td>
<td>Gutter Bleed</td>
</tr>
<tr>
<td>1/3 Page Square</td>
<td>4.5625” x 4.75”</td>
<td>5.3125” x 5.25”</td>
<td>116mm x 121mm</td>
<td>8mm x 254mm</td>
<td>Gutter Bleed</td>
</tr>
<tr>
<td>1/4 Page Square</td>
<td>3.25” x 4.75”</td>
<td></td>
<td>83mm x 121mm</td>
<td>6mm x 254mm</td>
<td>Gutter Bleed</td>
</tr>
<tr>
<td>1/6 Page Vertical</td>
<td>2.1875” x 4.75”</td>
<td></td>
<td>56mm x 121mm</td>
<td></td>
<td>Gutter Bleed</td>
</tr>
<tr>
<td>1/12 Page Vertical</td>
<td>2.1875” x 2.375”</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Note: millimeters are only used whole