

## 2015 CONTENT SPONSORSHIP OPPORTUNITIES



### Build relationships and credibility with your communications customers and prospects.

The IEEE Communications Society's enhanced conference tutorial program features an online collection of recent tutorials delivered at IEEE COMSOC sponsored conferences.

- 147,800 opt-in viewers
- In-depth presentations on a specific communications technology that can run from 30 minutes to 2+ hours
- Sponsorship banner is seen throughout the tutorial
- Tutorial promotions identify your company as a sponsor
- Average open rate of 24.4%



#### Sponsor in-depth presentations on specific communications technology.

Tutorials are regularly posted and review specific, current communications topics, including Wireless Communications, RF Communications, Optical Communications, Consumer Communications, Networking and more.



#### Display your banner throughout the entire hour tutorial.

Select a currently posted tutorial to sponsor exclusively for a minimum of three months. The tutorial is then offered free to our targeted design engineer audience, who would otherwise need to pay for access. Your Web banner is seen throughout the tutorial and drives our viewers to your site.



#### Get the recognition that comes with sponsoring quality technical content.

We promote Free Tutorials Now through a dedicated email blast, ads in email alerts, and at major industry shows and conferences. We also promote your role as a sponsor, including mentions of your company name and Web site.



**77%**  
of IEEE Communications members rate our online tutorials as above average to superior

2014 IEEE Communications Society Research, Special Interest Media



Become a Free Tutorials Now online sponsor today!

#### MARKETING PACKAGE

Rate: Three consecutive months — \$10,000

300 lead guarantee

Sponsor logo and content featured on the Free Tutorials Now home page and registration page

Dedicated e-blast announcement with sponsor recognition — circulation 147,800

Listings in IEEE Communications e-News and e-News Extra — circulation 100,000 each

Deadlines:  
Tutorial posting: 1st of the month

Advertiser logo/abstract/links:  
7th of the month prior to posting

e-blast announcement: sent out first ten days of the month the tutorial is posted