

## 2015 CONTENT SPONSORSHIP OPPORTUNITIES



### Connect with an exclusive communications technology audience.

The IEEE COMSOC Tech Focus site provides free access to valuable, unique content, including the latest complete articles and conference papers from the IEEE Communications Digital Library on a specific topic or technology.

- 149,800 opt-in subscribers
- Select the topic and IEEE Communications will provide in-depth technical articles
- Tech Focus banner links visitors back to your site
- Average open rate of 22%



#### You select the topic, we provide the content.

Choose the topic that is most relevant to your business from a range of the latest focus areas trending in the technology and engineering fields. Then, get exclusive sponsorship of the in-depth, technical content produced by our respected experts.



#### Our target is your site.

Gain significant exposure throughout the content you choose with Web banners that drive the audience to your site for product and design solutions. Plus, you can link to your white papers and application notes, attracting visitors looking for more technical expertise.



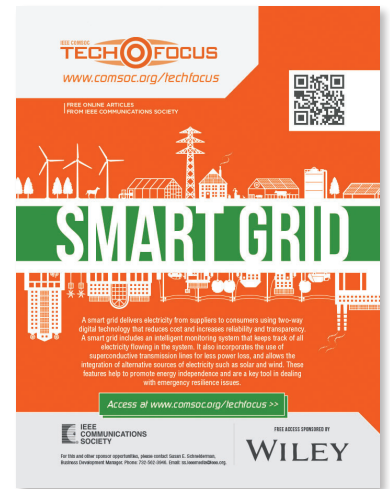
#### Drive viewers to your sponsored content.

We promote Tech Focus — and your specific sponsored content — through special email messages, announcements in our newsletters and on the IEEE Communications home page.

### IEEE Communications Society members are experts in multiple design technologies

- |                                     |                             |
|-------------------------------------|-----------------------------|
| <b>71%</b> Wireless/mobile networks | <b>32%</b> Optical networks |
| <b>51%</b> Wired networks           | <b>20%</b> Cable networks   |
| <b>38%</b> Consumer networks        |                             |

2014 IEEE Communications Society Research, Special Interest Media



### Become a Tech Focus online sponsor today!

#### MARKETING PACKAGE

Rate: Three consecutive months — \$10,000

Sponsor logo and content featured on the IEEE Communications Society home page and the Tech Focus registration page

Dedicated e-blast announcement with sponsor recognition — circulation 149,800

Specs: 728x90 static banner and URL

Deadline: 15th of the month prior to posting