

EXPANDABLE VIDEO BANNER ADS

Why Have a Banner Ad and a Separate Video Ad When You Can Have Both for a Fraction of the Cost?

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

And now, the IEEE Job Site offers expandable video ads that enlarge your standard 300 x 250 banner ad into a 600 x 250 ad. The expanded area not only displays your video, but can include links to your open positions, Facebook and Twitter pages, Career Website, or any other additional link you'd like.

\$1,995 for 30 Days (up to 50,000 Impressions)

Plus, get one free 30-Day Job Posting on the IEEE Job Site

HOW IT WORKS:

- The expandable video banner ad contains an animated peel that waves on the upper part of your ad – playing on the curiosity of our users.
- When users mouse over the video banner ad, the ad will expand, displaying the additional links you include on your ad.
- When the user moves their mouse to another part of the Web page or closes the X on the upper right hand of the expanded ad, the video banner ad will retract to its default dimension.

For additional advertising information, please contact us at +1 212 705 8939 or via e-mail at employerjobsite@ieee.org.



SPECIFICATIONS:

- Using this [Intake Form](#), you provide us with details of what you want to include in your video and we will create the video ad for you. Or you can supply us with your own Flash Video File.
- You provide us with your logo and the various URL links you'd like to include on your ad (where you want to send users – Facebook, Twitter, Whitepaper download, your Website Career Page, etc.)
- Once we create your ad, we will provide to you a proof to approve. Any alterations after initial creation may incur additional charges.
- At the end of the month, we will provide you with a complete report on page views, click throughs, downloads, etc.
- See following page for additional information.

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Reporting Information

Expandable Video Banner reports and dashboards provide an easy-to-understand and detailed view of video advertising campaign performance. The IEEE Job Site can easily generate campaign performance reports for you. Please find below a list of terms to help you better understand the campaign metrics.

Total Impressions: Number of times that the ad player was loaded on the publisher page.

Clicks: Number of times a user clicked anywhere on the ad. It does not include clicks on interactivity features.

Downloads: Number of times users accepted the offer to download a coupon, menu, white paper, or any other document that you've made available via the Downloadable Coupon/Special Offer interactivity feature.

Interactions: Number of user actions, including:

- a) A click on a part of the ad
- b) Clicking on any interactivity option
- c) Scroll-over the 'Interact Now' bar to initiate the expansion of the interactivity panel

Interaction Rate (IR): Total number of interactions divided by the number of impressions, expressed as a percentage.

User Engagement: All user engagements with the ad and player, including clicks, player control bar interactions and interactive panel opens.

Engagement Score: Rate of user engagements with an ad compared to the rate of user engagements across all ad campaigns is currently running or ran in the past 1 year on the platform. This metric is a good tool to qualitatively gauge the relative performance of a video ad campaign.

Interaction Panel Open: Number of times a user scrolls over the interactive bar to provoke the interactive panel.

Average Dwell Time: The average amount of time users spent on the ad

Click Through: Number of times the user clicked anywhere on the ad (i.e. video player, control bar, background of the ad which directs the user to the designated click through URL) but does not include clicks on the interactivity features

Initiate Interactivity: Number of times users rolled over the interactivity panel to expand the ad

Universal/Dwell: The number of users who purposely enter the frame of an ad continuously for at least 0.5 seconds or more.

25%, 50%, 75%, 100% Completion: Number of users who watched the video 25%, 50%, 75%, 100% of the way through.