

# PUT YOUR VALUABLE TECHNICAL CONTENT IN FRONT OF THE IEEE COMMUNICATIONS AUDIENCE



Generate valuable qualified sales leads and improve your lead nurture via content marketing



Influence the buying decisions and revenue potential of your clients and prospects



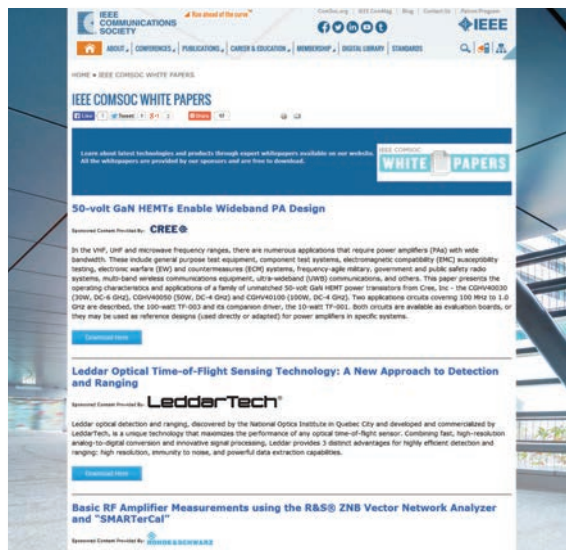
Provide your in-depth technology research to the best selects from our universe of 150K highly-qualified technology business professionals



Raise awareness and visibility of your company's products and services, and provide a platform for product evaluation

Marketing studies show that white papers are an excellent touchpoint communication to influence prospects in purchasing decisions, help position companies as thought leaders, and aid the selling process by informing and educating the prospect base. IEEE members have incredible purchasing power.

Start the dialogue with new prospects using the value of your content. IEEE members have a great affinity for technical content that is presented in an educational way.



Rate \$4,000

150 leads guaranteed

3 month listing

Marketing to the highly-qualified IEEE Communications audience

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