

**REACH FOR THE IEEE STARS
IN THE TECH MARKET!**

VP ENGINEERING
DESIGN ENGINEERING
DESIGN ENGINEERING MANAGEMENT
CHIEF ENGINEERING
SCIENTIFIC MANAGEMENT

2016 MEDIA KIT

GAIN MARKET ADVANTAGE

IEEE Members are power players. The facilities that they influence are spending significant sums on technology purchases, making them prime sales targets for marketers' messages.

89%*

of IEEE Members state that their recommendations are ultimately specified or purchased

87%*

are involved in setting the direction for their organization's design engineering/R&D initiatives

84%*

often specify/recommend by brand, with 63% of their recommendations taken most often



IEEE MEMBERS' PURCHASING CATEGORIES*

- 77% Computer hardware
- 69% Test and measurement products
- 57% Simulation software
- 57% Circuits and systems
- 53% Computing and graphics
- 51% Power and energy equipment
- 49% CAD/CAM/CAE systems
- 49% Internet applications
- 47% Embedded systems
- 45% Control technologies
- 45% IC/semiconductors
- 41% Scientific computing
- 41% Business/ERP software
- 40% Power solutions
- 38% Security systems and solutions
- 36% Programmable logic (FPGAs)



DESIGNED FOR ENGINEERS AT THE FOREFRONT OF TECHNOLOGY

The IEEE Signal Processing Society is a global community of over 22,000 leading innovators who explore how technology drives industry and impacts modern society and business – both today and tomorrow.

- They develop industry standards in a wide range of technologies
- Their exclusive and authoritative **peer-reviewed** editorial and standards are the most highly-cited in U.S. and European patents and IEEE journals
- They sponsor annual conferences and meetings including the IEEE International Conference on Acoustics, Speech, and Signal Processing

IEEE SP-S Marketing



IEEE Signal Processing Magazine:

- Features enabling technologies for the generation, transformation, extraction, and interpretation of information
- Covers a wide variety of signals such as speech, audio, image, video, communications, geophysical, sonar, radar, and biomedical signals
- Addresses critical societal challenges that include healthcare, energy systems, sustainability, transportation, entertainment, education, communications, collaboration, defense, and security
- Is ranked in the top 4 among all publications within the Electrical and Electronics Engineering Category both for its impact factor and its article influence in the 2014 Thomson Reuters Journal Citation Report (JCR) released in June 2015!
- Is available on the IEEE Newsstand, delivering a digital publication for mobile devices

Paid Circulation – 22,163

Frequency – Bimonthly

Reach the largest concentration of high-tech professionals in the market. Contact your local IEEE Media sales representative for more information today!

→ DEMOGRAPHICS

Reach the largest concentration of high-tech professionals in the field.*



16%
Senior Management



42%
Engineering &
Engineering Management



68%
Business & Industry

→ KEY PRODUCTS

- Audio Equipment
- Bioinformatics
- Cellular Technology
- DSP Chips and Cores
- DSP Resource Boards
- DSP Software
- Image and Video Processing
- Multimedia Technology
- Radar and Sonar
- Sensor and Wireless Communications
- Signal Processing Design Tools
- Speech Coding and Recognition
- Signal Processing Reference and Textbooks
- Signal Processing Programs and Courses

2016 EDITORIAL CALENDAR

Departments: From the Editor; President's Message; In the Spotlight; Applications Corner; Exploratory DSP; Life Sciences; DSP Tips & Tricks; Standards in a Nutshell; Best of the Web; Special Reports; Dates Ahead

ISSUE	CLOSE	MATERIALS	EDITORIAL FEATURES	2016 BONUS DISTRIBUTION
JAN	25 NOV 2015	2 DEC 2015	• Recent Advances in Signal Processing	• CES, 6-9 Jan., Las Vegas, NV
MAR	26 JAN	29 JAN	• Assistive Living	• ICASSP, 20-25 Apr., Shanghai, China
MAY	29 MAR	1 APR	• Brain Mapping	
JULY	27 MAY	2 JUN	• Signal Processing Education	
SEP	29 JUL	3 AUG	• Computational Photography and Display	• ICIP, 25-28 Sep., Phoenix, AZ
NOV	28 SEP	3 OCT	• Signal Processing for Smart Vehicle	• GlobalSIP, Dec., Washington, DC

Editorial calendar is subject to change without notice.

2016 DISPLAY ADVERTISING RATES

BLACK AND WHITE RATES | RATE CARD #28 | EFFECTIVE JANUARY 2016

	1X	3X	6X	9X	12X	18X	24X	36X
Full Page	\$3,790	\$3,640	\$3,560	\$3,490	\$3,340	\$3,150	\$2,920	\$2,650
2/3 Page	2,990	2,920	2,840	2,770	2,650	2,460	2,270	2,030
1/2 Island	2,350	2,240	2,160	2,080	2,010	1,930	1,860	1,740
1/2 Page	2,120	2,010	1,950	1,930	1,860	1,740	1,630	1,520
1/3 Page	1,520	1,440	1,360	1,330	1,250	1,170	1,140	1,060
1/4 Page	1,140	1,080	1,020	990	950	870	760	720
1/6 Page	950	910	890	830	800	720	680	640
Cover 2	\$4,738	\$4,550	\$4,450					
Cover 3	4,738	4,550	4,450					
Cover 4	5,117	4,910	4,810					

Cover rates apply to cover contracts only. Color is extra. Rates per page or fraction thereof | 2-color \$550 | 4-color \$890

IEEE Signal Processing Society Web Site Home Page - Monthly Per Posting

Leaderboard	728 X 90	\$1,500
Vertical Banner	120 X 240	\$1,000

CONTRACT REGULATIONS : All billing subject to short-rate or rebate to earned rates, depending on the frequency actually used during a 12-month period. LIABILITY: The publisher reserves the right to hold advertisers and/or their advertising agencies jointly and severally liable for money due and payable to the publisher. Publisher is not liable for delays in delivery and/or nondelivery in the event of Act of God, action by the government or quasi-government entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of the publisher affecting production or delivery in any matter. PUBLISHER'S PROTECTION CLAUSE: The publisher reserves the right to cancel or reject any advertising at any time and to add the word "ADVERTISEMENT" at the top of any copy which in the publisher's opinion simulates editorial matter and might be misleading to the reader. The publisher will not be bound by any conditions, printed or otherwise, appearing on order blanks or copy instructions when such conditions conflict with the regulations set forth in the rate card. Advertiser and/or agency to indemnify, defend and save harmless the publisher from any and all liability for content of advertisements printed (including text, illustrations, representations, sketches, maps, trademarks, labels or other copyrighted matter) or unauthorized use of any person's name or photograph, arising from the publisher's reproduction and publication of such advertisements pursuant to the advertiser's or agency's order.

For media kit and mechanical specs, visit advertise.ieee.org/signal-processing