





# DON'T COUNT WHO YOU REACH – REACH WHO COUNTS!

## The IEEE Spectrum Web site banners = Higher Engagement

The IEEE Spectrum audience comprises a global community of 850,000 unique users — highly-engaged, top technology engineering innovators and decision-makers who explore how technology drives industry and impacts modern society and business. They lead the engineering design and development teams that have purchasing influence over your products.

-  Your advertising banners appear throughout IEEE Spectrum, and resonate your branding marketing strategy with both
  -  Increased user engagement through improved performance, search functions, and the ability to sort modules according to recency, trending and social media
  -  Contextual advertising on all pages available to advertisers at a premium
  -  HTML5 format and modular layout make your advertising clearly viewable on any screen

## CURRENT SITE VISITORS

- 70%** Use it as their primary source for online technology content
- 69%** Seek technology news
- 36%** Work in a business with 500 or more employees

2012 IEEE Spectrum Signet Subscriber Study



## 93% of site visitors rate IEEE Spectrum above average compared to similar technology sites

## SUBSCRIBER JOB RESPONSIBILITIES

Design Engineering	126,480	Other Technology	20,400
Software Engineering	57,120	IT Services	16,320
Research	57,120	Test Engineering	16,320
General Management	48,960	Networks	12,240
Systems Engineering	48,960	Security	4,080

2014 IEEE Spectrum Research, The Changing Dynamics of Technology Innovation by Martin Akel and Associates, 2011 Signet IEEE Spectrum Subscriber Study, 2012 June Signet Ad Study, 2013 May Signet Ad Study

# HOW OUR BANNERS WORK FOR YOU



IEEE Spectrum offers standard banner options that introduce your marketing message to our visitors, and redirect them to your offer. From product launches to white papers or webinars, your products are showcased with the award-winning and authoritative editorial that connects your brand with the brightest tech minds in your business.

## BANNER ADS

### ALL PAGES FEATURE

1. Leaderboard – 728x90
2. Medium Rectangle – 300x250
3. Half Page – 300x600

### ONLINE MONTHLY STATISTICS

Unique users: 850,000  
 Page views: 1.8 million  
 Average visit duration: 3 minutes, 11 seconds

An audience highly engaged  
 In purchasing/specifying decisions

**89%** are involved with product/component purchasing or specifying decisions for their organizations

**88%** of the time the recommended products are purchased

**84%** always, usually or sometimes specify or recommend products by brand name

**76%**  
 of subscribers use the content in IEEE Spectrum's suite of media proactively

2014 IEEE Spectrum Research, The Changing Dynamics of Technology Innovation by Martin Akel and Associates

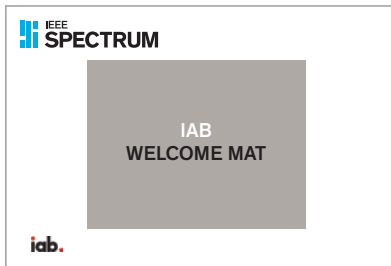
### ENGINEERING TOPICS

- |                              |                |
|------------------------------|----------------|
| Aerospace                    | Green Tech     |
| Biomedical                   | Robotics       |
| Computing                    | Semiconductors |
| Consumer Electronics/Gadgets | Telecom        |
| Energy                       | Transportation |

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## BANNER ADS

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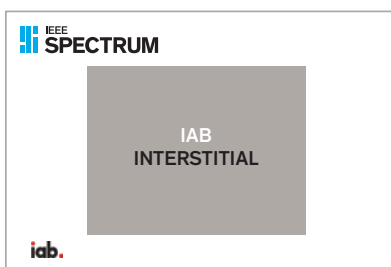
### Welcome Mat Visitor Behavior Guidelines

- Served to all visitors
- 10-second maximum if no user interaction; up to 30-seconds when user is engaged with ad within first 10 seconds
- This ad will appear once every four hours
- 640x480



### Home Page Peel Back Visitor Behavior Guidelines

- Appears only on home page
- A visitor arrives on the home page and voluntarily clicks on the peel back ad
- This ad will appear on every visit by this visitor to the home page
- 800x600



### Topic “Take Over” (Interstitial) Visitor Behavior Guidelines

- The ad will have a “click to close” button and will only appear for up to 15 seconds
- This ad will only be served once per visit
- From all pages and navigation, this ad appears when a visitor arrives on a sponsored topic and leaves this page to go to another article/video/slideshow on the same topic
- 640x480

## SPONSORED MEDIA OPTIONS

IEEE Spectrum marketing products enable you to leverage the purchasing power and authority of IEEE members with customized packages to effectively target our audience.

Webinars | Newsletters and Alerts | White Papers | Microsites | Videos | Banners | Content Marketing

### ONLINE ADVERTISING

BANNERS	SIZE	CPM	IMPRESSIONS				
			50,000	75,000	100,000	150,000	200,000
Leaderboard	728 x 90	\$90	\$4,500	\$6,620	\$8,730	\$12,960	\$17,100
Medium Rectangle	300 x 250	80	4,000	5,870	7,760	11,520	15,200
Half Page	300 x 600	100	5,000	7,350	9,700	14,400	19,000

RICH MEDIA UNITS	SIZE	CPM	IMPRESSIONS	TYPE	FREQ	RATE	
Welcome Mats	640 x 480	250	50K Min	Banner Roadblocks	Home Page	Per Day	\$4,000
Interstitials	640 x 480	180	50K Min				
Peel/Tear Back	800 x 600	180	50K Min				

### CONTENT SPONSORSHIPS

Video Content  
 Custom Content  
 Native Content  
 Sponsored Content  
 Microsites

### LEAD GUARANTEE PROGRAMS

	RATE	LEADS
Single-Sponsored Webcasts	\$15,000 Per Sponsor	300
Multi-Sponsored Webinars	8,000 Per Sponsor	300
White Papers	4,000 Per Sponsor	150
New Product Spotlight – Monthly	\$2,225 - 2,475	
University Spotlight – 6x	\$3,000 - 3,500	

### ALERTS & NEWSLETTERS

IEEE Spectrum Tech Alert, IEEE Spectrum Cars That Think, IEEE Spectrum EnergyWise, IEEE Spectrum Robotics News, IEEE Spectrum Test & Measurement

For more options, rates and availability, please contact salesperson.



### Site Visitors Technical Interests

- 62% Consumer Electronics
- 58% Energy
- 53% Green Technology
- 48% Robotics
- 41% Telecommunications
- 37% Aerospace
- 31% Semiconductors
- 29% Biomedical
- 20% Test & Measurement

2011 Signet IEEE Spectrum Subscriber Study