

MARKET YOUR WEB SITE CONTENT TO A FOCUSED TECHNOLOGY COMMUNITY OF IEEE MEMBERS WITH A MICROSITE



High-profile presence on a dedicated page that promotes brand awareness in the coveted technology community



Powerful lead generation from content downloads and registrations for white papers, webinars, videos, etc.*



Dedicated Web page with exclusive flash banner ad space dedicated to your content promoted in IEEE Spectrum newsletters and on the Web site



Marketing leads and email alerts are sent regularly to your sales team, or you can track the traffic and downloads on your Web site



Prominent positioning in “Professional Resources” section accessible from home page

IEEE Spectrum provides you with an interactive sponsorship of a microsite page that features the technology you want to sell. These topic-focused microsites are proven to attract people who want and need your technology — and provide you all the sales leads!

Position your brand amidst award-winning, relevant editorial, covering today’s hottest technology topics

Everything on your microsite is related to your technology

Strategic links and email alerts drive traffic to your microsite

*All content to be hosted by IEEE Spectrum



2016 MICROSITE SPONSORSHIP PACKAGE

\$10,000 per month

3 month minimum

Content updated once a month (mid month)

1,000 page views per month

Page can be road blocked for sponsor ads, 728x90, 300x250, 300x600

E-NEWSLETTERS

IEEE SPECTRUM TECH ALERT
(IEEE Membership & non-members)

Circulation: 365,000

Frequency: 1-2 placements for duration of microsite, 468x60 or 120x600, 50-60 words and URL

TEST & MEASUREMENT NEWSLETTER
(IEEE Membership)

Circulation: 100,000

Frequency: 1 placement, 468x60 or 120x600, 50-60 words and URL

ENERGYWISE NEWSLETTER (Energy professionals from IEEE Membership)

Circulation: 100,000

Frequency: 1 placement, 468x60 or 120x600, 50-60 words and URL

CARS THAT THINK NEWSLETTER

Circulation: 110,000

Frequency: 1 placement, 468x60 or 120x600, 50-60 words and URL

ROBOTICS NEWSLETTER

Circulation: 100,000

Frequency: 1 placement, 468x60 or 120x600, 50-60 words and URL

INTERNAL BANNER PROMOTIONS

ROS when space is available

SOCIAL MEDIA

Twitter: up to 5 tweets for duration of microsite

Facebook: up to one wall update in two months

PRINT PROMOTIONS

One mention in TOC section of IEEE Spectrum, print ads based on availability

ADWORDS PROMOTION

AdWords promotion campaign for related keywords

Microsite is promoted as new or updated content is added to the page

CUSTOM CONTENT

Please contact publisher for custom content options and rates