

# INTRODUCING IEEE SPECTRUM NATIVE INSIGHTS ADVERTISING

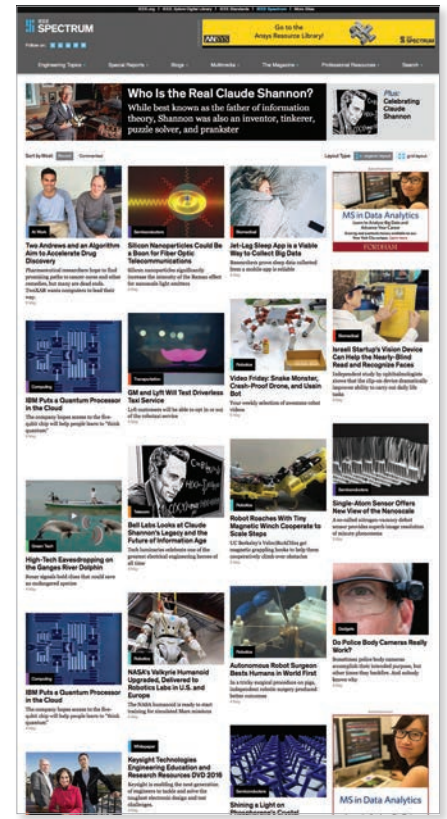
Here's your first opportunity to put your content in front of the spectrum.ieee.org audience.

## IEEE Spectrum Native Insights Advertising packages:

- Engage our readers with your premium, targeted content precisely where they go to find it;
- Position your company to increase your brand awareness;
- Broaden your brand audience while strengthening existing relationships.

## Each campaign will include 8 Sponsor-supplied content assets per month. Each asset will:

- Be Included on IEEE Spectrum home page;
- Be housed under Professional Resources;
- Have its own individual post page from which the user can link to Sponsor-supplied content;
- Appear under 'related stories' tagged to spectrum.ieee.org content;
- Appear on the Sponsor's asset landing page where all the Sponsor's campaign content will be posted.



## The engagement of IEEE members with IEEE Spectrum content.



### The spectrum.ieee.org audience:

- Are loyal innovators and technology decision-makers that are strongly attracted to IEEE Spectrum's mission;\*
- Think that IEEE Spectrum represents a means to understanding innovations across all fields;\*
- Believe that vendors who wish to align their own brand with a respected medium will accomplish that goal through IEEE Spectrum;\*
- Spend 9.2 hours a week gathering, evaluating and using information.\*\*

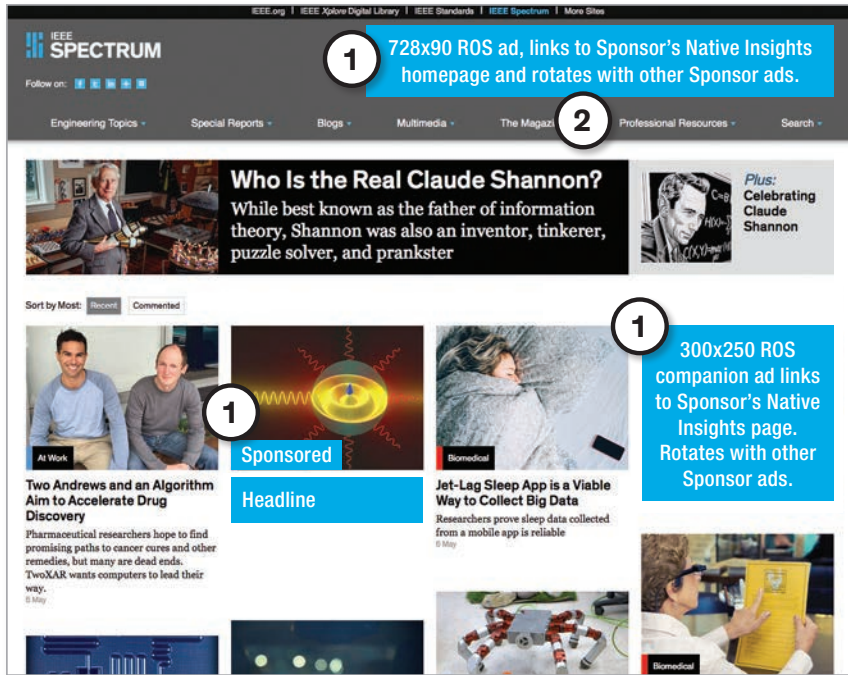


### When surveyed, IEEE Members:\*

- Agree that the IEEE Spectrum brand advances the art of engineering/ R&D for technology products: **92%**
- Cannot be reached via any other individual media brand: **68%**
- Take action based on ads on the Web site: **60%**

So you have all the elements of successful native content marketing with this influential community — loyalty, trust and engagement!

# HERE'S HOW YOU CAN DO IT

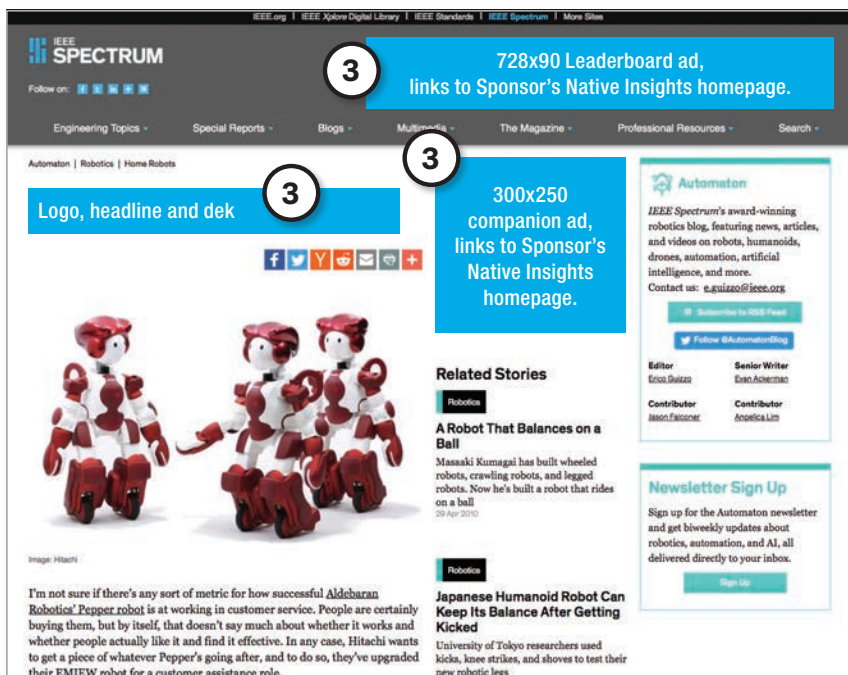


## 1 The IEEE Spectrum Home page

Two Sponsor-supplied assets per week (one every other business day) will be posted to the home page, and then rotated twice per week appearing run of site (ROS).

Each asset will be marked as "Sponsored" and tagged to run with an allocated IEEE Spectrum content navigation throughout the site.

## 2 The dropdown under "Professional Resources" on the page (2) will navigate to the Sponsor's landing page (5).



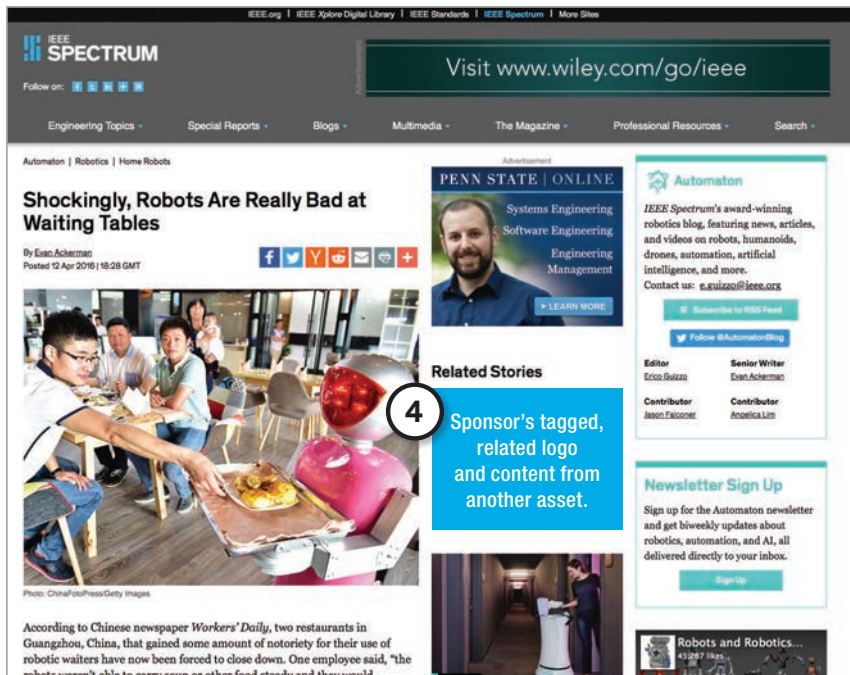
## 3 The Sponsor's Individual Content Asset Page

Each sponsored content asset will have a dedicated individual page. The content should not be gated and will appear in the style of all other IEEE Spectrum editorial content.

The content should be original with unique elements. This could include industry articles or blog posts, white papers, webcasts and/or videos from the primary source involved, or it could be wider context from another expert.

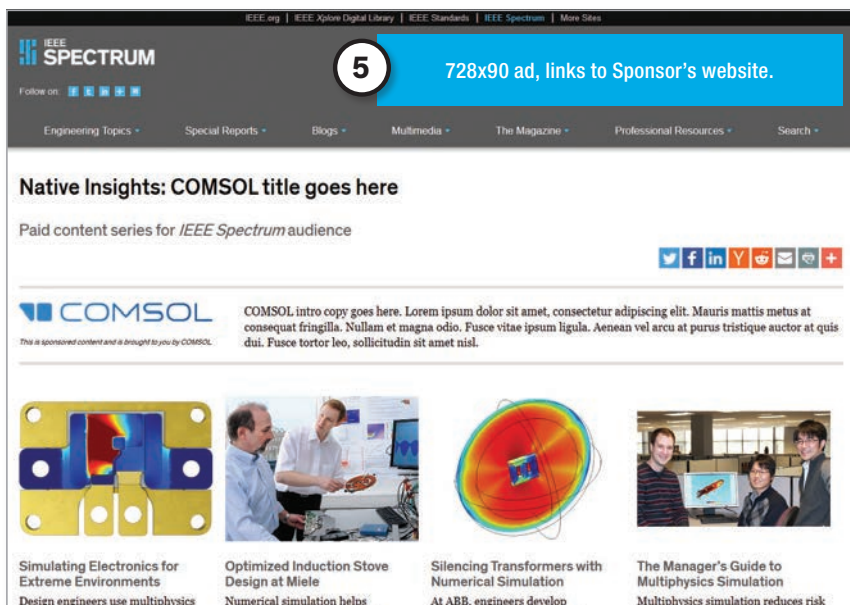
Webcasts will link directly to the Sponsor's webcast page. The Sponsor can internally link to other IEEE Spectrum content or externally link to content.

Two companion ad spaces will be provided to link back to the Sponsor's landing page and/or the Sponsor's web site. The Sponsor's ad banners will appear on this page and rotate through all of the site (ROS), and behave as all regular ad banners to expire the agreed inventory.



**4 Appear under “Related Stories”**

The Sponsor’s content asset box will also be included under “Related Stories.” The Sponsor will allocate the tagged information to fit with the main spectrum.ieee.org navigation.



**5 The Sponsor’s landing page**

The Sponsor’s accumulated monthly assets will be consolidated and housed on their landing page. The provided content can be articles or white paper content or a blog post in the form of an article, video and/or open access webcasts. Videos will also appear on the IEEE Spectrum video landing page. One top leaderboard is provided for a banner to link to the Sponsor’s home page or product.

Use IEEE Spectrum Native Insights Advertising to showcase your brand to our audience!  
 Contact your local IEEE Spectrum sales representative for more information.  
 +1 212 705 8939 | [advertise.ieee.org/spectrum-native-insights](http://advertise.ieee.org/spectrum-native-insights)



## MARKETING PACKAGE

This custom e-marketing program supports your Native Insights investment and maximizes it over time.

- Two dedicated email blasts for the period of the sponsored program (circ. 50,000 each)
- Amplification via one social media post per week each on:
  - Facebook: 325,000+ likes\*\*\*
  - LinkedIn: 8,100 members
  - Twitter: 102,000 followers\*\*\*
- For the period of the sponsored program:
  - Inclusion of companion ads in at least one IEEE Spectrum Tech Alert (circ. 500,000) and/or one other related topic newsletter (circ. 100,000)
  - 12k pageviews ROS on the IEEE Spectrum web

\* 2014 IEEE Spectrum Research, Martin Akel and Associates

\*\* 2011 IEEE Member Study

\*\*\* BPA Audited

## 2016 RATES

- \$12,000 Net per month, minimum 3 months
- 8 assets maximum, 2 articles/week posted and rotated 2x/week

## BEST PRACTICES

Posts that appear ROS:

- The images should be associated with the content of the posts.
- Headlines should be able to stand completely on their own, and make a reader want to click on the post. The supplied article page URL will consist of the page headline. Many readers, whether through RSS or Twitter, only see the headline.
- Dek (subhead): This is a one-line description of the content.
- The banner ads should contain a message that links to the Sponsor's post page and/or landing page or other Native Insights content.
- Native Insights placements and ads are endemic by nature, and will match the form and function of the publisher's digital platform.
- Use of images, videos, infographics etc. increase amplification to social media, as average engagement on referral traffic is 62% higher.
- Don't sell — the content needs to be educational, information, helpful or interesting.

## PRODUCTION SCHEDULE

The Sponsor will provide the 8 posts with all the required content and graphics 12 business days before the requested launch of the Native Insights campaign.

Each subsequent month of the campaign, 4-8 additional posts can be provided by the Sponsor.

The subsequent posts will be published 4 days after the content is received, with one post published every alternate business day.

## DELIVERABLES

- 1 brand logo image, 300 pixels wide
- 2 master images for each post, 620x465 and 300x225:
  - The images should be associated with the content of the post
  - Each image should include image title and alt tag
  - Minimum one image per article and maximum two images.
- For articles, white papers and blogs (which will all be posted in the form of an article):
  - Headline: maximum of 50 characters including spaces
  - Dek (subhead): maximum of 120 characters including spaces
  - Body copy: minimum of 1,500 characters including spaces
  - Headline, dek and full body content to be provided as text in a Word document.
  - Provide topic and subtopic location for each post (found on the IEEE Spectrum website in the "Engineering Topics" dropdown navigation).
- Banner ads:
  - 728x90, 300x250 and 300x600 for the web and 468x60 and 300x50 for the newsletters (HTML5 gif), with link
  - Maximum file size 50K, 15 seconds, 3x loop limit
- Video format:
  - 5 minutes maximum, with or without pre-roll
  - Videos should be delivered transcoded and optimized for web, in mp4, video codec H.264, AAC audio (both mono and stereo are acceptable)
  - Both 1080p and 720p are acceptable
  - Pre-roll master image: 620x465, jpg/png/gif
  - Logo: 120x120
  - URL
  - Title