

INTRODUCING IEEE SPECTRUM NATIVE INSIGHTS ADVERTISING

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

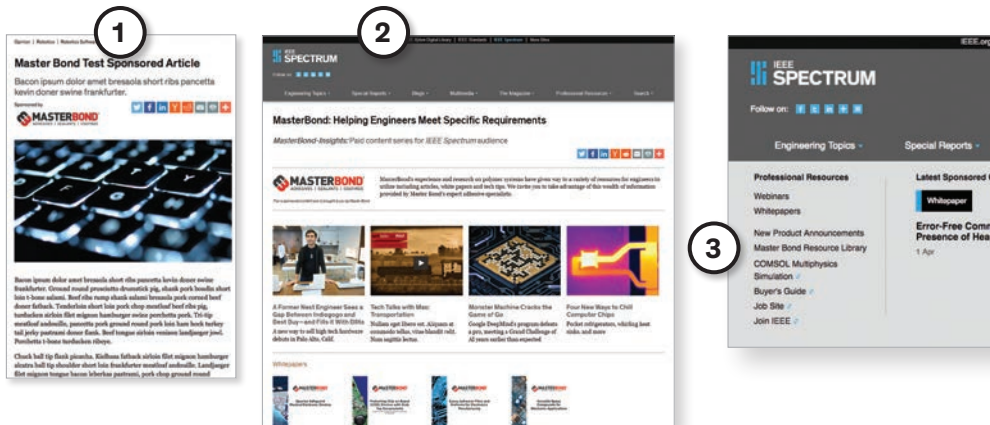
IEEE Spectrum Native Insights Advertising packages:

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

HERE'S HOW YOU CAN DO IT.

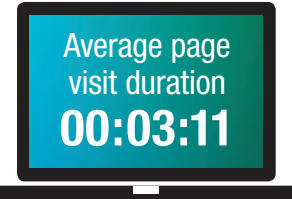
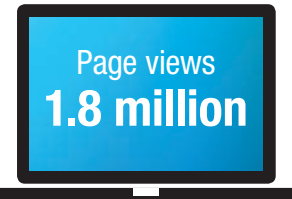
IEEE Spectrum Native Insights Advertising provided by the advertiser will:

1. Publish in-stream beside our award-winning editorial content — matching the style and function of the IEEE Spectrum digital platforms;
2. Initially appear on the Home Page of spectrum.ieee.org;
3. Be housed on a landing page under Professional Resources for the duration of the contract;
4. Be entered through the CMS, and will be searchable and linked to related content;
5. Will be labeled “sponsored”;
6. Report on brand engagement metrics: views and time spent.



HERE'S WHY YOU SHOULD DO IT.

The IEEE Spectrum Web monthly statistics:



HERE ARE SOME BEST PRACTICES.*

- **Native Insights placements and ads** are endemic by nature, and will match the form and function of the publisher's digital platform.
- **Use companion display ads ROS to drive traffic** from other parts of the site to your native content.
- **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.

*Polar Benchmarks

IEEE SPECTRUM NATIVE INSIGHTS ADVERTISING

Here's what you need to know about 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!

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 & LinkedIn, two per week on Twitter
- Inclusion of companion ads in at least one IEEE Spectrum Tech Alert (circ. 400,000) and/or one other related topic newsletter (circ. 100,000), and ROS on the IEEE Spectrum web for the period of the sponsored program
- 12k pageviews for the period of the sponsored program

2016 RATES

- \$12,000 Net per month, minimum 3 months
- 8 asset minimum, 2 articles/week posted and rotated 2x/week
- Provide 728x90 and 300x250 ads for Native page roadblock to connect to advertiser site, as well as 728x90, 300x250, 468x60 and 120x600 ROS companion ads to connect to Native Insights page. (These should be different messages.)

SPECS

- 728x90 and 300x250
File Size: 50K max 15 sec.
Loop Limit: 3x
Formats: GIF, JPG, SWF
- 468x90 and 120x600
File Size: 50K max 15 sec.
Loop Limit: 3x
Format: GIF only
- Please include links and 50-60 words of alt. text.

*2014 IEEE Spectrum Research, Martin Akel and Associates

**2011 IEEE Member Study