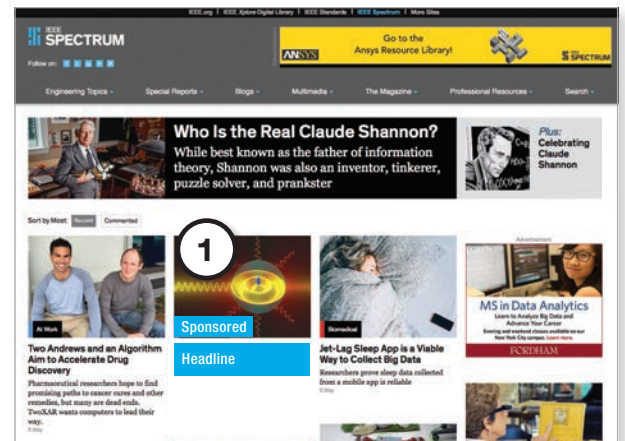


ENGAGE OUR READERS WITH YOUR PREMIUM, TARGETED CONTENT PRECISELY WHERE THEY GO TO FIND IT — ONE POST AT A TIME.

IEEE Spectrum Native Insights Advertising postings can be sponsor-supplied or custom-created by an IEEE Spectrum editor.

1 Sponsors are included on the IEEE Spectrum home page.

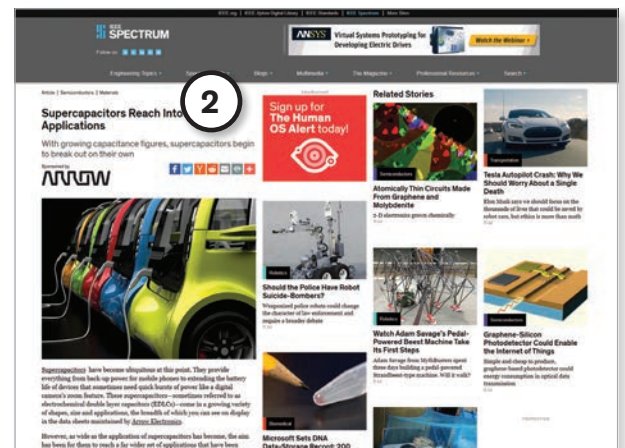
Your sponsored asset will be posted to the home page, and then rotated twice weekly appearing run of site (ROS). The asset will be marked as “Sponsored” and tagged to appear throughout the site.



2 Each post will have its own individual page among IEEE Spectrum editorial content, from which the sponsor can link to sponsor-supplied content.

Each sponsored post 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 and/or videos from the primary source involved, or it could be wider context from another expert. The sponsor can internally link to other IEEE Spectrum content or externally link to content.



MARKETING PACKAGE

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

- The post will be included in IEEE Spectrum's weekly newsletter Tech Alert (500k recipients).
- Amplification via one social media post on:
 - Facebook: 325,000+ likes*
 - LinkedIn: 9,500 members
 - Twitter: 102,000 followers*

*BPA Audited

2016 RATES

Native Post

- | | |
|--------------------|---------|
| • Supplied Content | \$3,000 |
| • Custom Content | \$4,250 |
| • Views | 3,000 |

Native Video

- | | |
|--------------------|---------|
| • Supplied Content | \$5,000 |
| • Views | 3,000 |

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.
- Native Insights posts and videos 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 post and/or video with all the required content and graphics 12 business days before the requested launch of the Native Insights post.

DELIVERABLES

- 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)
- 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 post and maximum two images
- 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