

## NEED LEADS FOR YOUR NEW PRODUCTS?



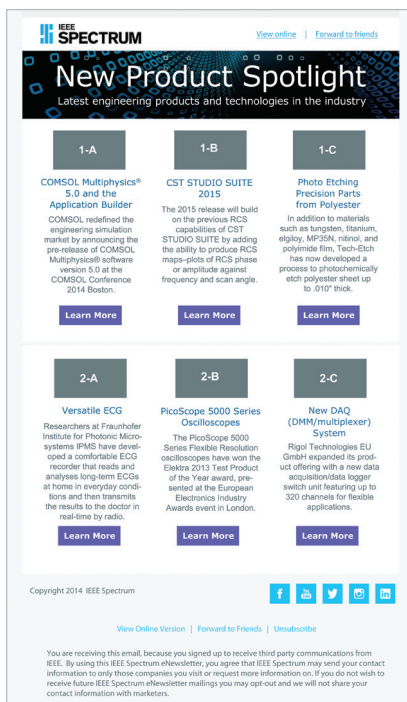
Bring your products together with our design and engineering managers in a biweekly product email blast that generates contactable leads.



Reach over 65,000 engineers who use IEEE Spectrum as an opt-in resource for technology news and information.



Create buzz and additional interest for new product launches, technical papers, software downloads or free samples on new product launches.



Average leads per advertisement **100+**

IEEE tech professionals recognize IEEE Spectrum as the foremost provider of the latest news, opinions and information about new technology innovations, and are an actively engaged audience.

**You should talk to them!**

### RATES (GROSS)

1st Row: \$2,475  
2nd & 3rd Row: \$2,225

### FREQUENCY

Biweekly  
Mobile-friendly layout

### SPECS

File Size: 20K max  
Image Size: 116x65  
Formats: gif or jpg  
Alt Text: 20 words max with URL

### 2016 CALENDAR

ISSUE	CLOSE	MATERIALS	ISSUE	CLOSE	MATERIALS
20-Jan	11-Jan	13-Jan	27-Jul	18-Jul	20-Jul
24-Feb	12-Feb	17-Feb	10-Aug	1-Aug	3-Aug
16-Mar	7-Mar	9-Mar	24-Aug	15-Aug	17-Aug
23-Mar	14-Mar	16-Mar	14-Sep	1-Sep	7-Sep
20-Apr	11-Apr	13-Apr	21-Sep	12-Sep	14-Sep
27-Apr	18-Apr	20-Apr	19-Oct	7-Oct	12-Oct
11-May	2-May	4-May	26-Oct	19-Oct	24-Oct
25-May	16-May	18-May	16-Nov	7-Nov	9-Nov
22-Jun	13-Jun	15-Jun	30-Nov	21-Nov	23-Nov
29-Jun	20-Jun	22-Jun	14-Dec	5-Dec	7-Dec
13-Jul	1-Jul	6-Jul			