

## IEEE SPECTRUM VIDEO SPONSORSHIP

Digital marketing is a multi-screen challenge. IEEE Spectrum video sponsorships will reach your audience across multiple screens and bring you more viewers. Video marketing can:

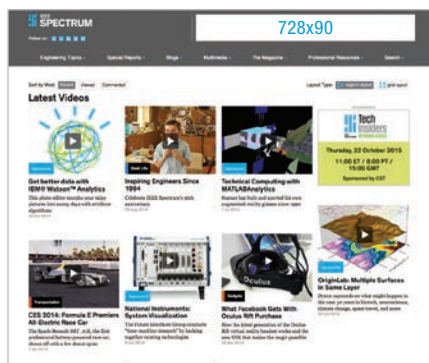


IEEE Spectrum offers three sponsorship packages that will help you with your video marketing plan whether your budget is large or small, targeted or broad.

**IEEE SPECTRUM IS WHERE MORE ENGINEERS:\***

- FIRST** learn of the existence of products/components vendors;
- FIRST** form impressions about what products/components vendors stand for;
- FIRST** position competitive vendors in their minds regarding their differences;
- FIRST** determine which brands to evaluate as they move into the decision process.

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Sponsored Content Video Package A



Sponsored Content Video Package B

### Sponsored Content Video Packages

**PACKAGE A**  
**RATE: \$5,000/VIDEO**

Format: 5 min. max. with or without pre-roll, all client-supplied video.

Roadblocked ads: 728x90

Marketing: One email blast to 60K (with other sponsored listings), mention in at least two newsletters (total circ. 500,000+), one paid (pinned to top of FB page as a sponsored post for first day) and one free post on Facebook, two tweets per month.

Traffic: 1,000 page views/month for 3 months

Archived: 6 months

Appearance: IEEE Spectrum home page, video landing page.

**PACKAGE B**  
**RATE: \$6,000/VIDEO + CONTENT**

Format: 5 min. max. with or without pre-roll, plus 2,000 word client-supplied article.

Roadblocked ads: 728x90

Marketing: One email blast to 60K (with other sponsored listings), mention in at least two newsletters (total circ. 500,000+), one paid (pinned to top of FB page as a sponsored post

for first day) and one free post on Facebook, two tweets per month.

Traffic: 1,000 page views/month for 3 months

Archived: 6 months

Appearance: IEEE Spectrum home page, video landing page.

**RUN OF PLAYER VIDEO**  
**RATE: \$2,000 PER MONTH**

Video ads will be served to unsold video inventory each month.

Format: Pre-roll unit of max. 15 secs., with option to skip ad after 5 secs.

#### Video specs

Videos should be delivered transcoded and optimized for web, in mp4, video codec H.264, AAC audio (both mono and stereo are acceptable), 1080p or 720p is acceptable.

- Pre-roll Master Image – 620x465, jpg/png/gif
- Logo – 120x120
- URL
- Title