

PUT YOUR VALUABLE TECHNICAL CONTENT IN FRONT OF THE IEEE AUDIENCE



Generate valuable qualified sales leads and improve upon your lead nurture strategy



Raise awareness and visibility of your company's products and services, and provide a platform for product evaluation



Combine with a webinar and microsite — multiple pieces of variable information create a targeted communication that gets attention



Influence the buying decisions and revenue potential of your clients and prospects

Provide your in-depth technology research to **nearly 400,000** highly-qualified technology business professionals

89% make purchasing decisions for their companies

Marketing studies show that white papers are an excellent touchpoint communication to influence prospects in purchasing decisions, help position companies as thought leaders, and aid the selling process by informing and educating the prospect base. IEEE members have incredible purchasing power.

Increase the value of your communications by placing them in a contextually relevant environment. IEEE members have a great affinity for technical content that is presented in an educational way.



RATE & SPECS

Rate \$4,000

Guaranteed 150 lead generation

3 month listing

Internal marketing to the highly-qualified IEEE audience

Prominent positioning in “Professional Resources” section located on main nav bar

Exclusive microsite page if you host more than 8 white papers at a time

Leverage your content with our captivated, qualified audience