

## FOCUS YOUR REACH ON THE USA'S TOP INNOVATORS

The IEEE-USA InSight Web site and monthly digital newsletter keeps 200,000 U.S. IEEE members informed about products, programs, services and benefits. It features timely and authoritative articles, essays and opinion pieces on professional and policy issues that are affecting the careers of U.S. IEEE members, as well as the issues shaping the modern technology professional's workplace.



Direct access to the USA's top engineering minds



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Focused content vital to USA engineers



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Leaderboard	768x90
Sidekick	300x250
Filmstrip	300x600
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### TEXT ADS IN E-MAIL NEWSLETTER

The IEEE-USA InSight E-Mail Newsletter informs 200,000 U.S. IEEE subscribers about each new issue of IEEE-USA InSight

### 2016 RATES

Newsletter, Web Site and Mobile Ad Packages:

Top Position Alert + Leaderboard	\$4,950
All Other Positions	\$4,395

### SPECS

Banner Ad:  
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Text (50-60 words) and URL

Published Monthly  
Ad Close: 15th of the previous month

### Careers

Career topics may include: tips for conducting a successful job search, communicating effectively, negotiating salary, building management skills, gauging and maximizing individual or team performance, effectively utilizing social media, networking for success, strengthening engineering skills and competencies, the benefits of professional licensure, learning about patent and trademark protections, identifying and learning more about innovation and entrepreneurship opportunities, and sharing successful business practices.

### Policy

Examples of policy topics include: high-skills immigration, patent reform, research and development in the federal budget, comprehensive energy policy, communications policy, cyber security and privacy, U.S. innovation and competitiveness, and ensuring a top-notch technology workforce to ensure prosperity and security in the United States.

### Views

Informed opinions and editorials are invited from thought leaders within and outside IEEE on topics that are affecting the lives and livelihoods of U.S. technical professionals.

### @IEEE-USA

@IEEE-USA includes articles on core activities, products & services and events, including recurring columns on volunteer leaders, reviews of new E-Books, government relations activities, the student's voice, young professional activities, new products and services, conferences and events, webinars, and other relevant topics.