

## REACH IEEE MEMBERS THROUGH TARGETED NEWSLETTERS & ALERTS



### IEEE Member Benefits Bulletin

The IEEE Member Benefits Bulletin keeps 290,000 members informed about their member benefits, through product/service announcements, benefit highlights, event notification, and Q&A forums.

#### SPONSORSHIP POSITIONS

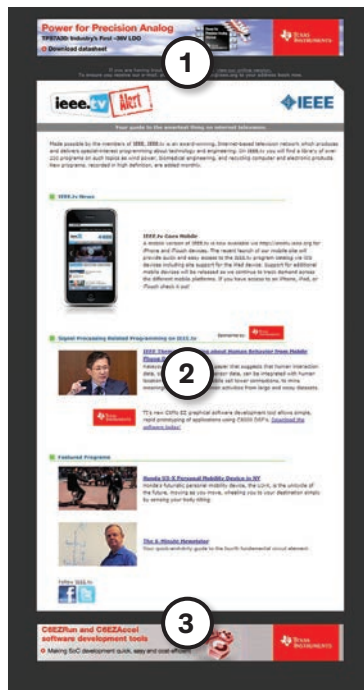
1. Leaderboard Top  
\$5,000 | 728x90
2. Leaderboard Bottom  
\$4,000 | 728x90

#### BANNER SPECS

Formats: gif, jpg or png  
No flash, URL

#### 2016 CALENDAR

ISSUE	AD CLOSE	LAUNCH	ISSUE	AD CLOSE	LAUNCH
Jan	29-Dec	18-Jan	Jul	1-Jul	18-Jul
Feb	2-Feb	15-Feb	Aug	3-Aug	15-Aug
Mar	2-Mar	21-Mar	Sep	31-Aug	19-Sep
Apr	1-Apr	18-Apr	Oct	3-Oct	17-Oct
May	2-May	16-May	Nov	2-Nov	21-Nov
Jun	1-Jun	20-Jun	Dec	1-Dec	19-Dec



### IEEE.tv Alert

The monthly IEEE.tv Alert will guide 280,000 readers to newly-released and previously released programs.

#### SPONSORSHIP POSITIONS

1. Leaderboard Top  
\$3,000 | 728x90
2. Text  
\$2,000 | 100x100  
200 characters and  
URL with optional logo
3. Leaderboard Bottom  
\$2,000 | 728x90

#### BANNER SPECS

Formats: gif, jpg or png  
No flash, URL

#### 2016 CALENDAR

ISSUE	AD CLOSE	LAUNCH	ISSUE	AD CLOSE	LAUNCH
Jan	5-Jan	28-Jan	Jul	6-Jul	28-Jul
Feb	9-Feb	25-Feb	Aug	10-Aug	25-Aug
Mar	9-Mar	24-Mar	Sep	7-Sep	22-Sep
Apr	6-Apr	28-Apr	Oct	5-Oct	27-Oct
May	11-May	26-May	Nov	9-Nov	17-Nov
Jun	8-Jun	23-Jun	Dec	14-Dec	22-Dec