

## PAGE PEEL ONLINE ADVERTISING

Produce More Click-Throughs and Sales on Your Next Online Ad!

Advertising on the IEEE Job Site delivers a half million impressions per month and adds high impact to your print and direct marketing programs.

Page Peel ads are the most unobtrusive advertisement on the web today.

These non-distracting ads waving on the upper right edge of the IEEE Job Site will play on our user's curiosity, undoubtedly creating a high click-through rate.

The IEEE Job Site is offering this highly visual and cost-effective ad for only \$2,500 per month.

### UNIT SPECS

#### Teaser Dimensions:

125 x 100

#### Page Peel Dimensions:

800 x 600

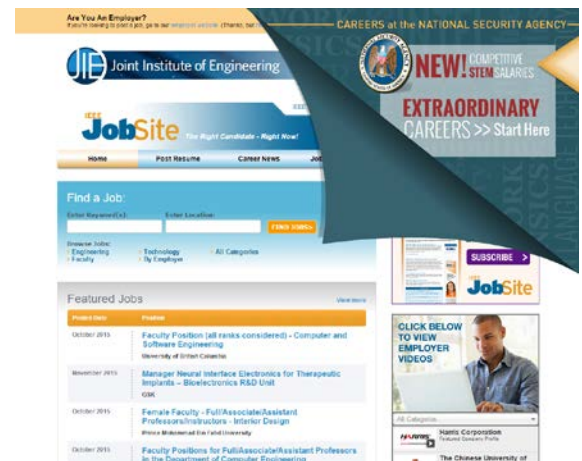
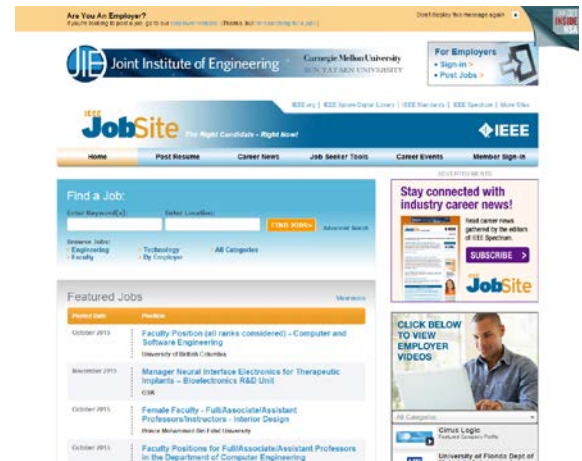
File Size: 100K max

Secs: 15

Formats: Flash\* (we also accept third party tags)

Set-up: All ad units must be submitted five business days prior to campaign launch

For additional advertising information, please contact us at +1 212 705 8939 or via e-mail at employerjobsite@ieee.org.



#### \*For Flash Creatives:

- Enable Action Script 2.0 (do not embed the URL within the Flash files). See PDF ([http://www.spectrum.ieee.org/images/images/mc/flash\\_submissions.pdf](http://www.spectrum.ieee.org/images/images/mc/flash_submissions.pdf)) or Adobe.com for more on required button formatting for all Flash banner ads
- Provide linking URL
- An alternate GIF/JPG (for each piece) is required for browser without Flash player