

## MARKET YOUR TEST & MEASUREMENT PRODUCTS TO TECHNOLOGY INNOVATORS



100,000 recipients from the IEEE community



4 banner ads, with the option of two text ads in the HTML version (except in the skyscraper position)



Biweekly update of latest news, videos, and opinions from the test and measurement world

**34%** Average open rate | **2.5%** Average CTR

The biweekly IEEE Spectrum Test & Measurement Newsletter delivers the latest news and applications and analysis on emerging test and measurement technology for IEEE members building new instruments or deploying them in demanding applications.

Advertise among all the latest news about standards and technologies, application and product specifications, industry events and blogs from the IEEE Spectrum Web site — delivered exclusively to the IEEE community!

### IEEE TEST & MEASUREMENT COMMUNITY STATS

**93%** of IEEE community members preferred IEEE Spectrum magazine as their source of general technical information

**67%** preferred the IEEE Spectrum Web site when compared to other publications and Web sites in the field

**79%** either approve, authorize, recommend, select or specify products or services

**65%** are in a supervisory capacity, managing 4 to 100 or more people directly or indirectly

**43%** are buying for a single department

**28%** are working for a company with revenues over \$500 million

2012 Signet Research



### SPONSORSHIP POSITIONS

\$3,000 per ad

1. 468x60
- 2a. 468x60 or
- 2b. Text ad with logo image
3. 120x600
- 4a. 468x60 or
- 4b. Text ad with logo image

### SINGLE SPONSOR

\$8,000 per issue includes all 4 ads

### BANNER SPECS

File Size: 50K max  
Loop Limit: 3X  
Formats: gif, jpg or png  
Alt Text: 50-60 words with URL

### TEXT AD & LOGO SPECS FOR 2b & 4b

Title: 10 words max  
Description: 25-35 words max  
Logo: max 150x20, jpg or png  
URL

### 2016 CALENDAR

ISSUE	MATERIALS	CLOSE	ISSUE	MATERIALS	CLOSE	ISSUE	MATERIALS	CLOSE
12-Jan	6-Jan	7-Jan	17-May	11-May	12-May	20-Sep	14-Sep	15-Sep
26-Jan	20-Jan	21-Jan	31-May	25-May	26-May	4-Oct	28-Sep	29-Sep
9-Feb	3-Feb	4-Feb	14-Jun	8-Jun	9-Jun	18-Oct	12-Oct	13-Oct
23-Feb	17-Feb	18-Feb	28-Jun	22-Jun	23-Jun	1-Nov	26-Oct	27-Oct
8-Mar	2-Mar	3-Mar	12-Jul	6-Jul	7-Jul	15-Nov	9-Nov	10-Nov
22-Mar	16-Mar	17-Mar	26-Jul	20-Jul	21-Jul	29-Nov	22-Nov	23-Nov
5-Apr	30-Mar	31-Mar	9-Aug	3-Aug	4-Aug	13-Dec	7-Dec	8-Dec
19-Apr	13-Apr	14-Apr	23-Aug	17-Aug	18-Aug	27-Dec	21-Dec	22-Dec
3-May	27-Apr	28-Apr	6-Sep	31-Aug	1-Sep			