

## DISCOVER IEEE.TV

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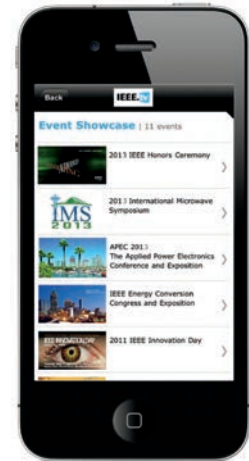
IEEE members receive exclusive features such as multilingual captioning and program download privileges



Engineering decision-makers trust IEEE.tv for accurate, relevant reporting



Reach an audience you can't find anywhere else: the highest level thought leaders in diverse time zones, geographies and cultures



### SPONSORED VIDEO

Select individual videos or sponsor a series of videos that best relate to your product/service

Select from sponsorships for existing videos (Analog/Digital, for example) and upcoming, planned content from Editorial Calendar

15 second pre-roll ad message on sponsored video(s) includes companion bundle: banner ads and video overlay ads

Sponsored videos are promoted via e-mail promotion reaching 500,000 members and affiliates monthly

Promotion in IEEE.tv Alert newsletter: includes text ad from sponsor "this month's featured video brought to you by"

"Featured video" carousel promotion on IEEE.tv site and in mobile viewing experience

Series sponsorships cover multiple videos around topic-specific areas (package price based on number of videos in topic area)

Pricing starts at US \$1,500/year

### MARKETPLACE VIDEOS

Focus on your company or product at IEEE conferences, or use your existing company video

Conference videos for sponsors/exhibitors at events: US\$2,500 fee includes 1 month e-mail promotion and hosting for 1 year. Can add banners at discount to promote Marketplace video.

Other vendor-produced videos: 1 video promoted per month for US \$1,500/month

1 month e-mail promotion in TV Alert newsletter featured as new program on IEEE.tv landing page

Includes mobile viewing experience

### COMPANY BRANDED CHANNEL

Includes initial posting/hosting of (up to) 25 of your company produced videos and an additional (up to) five videos per month. These can be tutorials or product promotion videos.

One or more will be promoted each month during sponsorship period in the IEEE.tv Alert promotion, which will include a text ad and logo with a link

Your content will be further promoted by display ads on the IEEE.tv landing page — the "Title Sponsor" ad space

US \$1,500/month



**Get your technology in front of the innovators who know how to create competitive advantage in today's global economy!**