

Cars That Think

Market your products among all the latest embedded automotive developments and news.

- 100,000 recipients from the IEEE Automotive Embedded 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 automotive world
- 29% average open rate and 3.3% average CTR on content

The biweekly IEEE Spectrum Cars That Think Newsletter delivers the latest advances in the technologies that are making cars smarter, more resilient, more fuel efficient, more fun and safer. Through news and analysis, interviews and expert events, it dives deep into the latest information about the sensors, software, and systems going into cars to make them autonomous (or “self-driving”).

Companies that make processors, sensors, control systems, entertainment systems, navigation systems and more will benefit by advertising among all the latest embedded automotive developments.

IEEE Automotive Embedded Community Stats

- Subscribers work in companies with an average of **\$167M in revenue and 1,000 employees**
- Average annual budget for supplies, products and services is **\$100,000 per subscriber**
- **79%** of subscribers have taken some action as a result of reading
 - 69%** clicked on content
 - 27%** shared it with a colleague
 - 24%** saved a digital copy
- Areas of interest include self-driving technology, electric vehicular technology, sensors, instrumentation and data acquisition

2015 Newsletter Audience Survey, Mark Rothman and Associates, Inc.



Sponsorship Positions \$3,000 Per Ad

- 1 468x60
- 2A 468x60 or
- 2B Text ad with logo image
- 3 468x60
- 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
URL

Text Ad and Logo Specs for 2B and 4B

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

2017 Calendar

ISSUE	MATERIALS	CLOSE	ISSUE	MATERIALS	CLOSE	ISSUE	MATERIALS	CLOSE
4-Jan	29-Dec	30-Dec	10-May	4-May	5-May	13-Sep	7-Sep	8-Sep
18-Jan	12-Jan	13-Jan	24-May	18-May	19-May	27-Sep	21-Sep	22-Sep
1-Feb	26-Jan	27-Jan	7-Jun	1-Jun	2-Jun	11-Oct	5-Oct	6-Oct
15-Feb	9-Feb	10-Feb	21-Jun	15-Jun	16-Jun	25-Oct	19-Oct	20-Oct
1-Mar	23-Feb	24-Feb	5-Jul	29-Jun	30-Jun	8-Nov	2-Nov	3-Nov
15-Mar	9-Mar	10-Mar	19-Jul	13-Jul	14-Jul	6-Dec	30-Nov	1-Dec
29-Mar	23-Mar	24-Mar	2-Aug	27-Jul	28-Jul	20-Dec	14-Dec	15-Dec
12-Apr	6-Apr	7-Apr	16-Aug	10-Aug	11-Aug			
26-Apr	20-Apr	21-Apr	30-Aug	24-Aug	25-Aug			