



energywise

Market your brand and your products to an expert community focused on energy and green technology issues.

- Over 100,000 recipients from the IEEE Power and Energy community
- 4 banner ads, with the option of two text ads in the HTML version (except in the skyscraper position)
- Monthly update of the latest energy news and opinions
- 21% average open rate and 3.1% average CTR

The monthly IEEE Spectrum Energywise Newsletter delivers the latest expert perspectives and analyses on power, climate change, alternative energy and green technology directly from the IEEE Spectrum Energy and Green-Tech channels.

The IEEE Spectrum Energy Channel puts all the latest energy developments in perspective, featuring interactive calculators, blogs, videos and more from our vibrant Energy Channel delivered exclusively to the IEEE Power and Energy member community!

IEEE Power and Energy Community Stats

- Subscribers work in companies with an average of **\$37M in revenue and 680 employees**
- **85%** of subscribers have taken some action as a result of reading
 - 70%** clicked on content
 - 31%** saved a digital copy
 - 31%** shared it with a colleague
- Areas of interest include renewable/sustainable energy, energy development, power generation and smart grid

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