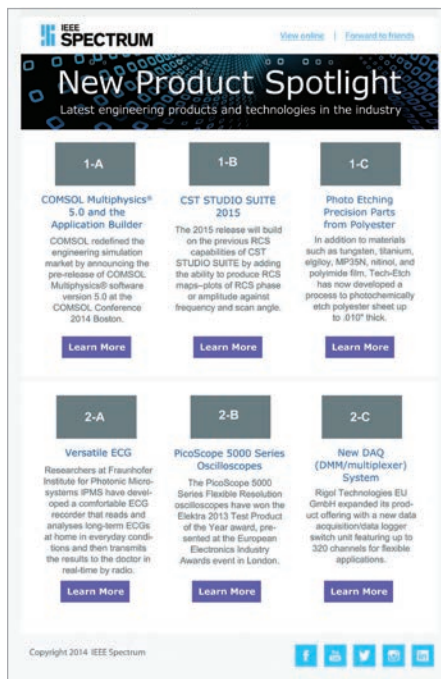


New Product Spotlight

Need leads for your new products?

- Bring your products together with our design and engineering managers in a biweekly product email blast that generates contactable leads.
- Reach over 85,000 engineers who use IEEE Spectrum as an opt-in resource for technology news and information.
- Create buzz and additional interest for new product launches, technical papers, software downloads or free samples on new product launches.



100+ average qualified leads per advertisement*

IEEE tech professionals recognize IEEE Spectrum as the foremost provider of the latest news, opinions and information about new technology innovations, and are an actively engaged audience. You should talk to them!

*Leads are based on ad position.

Rates (Gross)

1st Row: \$2,475
2nd & 3rd Row: \$2,225

Frequency

Biweekly
Mobile-friendly layout

Specs

File Size: 20K max
Image Size: 116x65
Formats: gif or jpg
URL

2017 Calendar

ISSUE	MATERIALS	CLOSE	ISSUE	MATERIALS	CLOSE	ISSUE	MATERIALS	CLOSE
25-Jan	17-Jan	18-Jan	17-May	8-May	10-May	30-Aug	21-Aug	23-Aug
8-Feb	30-Jan	1-Feb	31-May	22-May	24-May	27-Sep	18-Sep	20-Sep
22-Feb	13-Feb	15-Feb	28-Jun	19-Jun	21-Jun	25-Oct	16-Oct	18-Oct
29-Mar	20-Mar	22-Mar	12-Jul	3-Jul	5-Jul	15-Nov	6-Nov	8-Nov
12-Apr	3-Apr	5-Apr	26-Jul	17-Jul	19-Jul	29-Nov	20-Nov	22-Nov
26-Apr	17-Apr	19-Apr	16-Aug	7-Aug	9-Aug	13-Dec	4-Dec	6-Dec