



TECHALERT

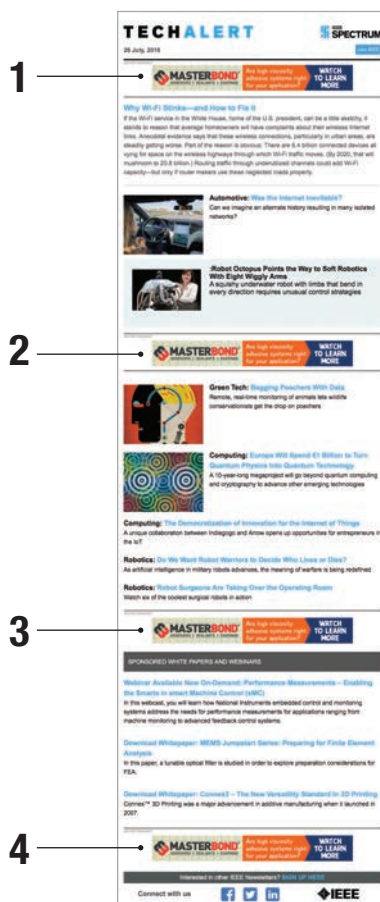
Innovative technology and science news report, delivered weekly from the trusted source of technology insiders — the editors of IEEE Spectrum.

- 500,000 recipients from the IEEE community
- 4 banner ads, with the option of two text ads in the HTML version (except in the skyscraper position)
- Weekly technology and science update for tech insiders
- 24% average open rate and 3.3% average CTR on content

This cost-effective marketing vehicle delivers IEEE Spectrum content and news updates to members of the world's largest professional technology information aggregator and

industry standards organization. IEEE Spectrum offers exclusive interviews, blogs, podcasts and Web events that feature leading technology gurus and innovators to 365,000

highly-qualified professionals — helping them to stay current, competitive and informed.



Sponsorship Positions

- 1 468x60: \$7,000 per ad
- 2 468x60: \$7,000 per ad or
2B Text ad with logo image:
\$7,000 per ad
- 3 468x60: \$6,000 per ad
- 4 468x60: \$4,000 per ad or
4B Text ad with logo image:
\$4,000 per ad

Single Sponsor

\$16,000 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
5-Jan	30-Dec	3-Jan	4-May	28-Apr	1-May	31-Aug	25-Aug	28-Aug
12-Jan	6-Jan	9-Jan	11-May	5-May	8-May	7-Sep	1-Sep	5-Sep
19-Jan	13-Jan	16-Jan	18-May	12-May	15-May	14-Sep	8-Sep	11-Sep
26-Jan	20-Jan	23-Jan	25-May	19-May	22-May	21-Sep	15-Sep	18-Sep
2-Feb	27-Jan	30-Jan	1-Jun	26-May	30-May	28-Sep	22-Sep	25-Sep
9-Feb	3-Feb	6-Feb	8-Jun	2-Jun	5-Jun	5-Oct	29-Sep	2-Oct
16-Feb	10-Feb	13-Feb	15-Jun	9-Jun	12-Jun	12-Oct	6-Oct	10-Oct
23-Feb	17-Feb	20-Feb	22-Jun	16-Jun	19-Jun	19-Oct	13-Oct	16-Oct
2-Mar	24-Feb	27-Feb	29-Jun	23-Jun	26-Jun	26-Oct	20-Oct	23-Oct
9-Mar	3-Mar	6-Mar	6-Jul	30-Jun	3-Jul	2-Nov	27-Oct	30-Oct
16-Mar	10-Mar	13-Mar	13-Jul	7-Jul	10-Jul	9-Nov	3-Nov	6-Nov
23-Mar	17-Mar	20-Mar	20-Jul	14-Jul	17-Jul	16-Nov	10-Nov	13-Nov
30-Mar	24-Mar	27-Mar	27-Jul	21-Jul	24-Jul	30-Nov	22-Nov	27-Nov
6-Apr	31-Mar	3-Apr	3-Aug	28-Jul	31-Jul	7-Dec	1-Dec	4-Dec
13-Apr	7-Apr	10-Apr	10-Aug	4-Aug	7-Aug	14-Dec	8-Dec	11-Dec
20-Apr	14-Apr	17-Apr	17-Aug	11-Aug	14-Aug	21-Dec	15-Dec	18-Dec
27-Apr	21-Apr	24-Apr	24-Aug	18-Aug	21-Aug			