

# test+ measurement

## Market your test and measurement products to technology innovators.

- 100,000 recipients from the IEEE community
- 4 banner ads, with the option of two text ads in the HTML version (except in the skyscraper position)
- Biweekly update of latest news, videos, and opinions from the test and measurement world
- 29% average open rate and 2.7% average CTR

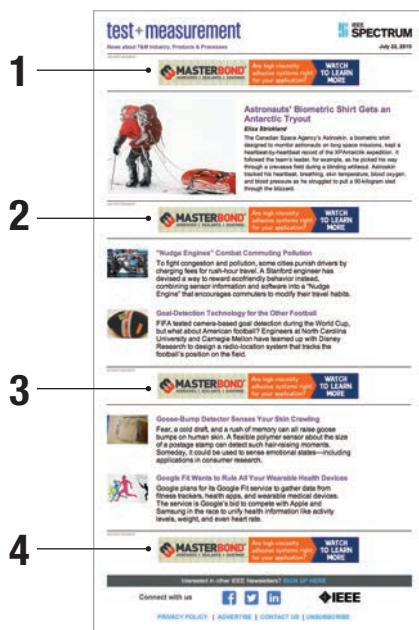
The biweekly IEEE Spectrum Test & Measurement Newsletter delivers the latest news and applications and analysis on emerging test and measurement technology for IEEE members building new instruments or deploying them in demanding applications.

Advertise among all the latest news about standards and technologies, application and product specifications, industry events and blogs from the IEEE Spectrum website — delivered exclusively to the IEEE community!

### IEEE Test and Measurement Community Stats

- Subscribers work in companies with an average of **\$34M in revenue and 760 employees**
- Average annual budget for supplies, products and services is **\$100,000 per subscriber**
- **70%** of subscribers have taken some action as a result of reading
  - 57% clicked on content
  - 29% saved a digital copy
- Areas of interest include test techniques, sensor design, integration and fusion, reliability and consumer electronics

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