

# University Spotlight

The latest in continuing education programs, degrees and certificates for engineers.

- Reach over 150,000 IEEE Members who use IEEE Spectrum as a resource for technology news and information!
- These technology 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!

The screenshot shows the IEEE Spectrum University Spotlight page. It features a header with the IEEE Spectrum logo and navigation links. Below the header, there are six article cards arranged in two rows of three. Each card has a title, a brief description, and a 'Learn More' button. The articles include: 1-A COMSOL Multiphysics® 5.0 and the Application Builder; 1-B CST STUDIO SUITE 2015; 1-C Photo Etching Precision Parts from Polyester; 2-A Versatile ECG; 2-B PicoScope 5000 Series Oscilloscopes; and 2-C New DAQ (DMM/multiplexer) System. At the bottom of the page, there are social media icons for Facebook, YouTube, Twitter, LinkedIn, and Google+.

## 200+ average qualified leads per advertisement\*

Does your institution offer advanced engineering programs that deliver the skills and knowledge needed for today's tech-driven jobs?

The IEEE Spectrum University Spotlight is a great way to create buzz and additional interest for distance learning and advanced degree programs — and get great contactable leads too!

IEEE members in the engineering community are looking for distance learning and advanced degree programs to meet the demands of a changing market and economy. They are dedicated to constantly increasing their knowledge and advancing concepts and skills, either in-class or through the growing offerings in distance learning from engineering and computer science institutions at the Master's degree level. They also seek programs for attaining their PE and/or upgrading their IT certifications.

\*Leads are based on ad position.

**Rates (Gross)**  
1st Row: \$3,500  
2nd & 3rd Row: \$3,000

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

**2017 Calendar**

ISSUE	MATERIALS	CLOSE
1-Mar	21-Feb	22-Feb
5-Apr	27-Mar	29-Mar
3-May	24-Apr	26-Apr
6-Sep	28-Aug	30-Aug
4-Oct	25-Sep	27-Sep