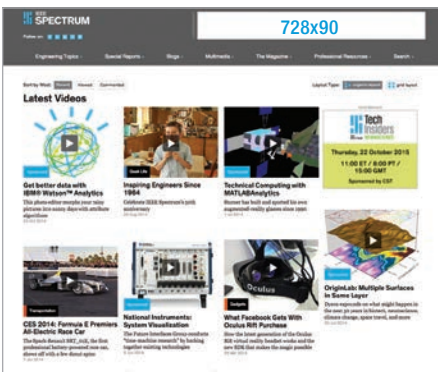




Video Content Sponsorships

Digital marketing is a multi-screen challenge. IEEE Spectrum video sponsorships will reach your audience across multiple screens and bring you more viewers.

- Video marketing can improve user engagement and create brand awareness
- IEEE Spectrum offers three sponsorship packages that will help you with your video marketing plan whether your budget is large or small, targeted or broad



Sponsored Content Video Package A



Sponsored Content Video Package B

IEEE Spectrum is where more engineers:*

- First learn of the existence of products/components vendors
- First form impressions about what products/components vendors stand for
- First position competitive vendors in their minds regarding their differences
- First determine which brands to evaluate as they move into the decision process

*2014 IEEE Spectrum Research, Martin Akel and Associates

Sponsored Content Video Packages

Package A

Rate: \$5,000/video
 Format: 5 minutes maximum with or without pre-roll, all client-supplied video
 Roadblocked Ads: 728x90
 Marketing:
 – One email blast to 60K (with other sponsored listings)
 – Mention in at least two newsletters (total circulation 500,000+)
 – One paid (pinned to top of Facebook page as a sponsored post for first day) and one free post on Facebook
 – Two tweets per month
 Traffic: 1,000 page views/month for 3 months
 Archived: 6 months
 Appearance: IEEE Spectrum home page, video landing page

Package B

Rate: \$6,000/video + content
 Format: 5 minutes maximum with or without pre-roll, plus 2,000 word client-supplied article
 Roadblocked Ads: 728x90
 Marketing:
 – One email blast to 60K (with other sponsored listings)
 – Mention in at least two newsletters (total circulation 500,000+)
 – One paid (pinned to top of Facebook page as a sponsored post for first day) and one free post on Facebook
 – Two tweets per month
 Traffic: 1,000 page views/month for 3 months
 Archived: 6 months
 Appearance: IEEE Spectrum home page, video landing page

Run of Player Video

Rate: \$2,000 per month
 Video ads will be served to unsold video inventory each month.
 Format: Pre-roll unit of 15 seconds maximum, with option to skip ad after 5 seconds

Video Specs

- Videos should be delivered transcoded and optimized for web, in mp4, video codec H.264, AAC audio (both mono and stereo are acceptable), 1080p or 720p is acceptable.
- Pre-roll Master Image: 620x465, jpg/png/gif
- Logo: 120x120
- URL
- Title