



## Put your valuable technical content in front of the IEEE audience.

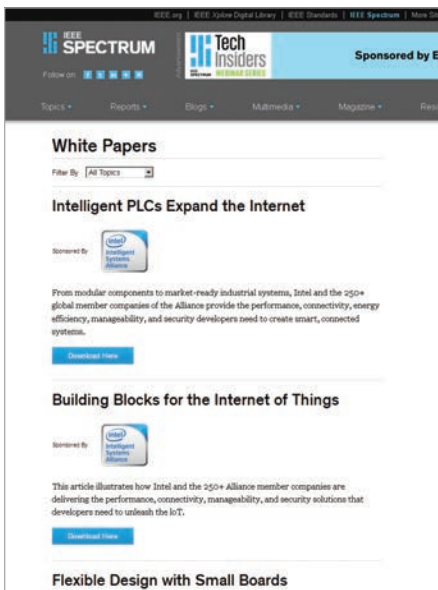
- **Generate valuable qualified sales leads and improve upon your lead nurture strategy**
- **Raise awareness and visibility of your company's products and services, and provide a platform for product evaluation**
- **Combine with a webinar and microsite — multiple pieces of variable information create a targeted communication that gets attention**
- **Influence the buying decisions and revenue potential of your clients and prospects**

Marketing studies show that white papers are an excellent touchpoint communication to influence prospects in purchasing decisions, help position companies as thought leaders, and aid the selling process by informing and educating the prospect base. IEEE members have incredible purchasing power.

Increase the value of your communications by placing them in a contextually relevant environment. IEEE members have a great affinity for technical content that is presented in an educational way.

**Provide your in-depth technology research to nearly 400,000 highly-qualified technology business professionals**

**89% make purchasing decisions for their companies**



### Rates & Specs

- Rate \$4,000
- Guaranteed 150 lead generation
- 3-month listing
- Internal marketing to the highly-qualified IEEE audience
- Prominent positioning in “Professional Resources” section located on main nav bar
- Exclusive microsite page if you host more than 8 white papers at a time
- Leverage your content with our captivated, qualified audience