



IEEE SPECTRUM

2019

RECRUITMENT
ADVERTISING
MEDIA KIT



REACH THE WORLD'S
TOP ENGINEERS IN
EVERY SECTOR

FOR MORE INFORMATION, PLEASE CONTACT:

advertise.ieee.org



IEEE

NAYLOR
ASSOCIATION SOLUTIONS

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The World's Leading Engineering Magazine

IEEE Spectrum is the flagship magazine and website of the IEEE, the world's largest professional organization devoted to engineering and the applied sciences.

Spectrum Magazine keeps nearly 400,000 members informed about major trends and developments in technology, engineering and science. Blogs, podcasts, news and feature stories, videos and interactive infographics engage visitors with clear explanations about emerging concepts and developments with details they can't get elsewhere.



2018 AMERICAN BUSINESS MEDIA NEAL AWARDS

- Best Media Brand



2018 SOCIETY OF PUBLICATION DESIGNERS

- Merit/Best Photography



2018 NATIONAL AZBEE AWARDS

- Magazine of the Year

Advertise in a winning environment. Written by industry leaders and peers, IEEE Spectrum features content that consistently wins awards in the engineering media category.

2018 AMERICAN BUSINESS MEDIA NEAL AWARDS

- Best Media Brand
- Grand Neal: 2nd Runner Up, Blockchain Special Issue
- Finalist: Best Technical Content, "Deep Learning Reinvents the Hearing Aid"
- Finalist: Best Infographics, The 2017 "Top Programming Languages"
- Finalist: Best Single Article, "Broadband or Bust"
- Finalist: Best Use of Social Media, Spectrum Live on Facebook
- Finalist: Best Single Issue, August 2017

2018 ASSOCIATION MEDIA & PUBLISHING EXCEL AWARDS

- Gold: Best Single Topic Issue, Blockchain World
- Gold: Digital Media: Best Blog Site
- Silver: Single Topic Issue, "Can We Copy the Brain"
- Silver: Design Excellence in Magazines
- Silver: General Excellence in Magazines

2018 NATIONAL AZBEE AWARDS

- Honorable Mention: Cross-Platform Package of the Year, June 2017
- Gold: Feature Article, General Interest, "Broadband or Bust"
- Silver: Single Topic Coverage by a Team, "Blockchain World"
- Silver: Best Social Media Campaign, Spectrum Live on Facebook
- Bronze: Technical Article, "Deep Learning Reinvents the Hearing Aid"
- Bronze: Feature Article, General Interest, "The Lost Picture Show"



A Z B E E S
ASBPE Awards of Excellence

Spectrum Magazine subscribers are highly-engaged, top innovators and decision-makers. They employ Spectrum Magazine to explore how technology is impacting their industries, society and business — and they rely on our recruitment services to help them advance their careers.

IEEE Spectrum Recruitment Advertising is unbeatable in reach, value and flexibility!



60,000+

unique recipients per month

Spectrum.IEEE.org



1.8 million

page views monthly



Spectrum newsletters

1.4 million

subscribers

Reach the innovators of technology

The IEEE Member Audience

45

average age – they're in their prime leadership years**

96%

hold a bachelor's degree or higher*

79%

use one or more media on the website

38%

of IEEE members are students or IEEE Young Professionals

75%

of readers play leadership roles

**2011 IEEE Spectrum Subscriber Study – Signet Research
†November 2011 IEEE Member Demographics

Major companies regularly place recruitment display ads seeking the best IT, high technology and engineering talent.

Spectrum readers work in some of the leading Engineering and Tech firms worldwide:

- Advanced Automation Corp.
- Bechtel
- Belkin
- Boeing
- Cisco Systems
- Duke Energy
- Exxonmobil
- FBI
- Ford Motor Company
- FuelCell Energy Inc.
- GE Energy
- Honeywell
- Gulf States Engineering
- Jacobs Engineering
- Kennedy Space Center
- Marvell Semiconductor
- Qualcomm Technologies
- Raytheon
- Samsung
- SanDisk
- Siemens
- Telstra

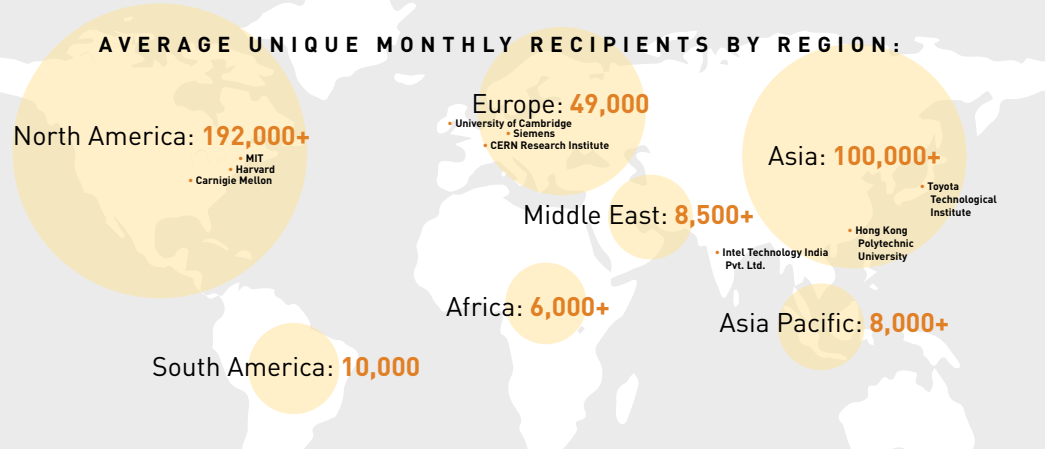
50%+ Work for businesses that employ 1,000 or more people**

An advertising partnership with Spectrum Magazine is mutually beneficial—creating educational and professional growth opportunities for Engineering and Applied Sciences professionals, and allowing you to **reach them.**

Tap into a valued resource for businesses and academia.

The best in IT, high technology and engineering talent- IEEE Members are the **most qualified and sought after candidates**. Many Engineering and Computer Science departments of academic institutions, **worldwide**, choose IEEE Members to enhance their faculty and research lab staffs.

Recruit From the World's Top Talent
370,000+ Global Monthly Recipients on Avg.



Spectrum Magazine is a direct line to leaders shaping technology and business worldwide

Industry Audiences

- | | | |
|-------------------------|------------------|--------------------|
| Aerospace | Embedded Systems | Signal Processing |
| Biomedical | Fuel Cells | Smart Grid |
| Buildings | Green Tech | Software |
| Chip Design | Power & Energy | Telecommunications |
| Computing | Renewables | Transportation |
| Consumer Product Design | Robotics | |
| | Semiconductors | |

Hiring managers at more than 3,000 leading corporations and organizations rely on our suite of media solutions to attract the right audience. They range in fields from embedded systems, wireless software development, military and government research and transportation, as well as leading academic institutions worldwide.

North America

- ACADEMICS:**
- Carnegie Mellon
 - Concordia University
 - Georgia Institute of Technology
 - Harvard
 - MIT
 - Michigan State
 - University of Toronto
 - University of Waterloo

- RESEARCH INSTITUTES:**
- US Naval Research Labs
 - Airforce Institute of Technology

- BUSINESSES:**
- Aerotek
 - Alstom
 - BAE Systems
 - Corning Incorporated
 - Create, Inc.
 - Intuit, Inc.
 - Micron Technology
 - NSA
 - Raytheon
 - Xilinx

EMEA

- ACADEMICS:**
- Aalto University
 - Carnegie Mellon University, Rwanda
 - École Polytechnique Fédérale de Lausanne
 - Eindhoven University of Technology
 - ETH Zurich
 - Hasso Plattner Institute
 - King Abdullah University of Science and Technology
 - Kuwait College of Science and Technology
 - Nazarbayev University
 - RWTH Aachen University
 - University College, London
 - University of Cambridge
 - University of New South Wales

- RESEARCH INSTITUTES:**
- CERN Research Institute
 - imec International

- BUSINESSES:**
- ASML Holding
 - European Patent Office
 - NATO
 - NXP Semiconductors
 - Philips Lighting
 - Siemens
 - Vestas

APAC

- ACADEMICS:**
- Bennett University
 - Chinese University of Hong Kong
 - City University of Hong Kong
 - Fudan University
 - Hong Kong Polytechnic University
 - Manchester Business School, Singapore Centre
 - National Sun Yat-sen University
 - National University of Singapore
 - ShanghaiTech University
 - Singapore Management University
 - South University of Science and Technology

- RESEARCH INSTITUTES:**
- Hong Kong Applied Science and Technology Research Institute
 - Indian Institute of Information Technology, Design and Manufacturing, Kancheepuram
 - Institute of Statistical Science, Academia Sinica
 - Toyota Technological Institute
 - Tsinghua-Berkeley Shenzhen Institute
 - ZJU-UIUC Institute

- BUSINESSES:**
- Intel Technology India Pvt. Ltd.

Recruitment in print and online

IEEE Spectrum Newsletters

IEEE Spectrum Tech Alert

- 253,000 subscribers
- Weekly frequency

IEEE The Institute Alert

- 520,000 subscribers
- Biweekly frequency

IEEE Spectrum New Product Spotlight

- 75,000 subscribers
- Biweekly frequency

IEEE Spectrum University Spotlight

- 157,000 subscribers
- Monthly frequency

IEEE Spectrum Robotics News

- 70,000 subscribers
- Biweekly frequency

IEEE Spectrum Cars That Think

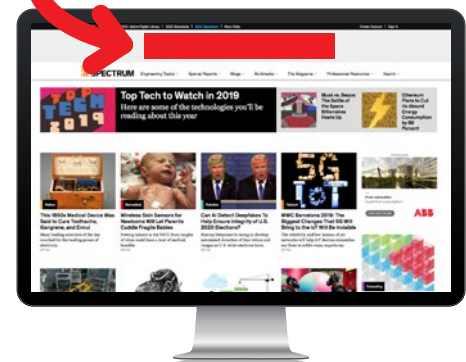
- 61,000 subscribers
- Monthly frequency

IEEE Spectrum Energywise

- 94,000 subscribers
- Monthly frequency



Your Ad Here!



Spectrum Website

Spectrum.IEEE.org

Spectrum Webinars

A timely and engaging way to reach a captive audience with the information you want to share.

IEEE Job site

Connecting with the finest engineering candidates with premiere organizations like yours

Spectrum Chinese Edition

Reach readers in strategically-targeted technology centers, including Beijing and Shanghai, and the Jiangsu, Zhejiang, Guangdong, Shandong and Liaoning Provinces.



IEEE Spectrum Print Specifications

The classified advertisements of interest to IEEE members have been placed by educational, governmental, and industrial organizations. The IEEE encourages employers to offer salaries that are competitive, but occasionally a salary may be offered that is significantly below currently accepted levels. In such cases the reader may wish to inquire of the advertiser whether extenuating circumstances may apply. IEEE Spectrum may reject any advertisement that contains any of these phrases: "Recent college grads," "1 to 4 years maximum experience," "Up to 5 years experience," or "10 years maximum experience." Further, IEEE reserves the right to amend any such advertisement without specific notice to the advertiser in order to conform to the Age Discrimination in Employment Act.

Printing Method: Web offset. IEEE Spectrum subscribes to SWOP (Specifications for Web Offset Publications) standards. For complete mechanical requirements, write IEEE Spectrum Magazine, Advertising Production Department. See mailing instructions for address.

Supplied Advertising Material

Electronic Advertising Files:

- Press-ready Adobe PDF files (preferred)
- EPS Files (Note: When saving as EPS file, be sure to include tif images in CMYK and supply a list of fonts that are used within that file. Send EPS files on CD along with original application file with digital proofs — color if applicable.)

Proofing: For color ads, 1 SWOP press proof with color bars or off-press proof.

Maximum Screen: 133 lines

Maximum Tonal Density:

Black & White	85% for areas not intended to print solid.
Black & 1 Color	160%
4 Color	300% with only one solid.

Trim Size: 7.875" x 10.5". The live copy area for bleed is 7" x 10".

Live Material for Bleed Units: For bleed pages, columns, and halves, keep essential matter .375" from top and bottom and .5" from left and right side of all pages, and at least .625" from bleed edge on both pages of facing page spread.

Live material in facing pages should not be closer than .125" on each page to center fold. Publisher reserves right to crop .1875" from either side of full pages and two-column units and .25" from either side of one-column units to compensate for variation in trim page size. Engraver's mark must be etched in bearer top and bottom at center of each page for guide in cutting apart.

Mailing Instructions

Send all orders, contracts, proofs, and films to IEEE Spectrum Magazine, Advertising Production Department, 445 Hoes Lane, Piscataway, NJ 08854.

Telephone +1 732 562 6334

Fax +1 732 562 1745

E-mail: fs.ieeemedia@ieee.org

Issuance and Closing Dates

Published monthly: Issued last week of month preceding issue date.

Closing dates: Space reservations 1st of month preceding date of issue (12 noon Pacific Standard Time). Copy to be set 1st of month preceding date of issue. Complete films or artwork 8th of month preceding date of issue.

Cancellations not accepted after closing dates. Cancellations not accepted on cover and preferred position contracts without written notice to publisher 30 days before closing date.

General Information

Printing material will be destroyed 12 months after issue date unless otherwise instructed in writing. Inquiries concerning printed reproduction should be submitted within 3 weeks of issue date.

Production Charge: There will be a minimum charge of \$50.00 non-commissionable for any changes to any ad.

Contract and Copy Regulations

For Contract and Copy Regulations, please visit http://bit.ly/IEEE_Media_Contract_and_Copy_Regulations.

Commission

15% of gross billing allowed to recognized agencies on space, color, and position, provided account is paid within 30 days from invoice date.

Frequency Rates

Frequency rates are based on number of units within a 12-month contract year. Two-page spreads count as two units. Space run in any advertising edition counts toward frequency. All positions are R.O.P. or Publisher's Choice.

UNIT SIZES AVAILABLE

INCHES	NON-BLEED	BLEED	RECRUITMENT AD WORD COUNT
1 Page	7" x 10"	8.125" x 10.75"	851-1,050 words
2 Facing Pages	15.125" x 10" (Gutter Bleed)	16.25" x 10.75"	
2/3 Page Vertical	4.5625" x 10"	5.3125" x 10.75"	531-850 words
1/2 Page Island	4.5625" x 7.375"	5.3125" x 8"	391-530 words
1/2 Page Vertical	3.25" x 10"	4.0625" x 10.75"	391-530 words
1/2 Page Horizontal	7" x 4.75"	8.125" x 5.25"	391-530 words
1/3 Page Vertical	2.1875" x 10"	3.0625" x 10.75"	271-390 words
1/3 Page Square	4.5625" x 4.75"	5.3125" x 5.25"	271-390 words
1/4 Page Vertical	3.25" x 4.75"	—	201-270 words
1/6 Page Vertical*	2.1875" x 4.75"	—	91-200 words
1/12 Page Vertical*	2.1875" x 2.375"	—	up to 90 words

MILLIMETERS	NON-BLEED	BLEED	RECRUITMENT AD WORD COUNT
1 Page	178mm x 254mm	206mm x 273mm	851-1,050 words
2 Facing Pages	384mm x 254mm (Gutter Bleed)	413mm x 273mm	
2/3 Page Vertical	116mm x 254mm	135mm x 273mm	531-850 words
1/2 Page Island	116mm x 188mm	135mm x 204mm	391-530 words
1/2 Page Vertical	83mm x 254mm	104mm x 273mm	391-530 words
1/2 Page Horizontal	178mm x 121mm	206mm x 133mm	391-530 words
1/3 Page Vertical	56mm x 254mm	81mm x 273mm	271-390 words
1/3 Page Square	116mm x 121mm	135mm x 133mm	271-390 words
1/4 Page Vertical	83mm x 121mm	—	201-270 words
1/6 Page Vertical	56mm x 121mm	—	91-200 words
1/12 Page Vertical	56mm x 60mm	—	up to 90 words

*1/6 and 1/12 Page sizes only available for recruitment ads.

IEEE Spectrum Online Advertising Materials Submission Specifications

Website

GENERAL

Please identify the material being submitted as one of the following types of ads:

- Product/Service Banner Advertisement
- Sponsorship

Supply the URL for your advertisement. This is the link/Web address that the ad will connect with when a viewer clicks on it. An example of a URL is: <http://www.spectrum.ieee.org>.

Standard turnaround is two days for non-rich media. For rich media including Flash, four to 10 business days. More may be required for testing of new media formats.

All materials should be provided to the IEEE Spectrum Advertising Production Manager via e-mail at advert-web@ieee.org.

Phone: +1 732 562 6334

Fax: +1 732 562 1745

BANNER ADS

We use Operative/DART for Publishers to traffic and serve our banner ads. Your ad creative must be prepared to the image size and file size specifications listed below.

In addition, please provide the following via email:

- The image URL as described above in general
- The size of the creative being supplied
- The actual creative in one of these file formats:

AD UNIT SPECS

Leaderboard

- Dimensions: 728x90
- File Size: 50K max
- 15 sec. • Loop Limit: 3x
- Formats: GIF, JPEG, HTML, Flash
- Alt Text: Not to exceed 70 characters

Medium Rectangle

- Dimensions: 300x250
- File Size: 50K max
- 15 sec. • Loop Limit: 3x
- Formats: GIF, JPEG, HTML, Flash
- Alt Text: Not to exceed 70 characters

Half Page

- Dimensions: 300x600
- File Size: 50K max
- 15 sec. • Loop Limit: 3x
- Formats: GIF, JPEG, HTML, Flash
- Alt Text: Not to exceed 70 characters

Topic Road Blocks

Topic Road blocks are available for standard and interstitial ads on topics pages, which provide an invaluable opportunity to own all ad positions for a specified time period on a vertical technology page. Topic Roadblocks target ad delivery to a specific term or word.

Our new site allows for contextual advertising on all pages so your ads will appear beside relevant content if you choose this option. A visitor to all pages in this topic will see the same advertiser on all 4 ad units on all visits throughout the month of purchase.

TOPIC Roadblock Specs

- Leaderboard – 728x90
- Half Page – 300x600
- 2X Medium Rectangle – 300x250
- Interstitials are also available on a CPM, weekly or monthly rate.

RICH MEDIA ADS – REQUIRE FILES TWO WEEKS IN ADVANCE OF POSTING

Welcome Mat

- Dimensions: 640x480
- File Size: 100K max
- 15 sec. • Loop Limit: 0x
- Formats: GIF, JPEG, HTML, Flash
- Alt Text: Not to exceed 70 characters

Peel Back

- TEASER DIMENSIONS:
125 x 100
 - PAGE PEEL DIMENSIONS:
800 x 600
 - File Size: 100K max • Secs: 15
 - Formats: Flash* (We also accept third party tags)
- Submission lead time: All ad units must be submitted 5 business days prior to campaign launch.
- Set-up: Ad units consist of two GIFs and two SWFs, and JavaScript code. One small GIF shows what the image looks like when it hasn't been peeled. A bigger GIF shows what the image looks like when it is peeled. A small SWF to shows the little peel. The bigger SWF file produces the peel back effect. Once those are all built properly by the Flash developer, it's just a matter of giving us the appropriate JavaScript code to build these to the page.

Interstitial

- Dimensions: 640x480
- File Size: 100K max
- 15 sec. • Loop Limit: 0x
- Formats: GIF, JPEG, HTML,
- Flash Alt Text: Not to exceed 70 characters

Navigation Tab Sponsorship

- Sponsored logo appears monthly on navigation tab
- 72 pixels wide max. x 30 pixels tall max.

Newsletter

Tech Alert –

- Banner – 468 x 60 pixels
- Text ad – 145 x 100 pixels, 35 words

University Spotlight, New Product Spotlight –

- Text ad – 116 x 65 pixels, 20 words

EnergyWise, Cars That Think, Robotics News –

- Featured – 145 x 145 pixels, 30 words, 2 hyperlinks
- Standard – 145 x 145 pixels, 30 words, 1 hyperlink
- Basic – 145 x 145 pixels, 20 words, 1 hyperlink

IEEE Spectrum Native Content Advertising Materials Submission Specifications

Native Insights

Production Schedule

Sponsor provides 8-10 posts with all the required content and graphics 12 business days before the requested launch of the Native Insights campaign.

Deliverables

FOR THE ARTICLE:

- Headline: maximum of 50 characters including spaces
- Dek (subhead): maximum of 120 characters including spaces
- Body copy: minimum of 1,500 characters including spaces
- Headline, dek, and full body content to be provided as text in a Word document
- Provide any keywords relevant to the content for tagging purposes

1 BRAND LOGO IMAGE

- 300 pixels wide

2 MASTER IMAGES FOR EACH POST

- 620x465 and 300x225 pixels
- The images should be associated with the content of the post
- Each image should include an image title and alt tag
- Minimum one image per post and maximum two images

BANNER ADS

- 728x90, 300x250, and 300x50 pixels
- HTML5 gif with link

FOR EMAILS

- Suppression file
- Completed IEEE Spectrum audience selection form

Native Single Posts

Production Schedule

Sponsor provides the post with all the required content and graphics 12 business days before the requested launch of the content.

Deliverables

FOR THE ARTICLE:

- Headline: maximum of 50 characters including spaces
- Dek (subhead): maximum of 120 characters including spaces
- Body copy: minimum of 1,500 characters including spaces
- Headline, dek, and full body content to be provided as text in a Word document
- Provide any keywords relevant to the content for tagging purposes

1 BRAND LOGO IMAGE

- 300 pixels wide

2 MASTER IMAGES FOR EACH POST

- 620x465 and 300x225 pixels
- Each image should include an image title and alt tag
- Minimum one image per post and maximum two images

Native Single Post Videos

Production Schedule

Sponsor provides the post with all the required content and graphics 12 business days before the requested launch of the content.

Deliverables

FOR THE ARTICLE:

- Headline: maximum of 50 characters including spaces
- Dek (subhead): maximum of 120 characters including spaces
- Body copy: minimum of 1,500 characters including spaces
- Headline, dek, and full body content to be provided as text in a Word document
- Provide any keywords relevant to the content for tagging purposes

1 BRAND LOGO IMAGE

- 300 pixels wide

2 MASTER IMAGES FOR EACH POST

- 620x465 and 300x225 pixels
- Each image should include an image title and alt tag
- Minimum one image per post and maximum two images

VIDEO FORMAT:

- 5 minutes maximum, with or without pre-roll
- Videos should be delivered transcoded and optimized for web, in mp4, video codec H.264, AAC audio (both mono and stereo are acceptable)
- 1080p and 720p are acceptable
- Pre-roll master image: 620x465 pixels, jnp/png/gif
- Logo: 120x120 pixels
- URL
- Title