

University Spotlight



IEEE Spectrum University Spotlight

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 look to our University Spotlight for information on the distance learning and advanced degree programs they need to meet the demands of a changing market and economy.

Coverage Areas/Topics

- Continuing Education Programs
- Advanced Degrees and Certificates for Engineers
- Distance Learning Programs

Markets/Industries Served

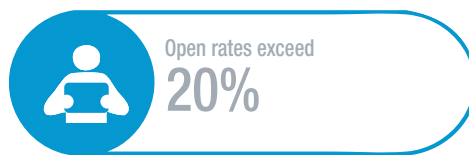
Continuing Education, Distance Learning, Advanced Degree Programs, Computer Science Institutions, IT Certification Programs

Frequency

Monthly

Reach a Highly Engaged Audience*

Our focused publications make it easy for you to support specific marketing initiatives and build awareness among a highly engaged audience of decision makers who use e-newsletters as a key resource when comparing and evaluating suppliers.



Advertising Levels (discounted rates apply for multiple insertion orders)

Frequency and Distribution Dates: www.globalspec.com/AdSchedule

For more information, call 1-800-261-2052.

Level	Image Size	Text Length	Hyperlinks	Spots Per Issue	Placement	Sample Ad
Text Ad	116 x 65 pixels	20 words	1	9	All Newsletter levels	http://www.globalspec.com/ProductSpotlight

Current Subscriber Base 205,000+

Readership Profile by Top Industries

Education/Academic
Power/Energy
Semiconductor
Computer
Telecommunications
Communications
Consulting Services
Software

Readership Profile by Top Job Functions

Research
Software Engineer
Academic (Faculty)
Design Engineer
Scientific Management
CIO/CTO/Engineering Executive
CEO/President/General Manager
Hardware Engineer
Student