

IEEE Spectrum offers a wide array of content marketing opportunities, including native advertising, webinars and whitepapers, all with the goal of generating qualified leads for our advertising and producing and distributing quality content.

## New Native Sponsored Content!

Native Sponsored content can be client-supplied, but looks and feels like the rest of the eNewsletter content! Your organization has the opportunity to get in front of the Spectrum audience and tell your story. Now you can educate, entertain, inform, and more!

Integrate your content in a Spectrum eNewsletter!

CHOOSE BETWEEN :

### Native Sponsored Content Full Feature

Editorial Content routes through the Spectrum Editorial Team. The writer would create the article and article summaries to be used in the newsletter. The content's link within the newsletter directs to the posted article on Spectrum.ieee.org, where the article then directs to the advertiser's website.



The full feature runs in the highest content position and would be published in every issue for the month secured (number of issues varies with each newsletter's frequency). The article remains published on the Spectrum.ieee.org website for one year, beginning with the original publish date.

Ask your sales rep about additional social media promotion opportunities!

### Native Sponsored Content Summary

Client provides 7-10 word headline(s), up to 40-50 words of text and a web link. The Content Summary then links directly to the advertiser's website (no exposure on Spectrum.ieee.org).

See eNewsletter pages for Native Sponsored Content Pricing Details.



## Content Marketing Services

- IEEE Spectrum Native Advertising Custom Content - \$4,250
- IEEE Spectrum Sponsored Story - \$5,500
- IEEE Spectrum Native Advertising Custom Content Video Promotion - \$5,000
- IEEE Spectrum Custom Content Landing Page with Multiple Assets - Custom Pricing
- IEEE Spectrum Native Advertising Supplied Content - \$3,250

## Webinar/Lead-Gen Promotion

- IEEE Spectrum Tech Insiders Webinar – Exclusive Sponsor - \$15,000
- IEEE Spectrum Tech Insiders Webcast – Multi-Sponsor - \$8,000

## Whitepaper/Lead-Gen Promotion

- IEEE Spectrum Whitepaper - \$4,000