

2019 PROGRAM RATES

IEEE MEDIA

Display Advertising

IEEE Spectrum spectrum.ieee.org

IEEE Communications Society comsoc.org

The Institute theinstitute.ieee.org

IEEE Signal Processing Society

IEEE EMBS Online embs.org

IEEE Xplore®

Content Marketing Services

Webinar/Lead-Gen Promotion

Whitepaper/Lead-Gen Promotions

Newsletter Rates and Sizes

IEEE Print Rates

IEEE Job Site Rates

advertise.ieee.org



IEEE

NAYLOR 
ASSOCIATION SOLUTIONS

2019 Program Rates - IEEE Media

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

IEEE Spectrum spectrum.ieee.org

Leaderboard	\$50/CPM, 50K impression minimum
Medium Rectangle	\$40/CPM, 50K impression minimum
Half Page	\$80/CPM, 50K impression minimum
Welcome Mats	\$225/CPM, 50K impression minimum
Peel/Tear Back	\$180/CPM, 50K impression minimum
Banner Roadblocks	\$2,000/day
Mobile Site Ad Units	Custom Pricing

IEEE Communications Society comsoc.org

Home Page Banner (Medium Rectangle - static only)	\$3,500/month
Publications Page (Medium Rectangle - static only)	\$2,000/month

The Institute theinstitute.ieee.org

Top Leaderboard	\$4,000/month
Medium Rectangle	\$3,500/month
Button	\$2,500/month
Bottom Leaderboard	\$2,000/month

IEEE Signal Processing Society signalprocessingsociety.org

Leaderboard	\$1,500/month
Vertical Banner	\$1,000/month

2019 Program Rates - IEEE Media



IEEE Spectrum	
WEBINAR	
Tech Insiders Webinar - Exclusive Sponsor	\$15,000
Tech Insiders Webcast - Multi-Sponsor	\$8,000
WHITEPAPER	
Whitepaper	\$4,000
IEEE Communications Society	
WEBINAR	
Webcast - Client Prepared	\$10,000
Webinars - Exclusive Sponsor	\$15,000
Webinars - Multi-Sponsor	\$8,000
WHITEPAPER	
Whitepaper	\$4,000
Tutorials	\$10,000
Tech Focus	\$10,000
IEEE MTT-S	



2019 Newsletter Rates and Sizes

Vertical Newsletter Pricing - IEEE Spectrum							
	1 Unit	2-3 Units	4-5 Units	6-11 Units	12-25 Units	26-51 Units	Over 51 (Price/Unit)
Featured	\$4,850	\$4,465	\$4,365	\$4,265	\$4,125	\$3,885	\$3,640
Standard	\$3,695	\$3,395	\$3,330	\$3,250	\$3,140	\$2,955	\$2,775
Basic	\$3,115	\$2,875	\$2,805	\$2,745	\$2,650	\$2,495	\$2,335

IEEE Spectrum Spotlight and Alert Newsletters	
New Product Spotlight	
1st Row	\$2,475
2nd & 3rd Row	\$2,225
Tech Alert	
1 468x60	\$7,000 per ad
2 468x60	\$7,000 per ad or
2B Text ad with logo image:	\$7,000 per ad
3 468x60:	\$7,000 per ad
4 468x60:	\$6,000 per ad
4B Text ad with logo image:	\$4,000 per ad or
Single Sponsor	\$4,000 per ad
University Spotlight	
1st Row	\$3,500
2nd & 3rd Row	\$3,000

IEEE Technical Society Newsletters	
IEEE Microwave Newsletter	
Featured	\$1,950
Standard	\$1,750
Basic	\$1,550
IEEE Communications Society Technology News	
Top banner	\$3,000
All Other Positions (text only)	\$2,000

IEEE The Institute Newsletter	
Featured	\$7,000
Standard	\$6,000
Basic	\$4,000

2019 IEEE Print Rates

IEEE Spectrum and The Institute Worldwide Rates

	1 Page	2/3 Page	1/2 Page	1/2 Island	1/3 Page	1/4 Page	1/6 Page*	1/12 Page*	Cover 2	Cover 3	Cover 4
1X	\$18,000	\$12,474	\$9,450	\$9,450	\$6,237	\$4,725	\$3,024	\$1,569	\$22,500	\$22,500	\$27,000
2X	\$17,460	\$12,100	\$9,167	\$9,167	\$6,050	\$4,583	\$2,933	\$1,522	\$21,825	\$21,825	\$26,190
4X	\$16,920	\$11,726	\$8,883	\$8,883	\$5,863	\$4,442	\$2,843	\$1,475	\$21,150	\$21,150	\$25,380
6X	\$16,380	\$11,351	\$8,600	\$8,600	\$5,676	\$4,300	\$2,752	\$1,428	\$20,475	\$20,475	\$24,570
12X	\$15,840	\$10,977	\$8,316	\$8,316	\$5,489	\$4,158	\$2,661	\$1,380	\$19,800	\$19,800	\$23,760

IEEE Spectrum and The Institute North America Rates

	1 Page	2/3 Page	1/2 Page	1/2 Island	1/3 Page	1/4 Page	1/6 Page*	1/12 Page*	Cover 2	Cover 3	Cover 4
1X	\$16,000	\$11,088	\$8,400	\$8,400	\$5,544	\$4,200	\$2,688	\$1,394	\$20,000	\$20,000	\$24,000
2X	\$15,520	\$10,755	\$8,148	\$8,148	\$5,378	\$4,074	\$2,607	\$1,353	\$19,400	\$19,400	\$23,280
4X	\$15,040	\$10,423	\$7,896	\$7,896	\$5,211	\$3,948	\$2,527	\$1,311	\$18,800	\$18,800	\$22,560
6X	\$14,560	\$10,090	\$7,644	\$7,644	\$5,045	\$3,822	\$2,446	\$1,269	\$18,200	\$18,200	\$21,840
12X	\$14,080	\$9,757	\$7,392	\$7,392	\$4,879	\$3,696	\$2,365	\$1,227	\$17,600	\$17,600	\$21,120

*1/6 and 1/12 page sizes are for recruitment ads only

• Communications • Communications Standards Magazine

	1 Page	2/3 Page	1/2 Page	1/2 Island	1/3 Page	1/4 Page	1/6 Page	Cover 2	Cover 3	Cover 4
1X	\$7,875	\$5,457	\$4,134	\$4,134	\$2,729	\$2,067	\$1,323	\$9,450	\$9,450	\$11,340
2X	\$7,639	\$5,294	\$4,010	\$4,010	\$2,647	\$2,005	\$1,283	\$9,167	\$9,167	\$11,000
4X	\$7,403	\$5,130	\$3,886	\$3,886	\$2,565	\$1,943	\$1,244	\$8,883	\$8,883	\$10,660
6X	\$7,166	\$4,966	\$3,762	\$3,762	\$2,483	\$1,881	\$1,204	\$8,600	\$8,600	\$10,319
12X	\$6,930	\$4,802	\$3,638	\$3,638	\$2,401	\$1,819	\$1,164	\$8,316	\$8,316	\$9,979

• Industrial Applications • Potentials • Signal Processing • Women in Engineering Magazine

	1 Page	2/3 Page	1/2 Page	1/2 Island	1/3 Page	1/4 Page	1/6 Page	Cover 2	Cover 3	Cover 4
1X	\$3,150	\$2,183	\$1,654	\$1,654	\$1,091	\$827	\$529	\$3,780	\$3,780	\$4,536
2X	\$3,056	\$2,117	\$1,604	\$1,604	\$1,059	\$802	\$513	\$3,667	\$3,667	\$4,400
4X	\$2,961	\$2,052	\$1,555	\$1,555	\$1,026	\$777	\$497	\$3,553	\$3,553	\$4,264
6X	\$2,867	\$1,986	\$1,505	\$1,505	\$993	\$752	\$482	\$3,440	\$3,440	\$4,128
12X	\$2,772	\$1,921	\$1,455	\$1,455	\$960	\$728	\$466	\$3,326	\$3,326	\$3,992

2019 IEEE Print Rates

- Circuits and Systems Magazine • Computational Intelligence Magazine
- Control Systems Magazine • Geoscience and Remote Sensing Magazine
- Industrial Electronics Magazine • Microwave Magazine
- Photonics Society News • Robotics & Automation Magazine
- Systems, Man & Cybernetics Magazine • The Bridge

	1 Page	2/3 Page	1/2 Page	1/2 Island	1/3 Page	1/4 Page	1/6 Page	Cover 2	Cover 3	Cover 4
1X	\$2,100	\$1,455	\$1,103	\$1,103	\$728	\$551	\$353	\$2,520	\$2,520	\$3,024
2X	\$2,037	\$1,412	\$1,069	\$1,069	\$706	\$535	\$342	\$2,444	\$2,444	\$2,933
4X	\$1,974	\$1,368	\$1,036	\$1,036	\$684	\$518	\$332	\$2,369	\$2,369	\$2,843
6X	\$1,911	\$1,324	\$1,003	\$1,003	\$662	\$502	\$321	\$2,293	\$2,293	\$2,752
12X	\$1,848	\$1,281	\$970	\$970	\$640	\$485	\$310	\$2,218	\$2,218	\$2,661

- Aerospace and Electronic Systems Magazine
- Antennas & Propagation Magazine
- Consumer Electronics Magazine • Design & Test
- Electrical Insulation Magazine • Electromagnetic Compatibility Magazine
- Intelligent Transportation Systems Magazine • Nanotechnology Magazine
- Pulse Magazine • Vehicular Technology

	1 Page	2/3 Page	1/2 Page	1/2 Island	1/3 Page	1/4 Page	1/6 Page	Cover 2	Cover 3	Cover 4
1X	\$1,260	\$873	\$662	\$662	\$437	\$331	\$212	\$1,512	\$1,512	\$1,814
2X	\$1,222	\$847	\$642	\$642	\$423	\$321	\$205	\$1,467	\$1,467	\$1,760
4X	\$1,184	\$821	\$622	\$622	\$410	\$311	\$199	\$1,421	\$1,421	\$1,706
6X	\$1,147	\$795	\$602	\$602	\$397	\$301	\$193	\$1,376	\$1,376	\$1,651
12X	\$1,109	\$768	\$582	\$582	\$384	\$291	\$186	\$1,331	\$1,331	\$1,597



2019 IEEE Job Site Rates

Cost-effective ways to reach qualified candidates

Annual Job Posting Package Rates							
		Job Postings	Featured Job Posts	Spotlight Job Posts	CareerCast SMO Plus	CareerCast IT & Engineering Network	CareerCast OFFCP/ EEOC Network
Level 1	(4 Job Posts)	\$855	\$1,590	\$1,870	\$1,435	\$1,255	\$1,055
Level 2	(10 Job Posts)	\$1,905	\$3,640	\$4,420	\$3,305	\$2,800	\$2,355
Level 3	(24 Job Posts)	\$4,290	\$8,365	\$10,400	\$7,665	\$6,260	\$5,275
Level 4	(30 Job Posts)	\$4,740	\$9,330	\$11,700	\$8,640	\$7,105	\$5,925
Level 5	(50 Job Posts)	\$7,600	\$14,740	\$18,200	\$13,850	\$11,015	\$9,310
Level 6	(100 Job Posts)	\$14,235	\$27,505	\$33,805	\$26,235	\$20,010	\$17,125
Level 7	(Unlimited Job Posts)	TBD	TBD	TBD	TBD	TBD	TBD

A la carte	
30-Day Single Job Post	\$295
30-Day Single Featured Job Post	\$560
30-Day Single Spotlight Job Post	\$585
60-Day Single Job Post	\$550
60-Day Single Featured Job Post	\$920
60-Day Single Spotlight Job Post	\$1,050

Resume Database				
		Annual Fee	Package	Full Cost
Level 1	(4 Job Posts)	\$2,645	\$855	\$3,500
Level 2	(10 Job Posts)	\$2,500	\$1,905	\$4,405
Level 3	(25 Job Posts)	\$2,340	\$4,290	\$6,630
Level 4	(30 Job Posts)	\$2,205	\$4,740	\$6,945
Level 5 and Above		\$1,905	See above	TBD

**Please note, the Resume Database annual subscription can only be purchased in conjunction with a job posting contract. All prices are for one year. Additional users cost \$600 per user annually.*

Banner Advertising		
Leaderboard	728x90	\$3,500
Medium Rectangle	300x250	\$3,000

For complete formatting and mechanical specs, please visit our website at www.ieee.org/jobs/advertise

IEEE Job Site Career Alert 245,000 Circulation		
Featured Employer Banner	145x145 max logo that links to all your open positions	\$3,500
Top Leaderboard	468x60 banner or 150x20 logo and up to 35 words	\$3,000
Bottom Banner	468x60 banner or 150x20 logo and up to 35 words	\$2,500
Job Spotlights	Includes job title, company name, location and link to job details	\$200