IEEE SPECTRUM
2019 MEDIA KIT

REACHING DECISION MAKERS IN THE WORLD’S LARGEST PROFESSIONAL ORGANIZATION DEVOTED TO ENGINEERING AND THE APPLIED SCIENCES

FOR MORE INFORMATION, PLEASE CONTACT:
spectrum.ieee.org
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.

Our charter is to keep nearly 400,000 members informed about major trends and developments in technology, engineering and science. Our blogs, podcasts, news and feature stories, videos and interactive infographics engage our visitors with clear explanations about emerging concepts and developments with details they can’t get elsewhere.

IEEE Spectrum touches our members on every platform, whether they are reading the print editions, coming to the site directly on their desktop, tablet or smartphone, through email newsletters or our digital facsimile edition, or following us via social networks like Facebook, Twitter and LinkedIn.

IEEE Spectrum is a broad media brand, from both editorial and market coverage points of view, because the curiosity of our audience dives far deeper than competitive vertical EE publications.

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 Society of Publication Designers
- Merit/Best Photography

### 2018 National AZBEE Awards
- Magazine of the Year
- 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”

**SAVE BIG!**
Ask your rep about our integrated media buy discount program
IEEE Spectrum subscribers are early adopters of new approaches and technologies that apply to the engineering efforts. More than 400,000 subscribers use the content in IEEE Spectrum’s suite of media proactively – to help form opinions and make decisions, and as reference for projects and discussions with colleagues.

We reach the right people:

- 84% of readers report that they indicate specific brands when specifying or recommending products or components.
- 83% read all or most issues front to back.
- 79% use one or more media on the website.
- 68% cannot be reached via any other individual media brand.
- 60% take action based on ads in the publication and on the website.

Professionals rely on IEEE Spectrum for work-related information and solutions. They are working at the companies you want to reach, including:

- 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

Average organization size
5,774 employees

Average annual revenue – $1.6 billion, with 22% reporting $5 billion or more

Spectrum.IEEE.org
1.8 million page views monthly

Spectrum newsletters
1.4 million subscribers

SAVE BIG!
Ask your rep about our integrated media buy discount program.
# Early Look: 2020 Editorial Calendar & Issue Focus

Topics that mean something to readers of IEEE Spectrum

<table>
<thead>
<tr>
<th>ISSUE/SHIP DATE</th>
<th>THEMES</th>
<th>BONUS DISTRIBUTION</th>
<th>AD CLOSE</th>
<th>MATERIALS DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY</td>
<td>Annual Technology/Prediction Analysis Issue</td>
<td>CES, Las Vegas, NV, USA</td>
<td>January, 7-10, 2020</td>
<td>02-Dec</td>
</tr>
<tr>
<td>FEBRUARY</td>
<td>• Alternative Fusion Research • How I Imaged a Black Hole • Quest for the Magnetoelectric Spin • Kepler Communication Sat Router • AI Sonnet Writer</td>
<td>Mobile World Congress, Barcelona, Spain</td>
<td>February 24-27, 2020</td>
<td>01-Jan</td>
</tr>
<tr>
<td>MARCH</td>
<td>• AI Startup Hype • Quantum Dot Cameras • Cheaper Tech for Autonomous Vehicles • Art, Tech, and The Pepsi Pavilion</td>
<td>31-Jan</td>
<td>07-Feb</td>
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</tr>
<tr>
<td>APRIL</td>
<td>• Game Theory In The Datacenter • Rosy Outlook for Quantum Computing • Google Glass for Autism • Top 10 Tech Cars</td>
<td>02-Mar</td>
<td>09-Mar</td>
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<tr>
<td>MAY</td>
<td>• Hanford Vit Plant Update • Hacking PCBs • Autonomous Radio &amp; the Future of RF Engineering • Medal of Honor coverage</td>
<td>IoT Developers Conference, Santa Clara, CA, USA</td>
<td>June 5-6, 2019</td>
<td>01-Apr</td>
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<tr>
<td>JUNE</td>
<td>• Special Issue: Back to the Moon</td>
<td>World Science Festival, NYC, NY, USA</td>
<td>May 29-June 2, 2019</td>
<td>01-May</td>
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<tr>
<td>JULY</td>
<td>• Solar Revolution • Dynamic Robot Legs • China’s HVDC Expansion • IBM’s Watson Debâcle • Next-Gen Nukes • Solar Probes • Top 10 Tech Cars • Quest to Make a Full-Page Braille Tablet</td>
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</tr>
</tbody>
</table>

For information regarding editorial submissions, please contact the editor at s.hassler@ieee.org.

*Editorial calendar is tentative and subject to change.
# 2019 PRINT ADVERTISING RATES

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All rates are net and per issue. Black-and-white, second color, or matched color rates available upon request.

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# 2019 DIGITAL ADVERTISING RATES

3 pop-up leaderboards - set to display three times throughout a given issue. Stay in the issue indefinitely.

$12,000 per issue

*S/6 and 1/12 Page sizes only available for recruitment ads.
IEEE Spectrum Chinese Edition

Build the foundation of your international brand in the Chinese edition of IEEE Spectrum and advertise to the world’s fastest growing tech market!

IEEE Spectrum is licensing a monthly edition in simplified Chinese, with distribution to readers in strategically targeted, high-tech centers that include Beijing and Shanghai, and the Jiangsu, Zhejiang, Guangdong, Shandong and Liaoning Provinces.

The Chinese edition is jointly published by The Institute of Scientific and Technical Information of China (ISTIC) and its affiliate company, Wanfang Data. Both companies enjoy sterling reputations as China’s leading high-tech information firms.

Specifically targeted audiences for the IEEE Spectrum Chinese edition are prominent institutional and influential high-tech readers wishing to stay abreast of emerging technologies, and the companies that are developing these new technologies.

The circulation of the IEEE Spectrum Chinese edition will be 10,000 readers in 2017. Its audience includes:

- Top government officials
- Important scientific and technical directors in high-tech enterprises
- Prestigious research institutions
- Major universities
- Esteemed industrial associations
- Influential entrepreneurs

China has rapidly become a global force in high technology purchasing. The IEEE Spectrum Chinese edition is your perfect, local marketing vehicle to introduce:

- New technology, new equipment and new products
- Products and services related to aviation, automotive, finance, insurance, hotel and tourism
- Investment projects, business affiliations and large international exhibitions
- Educational events related to study abroad programs, university promotion and student recruitment
- Consulting and legal services
- Job recruitment of high-end workers

Rates

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Recruitment Advertising

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<tr>
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<td>$6,650</td>
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<tr>
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<td>116 x 124 / 60 x 250</td>
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<td>$1,275</td>
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Calendar

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<th>ISSUE</th>
<th>MATERIALS</th>
<th>CLOSE</th>
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<th>MATERIALS</th>
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<td>8-Dec</td>
<td>May</td>
<td>1-Mar</td>
<td>7-Apr</td>
<td>Sep</td>
<td>1-Aug</td>
<td>8-Aug</td>
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<tr>
<td>Feb</td>
<td>30-Dec</td>
<td>6-Jan</td>
<td>Jun</td>
<td>31-Mar</td>
<td>7-May</td>
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<td>Mar</td>
<td>1-Feb</td>
<td>8-Feb</td>
<td>Jul</td>
<td>1-Jun</td>
<td>8-Jun</td>
<td>Nov</td>
<td>2-Oct</td>
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<tr>
<td>Apr</td>
<td>1-Mar</td>
<td>8-Mar</td>
<td>Aug</td>
<td>30-Jun</td>
<td>7-Jul</td>
<td>Dec</td>
<td>1-Nov</td>
<td>9-Nov</td>
</tr>
</tbody>
</table>

Final Dimension: 210x285; Type Page Dimension: 172x240
IEEE Spectrum Recruitment Advertising is unbeatable in reach, value and flexibility.

Brand your company or institution monthly in IEEE Spectrum and target your next recruit. Gain immediate access to the largest audience of highly-qualified engineers and technical professionals for your open positions. Reach the world’s top engineers in every sector — from communications to defense, from computers to transportation.

Award-winning IEEE Spectrum is a direct line to leaders shaping technology and business. Engineering and Computer Science departments of many worldwide academic institutions choose IEEE Members to enhance their faculty and research lab staff because they are the most qualified and sought after candidates. Major companies regularly place recruitment display ads seeking the best IT, high technology and engineering talent. This mutually beneficial partnership with IEEE Spectrum helps create educational opportunities and economic growth for Engineering and Applied Sciences professionals.
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.

**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

**SAVE BIG!**
Ask your rep about our integrated media buy discount program
IEEE members’ expertise spans industries from consumer electronics, smart grid, and robotics to life sciences, cloud computing, and much more. Every day, members log on to Spectrum.IEEE.org for pertinent information regarding the industry.

Advertising Opportunities

- **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 Spectrum Newsletters

IEEE Spectrum subscribers look for expanded coverage of today’s most important technology topics. Total subscriptions top 1.4 million. Our spotlight newsletters allow you to highlight your offerings to generate not only buzz and interest, but quality leads as well.

IEEE Spectrum Tech Alert
IEEE Spectrum New Product Spotlight
IEEE The Institute Alert
IEEE Spectrum University Spotlight
IEEE Spectrum Robotics News
IEEE Spectrum Cars That Think
IEEE Spectrum Energywise
Our weekly IEEE Spectrum Tech Alert Newsletter delivers IEEE Spectrum content and news updates to members of the world’s largest professional technology information aggregator and industry standards organization. IEEE Spectrum offers exclusive interviews, blogs, podcasts and web events that feature leading technology gurus and innovators, helping subscribers stay current, competitive and informed. With 253,000 subscribers, you will reach a highly engaged audience of decision-makers who use IEEE Spectrum Tech Alert as a key resource when comparing and evaluation suppliers.

**RATES**

*Maximum of 4 spots per issue. Advertiser may choose between Banner Ad and Text Ad.*

**Banner Ad**

(can be converted to text ad)

1st, 2nd, 3rd Row: 1 Issue – $7,000

4th Row: 1 Issue – $6,000

468 x 60 pixels

**Text Ad**

1st Half: 1 Issue – $7,000

2nd Half: 1 Issue – $4,000

145 x 100 pixels, 35 words

**Coverage Areas/Topics**

- IEEE Spectrum content and news updates

**SAVE BIG!**

Ask your rep about our integrated media buy discount program
Our biweekly IEEE The Institute Alert newsletter covers IEEE at large, its members, and the organization’s programs, products, and services. With more than 520,000 subscribers, you will reach a highly engaged audience of decision makers.

New in 2019, The Institute’s print materials will be available in four issues of IEEE’s Spectrum magazine. Now that readers of The Institute will expand to include Spectrum readers you have the opportunity to double your exposure with advertisements in both print and digital spaces.

**RATES**

**Featured**
$7,000

**Standard**
$6,000

**Basic**
$4,000

The Institute print edition is now a part of Spectrum magazine. See Spectrum print rates and our editorial calendar for more information.

**Coverage Areas/Topics**
- IEEE members, organization programs, products and services

**SAVE BIG!**
Ask your rep about our integrated media buy discount program

**520,000 subscribers**

**Biweekly frequency**
Our biweekly IEEE Spectrum New Product Spotlight Newsletter is a great way to create buzz and additional interest for new product launches, technical papers and software downloads or free samples on new product launches. Bring your products together with our design and engineering managers in a biweekly product email blast that generates quality leads. IEEE Members have incredible purchasing power and recognize IEEE Spectrum as the foremost provider of the latest news, opinions and information about new technology innovations. With 75,000 subscribers, you will reach a highly engaged audience of decision-makers who use IEEE Spectrum New Product Spotlight as a key resource when comparing and evaluation suppliers.

**RATES**

**Text Ad**

1 Issue – $3,115

116 x 65 pixels, 20 words

1 hyperlink, 9 spots per issue
IEEE Spectrum University Spotlight
NEWSLETTER

Our monthly IEEE Spectrum University Spotlight Newsletter is a great way to generate buzz and additional interest for distance learning and advanced degree programs while compiling quality leads. IEEE Members in the engineering community look to our University Spotlight for information on distance learning and advanced degree programs they need in order to meet the demands of a changing market and economy. With 157,000 subscribers, you will reach a highly engaged audience of decision-makers who use IEEE Spectrum University Spotlight as a key resource for comparing programs and universities.

RATES

Text Ad
1st Row: 1 Month – $2,475
2nd Row: 1 Month – $2,225
116 x 65 pixels, 20 words
1 hyperlink, 9 spots per issue

Coverage Areas/Topics
• Continuing Education Programs
• Advanced Degrees and Certificates for Engineering
• Distance Learning Programs

Markets/Industries Served
• Continuing Education
• Distance Learning
• Advanced Degree Programs
• Computer Science Institutions
• IT Certification Programs

SAVE BIG!
Ask your rep about our integrated media buy discount program

157,000 subscribers
Monthly frequency

157,000 subscribers
Monthly frequency
Our biweekly IEEE Spectrum Robotics News Newsletter delivers the advances in robotics, automation, control systems and related areas through news and analysis, interviews with leading roboticists, featured events and webinars. With 70,000 subscribers, you will reach a highly engaged audience of decision-makers who use IEEE Spectrum Robotics News as a key resource when comparing and evaluating suppliers.

**RATES**

**Featured Ad**
1 Issue – $4,850  
145 x 145 pixels, 30 words  
2 hyperlinks, 1 spot per issue

**Standard Ad**
1 Issue – $3,695  
145 x 145 pixels, 30 words  
1 hyperlink, 3 spots per issue

**Basic Ad**
1 Issue – $3,115  
145 x 145 pixels, 20 words  
1 hyperlink, 3 spots per issue

**Coverage Areas/Topics**
- Robotics  
- Automation  
- Control Systems

**Markets/Industries Served**
- Embedded Systems  
- Robotics  
- Transportation

**SAVE BIG!**
Ask your rep about our integrated media buy discount program
IEEE Spectrum Cars That Think Newsletter delivers the latest advances in the technologies that are making cars smarter, more resilient, more fuel efficient, and more fun and safe. Through news and analysis, interviews and expert events, Cars That Think dives deep into the latest information about the sensors, software and systems that make cars autonomous (self-driving). With 61,000 subscribers, you will reach a highly engaged audience of decision-makers who use Cars That Think as a key resource when comparing and evaluating suppliers.

**RATES**

**Featured Ad**
1 Issue – $4,850
145 x 145 pixels, 30 words
2 hyperlinks, 1 spot per issue

**Standard Ad**
1 Issue – $3,695
145 x 145 pixels, 30 words
1 hyperlink, 3 spots per issue

**Basic Ad**
1 Issue – $3,115
145 x 145 pixels, 20 words
1 hyperlink, 3 spots per issue
Our monthly IEEE Spectrum Energywise Newsletter delivers the latest expert perspectives and analyses on power, climate change, alternative energy and green technology directly from the IEEE Spectrum Energy and Green-Tech channels. The IEEE Spectrum Energy Channel puts all the latest energy developments in perspective, featuring interactive calculators, blogs, videos and more delivered exclusively to the IEEE Power and Energy member community. With 94,000 subscribers, you will reach a highly engaged audience of decision-makers who use IEEE Spectrum Energywise as a key resource when comparing and evaluation suppliers.

**RATES**

**Featured Ad**
1 Issue – $4,850
145 x 145 pixels, 30 words
2 hyperlinks, 1 spot per issue

**Standard Ad**
1 Issue – $3,695
145 x 145 pixels, 30 words
1 hyperlink, 3 spots per issue

**Basic Ad**
1 Issue – $3,115
145 x 145 pixels, 20 words
1 hyperlink, 3 spots per issue

**Coverage Areas/Topics**
- Renewable/Sustainable Energy
- Energy Development
- Power Generation
- Smart Grid

**Markets/Industries Served**
- Power/Energy
- Computer
- Telecommunications

**SAVE BIG!** Ask your rep about our integrated media buy discount program
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.


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 Instructions:

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.

Cancellations not accepted after closing date. 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

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

UNIT SIZES AVAILABLE

<table>
<thead>
<tr>
<th>INCHES</th>
<th>NON-BLEED</th>
<th>BLEED</th>
<th>RECRUITMENT AD WORD COUNT</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Page</td>
<td>7” x 10”</td>
<td>8.125” x 10.75”</td>
<td>851-1,050 words</td>
</tr>
<tr>
<td>2 Facing Pages</td>
<td>15.125” x 10”</td>
<td>16.25” x 10.75”</td>
<td></td>
</tr>
<tr>
<td>½ Page Vertical</td>
<td>4.5625” x 10”</td>
<td>5.3125” x 10.75”</td>
<td>531-850 words</td>
</tr>
<tr>
<td>¼ Page Island</td>
<td>4.5625” x 7.375”</td>
<td>5.3125” x 8”</td>
<td>391-530 words</td>
</tr>
<tr>
<td>¼ Page Vertical</td>
<td>3.25” x 10”</td>
<td>4.0625” x 10.75”</td>
<td>391-530 words</td>
</tr>
<tr>
<td>¼ Page Horizontal</td>
<td>7” x 4.75”</td>
<td>8.125” x 5.25”</td>
<td>391-530 words</td>
</tr>
<tr>
<td>¼ Page Vertical</td>
<td>2.1875” x 10”</td>
<td>3.0625” x 10.75”</td>
<td>271-390 words</td>
</tr>
<tr>
<td>½ Page Square</td>
<td>4.5625” x 4.75”</td>
<td>5.3125” x 5.25”</td>
<td>271-390 words</td>
</tr>
<tr>
<td>¼ Page Vertical</td>
<td>3.25” x 4.75”</td>
<td>—</td>
<td>201-270 words</td>
</tr>
<tr>
<td>¼ Page Vertical</td>
<td>2.1875” x 4.75”</td>
<td>—</td>
<td>91-200 words</td>
</tr>
<tr>
<td>½ Page Vertical</td>
<td>2.1875” x 2.375”</td>
<td>—</td>
<td>up to 90 words</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MILLIMETERS</th>
<th>NON-BLEED</th>
<th>BLEED</th>
<th>RECRUITMENT AD WORD COUNT</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Page</td>
<td>178mm x 254mm</td>
<td>206mm x 273mm</td>
<td>851-1,050 words</td>
</tr>
<tr>
<td>2 Facing Pages</td>
<td>384mm x 254mm (Gutter Bleed)</td>
<td>413mm x 273mm</td>
<td></td>
</tr>
<tr>
<td>½ Page Vertical</td>
<td>116mm x 254mm</td>
<td>135mm x 273mm</td>
<td>531-850 words</td>
</tr>
<tr>
<td>¼ Page Island</td>
<td>116mm x 188mm</td>
<td>135mm x 204mm</td>
<td>391-530 words</td>
</tr>
<tr>
<td>¼ Page Vertical</td>
<td>83mm x 254mm</td>
<td>104mm x 273mm</td>
<td>391-530 words</td>
</tr>
<tr>
<td>¼ Page Horizontal</td>
<td>178mm x 121mm</td>
<td>206mm x 133mm</td>
<td>391-530 words</td>
</tr>
<tr>
<td>¼ Page Vertical</td>
<td>56mm x 254mm</td>
<td>81mm x 273mm</td>
<td>271-390 words</td>
</tr>
<tr>
<td>¼ Page Square</td>
<td>116mm x 121mm</td>
<td>135mm x 133mm</td>
<td>271-390 words</td>
</tr>
<tr>
<td>¼ Page Vertical</td>
<td>83mm x 121mm</td>
<td>—</td>
<td>201-270 words</td>
</tr>
<tr>
<td>¼ Page Vertical</td>
<td>56mm x 121mm</td>
<td>—</td>
<td>91-200 words</td>
</tr>
<tr>
<td>½ Page Vertical</td>
<td>56mm x 60mm</td>
<td>—</td>
<td>up to 90 words</td>
</tr>
</tbody>
</table>

*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 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