IEEE SPECTRUM
2020 MEDIA GUIDE

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

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

### AMERICAN BUSINESS MEDIA NEAL AWARDS
- 2018 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”
IEEE Publishes One Third of the World’s Technical Content: IEEE Members both contribute to and utilize millions of IEEE-published scientific and technical documents in a wide variety of fields. They identify and develop primary focus technologies such as 5G, LTE and more for their research in product design and standards development.

WHERE SPECTRUM READERS WORK:
- 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

MEMBERS’ TECHNICAL INTERESTS

- Telecommunications 51%
- Smart Grid 46%
- Energy 50%
- Green Technology 46%
- Computing 48%
- Engineering Education 46%

ENGAGEMENT

83% read all or most issues front to back
60% take action based on ads in the publication and on the website

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.

REACH AN ENGAGED AUDIENCE:
Spectrum readers 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.

Spectrum.ieee.org
ieee.Spectrum.org gets an average 1.7 million page views monthly

Spectrum eNewsletters
are sent to over 1.8 million subscribers, weekly, biweekly, and monthly
<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>12/02/2019</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 15–28, 2020</td>
<td>01/02/2020</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>SXSW, Austin, TX</td>
<td>March 8–13-22, 2020</td>
<td>01/31/2019</td>
</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>Internet of Things Developers Conference, Santa Clara, CA, USA</td>
<td>June 3–4, 2020</td>
<td>04/01/2020</td>
</tr>
<tr>
<td>JUNE</td>
<td>• Sabrewing Cargo-Carrying Drone • The Power Grid Needs a New Operating System • Japan’s First Humanoid Robot • Fishing For Oil</td>
<td>2020 IEEE International Symposium on Antennas and Propagation, Montreal, Canada</td>
<td>July 5–10, 2020</td>
<td>05/01/2020</td>
</tr>
<tr>
<td>AUGUST</td>
<td>• Quest for the Magnetoelectric Spin Transistor • Data Center Fiber Crunch</td>
<td>COMSOL Conference 2020</td>
<td>October 2020</td>
<td>07/01/2020</td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td>• Goodbye Passwords • An Engineless Blimp</td>
<td>MILCOM 2020</td>
<td>November 2020</td>
<td>09/01/2020</td>
</tr>
<tr>
<td>OCTOBER</td>
<td>• Next-Gen Baggage Scanners • Antennas for Europa</td>
<td>ICCAD 2020</td>
<td>November 2020</td>
<td>10/01/2020</td>
</tr>
<tr>
<td>NOVEMBER</td>
<td>• China Space Overview • Car Radar Interference</td>
<td>POWER-GEN</td>
<td>November 2020</td>
<td>10/30/2020</td>
</tr>
<tr>
<td>DECEMBER</td>
<td>• Skin Displays • Quest to make a full-page Braille tablet</td>
<td>GLOBECOM 2020</td>
<td>December 2020</td>
<td>10/30/2020</td>
</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.*
# 2020 PRINT ADVERTISING RATES

<table>
<thead>
<tr>
<th>FULL COLOR SIZE &amp; FREQUENCY</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>9x</th>
<th>12x</th>
<th>Recruitment Ad Word Count Limits*</th>
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</thead>
<tbody>
<tr>
<td>Cover 4 (OBC)</td>
<td>$27,010</td>
<td>$26,470</td>
<td>$25,930</td>
<td>$25,390</td>
<td>$24,370</td>
<td>-</td>
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<tr>
<td>Cover 2 (IFC)</td>
<td>$22,510</td>
<td>$21,970</td>
<td>$21,430</td>
<td>$20,890</td>
<td>$19,870</td>
<td>-</td>
</tr>
<tr>
<td>Cover 3 (IBC)</td>
<td>$22,510</td>
<td>$21,970</td>
<td>$21,430</td>
<td>$20,890</td>
<td>$19,870</td>
<td>-</td>
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<tr>
<td>Full Page FC</td>
<td>$18,010</td>
<td>$17,470</td>
<td>$16,930</td>
<td>$16,390</td>
<td>$15,370</td>
<td>851-1,050</td>
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<tr>
<td>2/3 Page FC</td>
<td>$12,480</td>
<td>$12,110</td>
<td>$11,730</td>
<td>$11,360</td>
<td>$10,660</td>
<td>531-850</td>
</tr>
<tr>
<td>1/2 Page FC</td>
<td>$9,460</td>
<td>$9,180</td>
<td>$8,890</td>
<td>$8,610</td>
<td>$8,080</td>
<td>391-530</td>
</tr>
<tr>
<td>1/2 Page Island FC</td>
<td>$9,460</td>
<td>$9,180</td>
<td>$8,890</td>
<td>$8,610</td>
<td>$8,080</td>
<td>391-530</td>
</tr>
<tr>
<td>1/3 Page FC</td>
<td>$6,240</td>
<td>$6,050</td>
<td>$5,870</td>
<td>$5,680</td>
<td>$5,320</td>
<td>271-390</td>
</tr>
<tr>
<td>1/4 Page FC</td>
<td>$4,730</td>
<td>$4,590</td>
<td>$4,450</td>
<td>$4,300</td>
<td>$4,040</td>
<td>201-270</td>
</tr>
<tr>
<td>1/6 Page FC*</td>
<td>$3,030</td>
<td>$2,940</td>
<td>$2,850</td>
<td>$2,760</td>
<td>$2,590</td>
<td>91-200</td>
</tr>
<tr>
<td>1/12 Page FC*</td>
<td>$1,570</td>
<td>$1,520</td>
<td>$1,480</td>
<td>$1,430</td>
<td>$1,340</td>
<td>Up to 90</td>
</tr>
</tbody>
</table>

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

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

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# 2020 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

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SAVE BIG! Ask your rep about our integrated media buy discount program.
IEEE Spectrum licenses 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 was 10,000 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

<table>
<thead>
<tr>
<th>Dimensions (MM)</th>
<th>Price ($): 1X</th>
<th>6X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover 4 (OBC)</td>
<td>210 x 285</td>
<td>$10,000</td>
<td>$9,500</td>
</tr>
<tr>
<td>Cover 2 (IFC)</td>
<td>210 x 285</td>
<td>$9,000</td>
<td>$8,550</td>
</tr>
<tr>
<td>Opposite Contents Page</td>
<td>210 x 285</td>
<td>$7,000</td>
<td>$6,650</td>
</tr>
<tr>
<td>Opposite Copyright Page</td>
<td>210 x 285</td>
<td>$7,000</td>
<td>$6,650</td>
</tr>
<tr>
<td>Cover 3 (IBC)</td>
<td>210 x 285</td>
<td>$7,000</td>
<td>$6,650</td>
</tr>
<tr>
<td>1/2 Page (Horizontal)</td>
<td>210 x 142</td>
<td>$4,500</td>
<td>$4,275</td>
</tr>
</tbody>
</table>

### Recruitment Advertising

<table>
<thead>
<tr>
<th>Dimensions (MM)</th>
<th>Price ($): 1X</th>
<th>6X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>180 x 250</td>
<td>$4,200</td>
<td>$3,975</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>180 x 124 / 88 x 250</td>
<td>$2,500</td>
<td>$2,400</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>116 x 124 / 60 x 250</td>
<td>$1,700</td>
<td>$1,625</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>88 x 124</td>
<td>$1,275</td>
<td>$1,200</td>
</tr>
</tbody>
</table>

### Calendar

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>MATERIALS</th>
<th>CLOSE</th>
<th>ISSUE</th>
<th>MATERIALS</th>
<th>CLOSE</th>
<th>ISSUE</th>
<th>MATERIALS</th>
<th>CLOSE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan</td>
<td>02-Dec</td>
<td>09-Dec</td>
<td>May</td>
<td>01-Apr</td>
<td>08-Apr</td>
<td>Sep</td>
<td>31-Jul</td>
<td>06-Aug</td>
</tr>
<tr>
<td>Feb</td>
<td>02-Jan</td>
<td>08-Jan</td>
<td>Jun</td>
<td>01-May</td>
<td>08-May</td>
<td>Oct</td>
<td>01-Sep</td>
<td>08-Sep</td>
</tr>
<tr>
<td>Mar</td>
<td>31-Jan</td>
<td>07-Feb</td>
<td>Jul</td>
<td>01-Jun</td>
<td>08-Jun</td>
<td>Nov</td>
<td>01-Oct</td>
<td>08-Oct</td>
</tr>
<tr>
<td>Apr</td>
<td>02-Mar</td>
<td>09-Mar</td>
<td>Aug</td>
<td>30-Jun</td>
<td>07-Jul</td>
<td>Dec</td>
<td>26-Oct</td>
<td>06-Nov</td>
</tr>
</tbody>
</table>

All Chinese ads must be submitted in Chinese.
IEEE Spectrum Recruitment Advertising

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.

Contact a Sales Rep for Custom Recruitment Options Available to you!

Refer to Pg. 21 for Ad Size, word count limits, and other limitations
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**
  - $90/CPM, 50k impression minimum

- **Medium Rectangle**
  - $90/CPM, 50k impression minimum

- **Half Page**
  - $90/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

Content Marketing Services (Website Only)

- **Advertiser-Supplied IEEE Spectrum Native Advertising Supplied Content** - $4,250

- **IEEE Spectrum Native Advertising Custom Content Video Promotion** - $5,000

- **IEEE Spectrum Custom Content Landing Page with Multiple Assets** - Custom Pricing

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

Webinars, Whitepapers, Engaged Audiences.

Put your product in front of Technology’s most qualified audience: IEEE Spectrum Subscribers.

IEEE Spectrum Webinars
The brightest minds discussing the biggest topics.
- Live online presentations by leading experts attract the audience interested in your technology
- Registration pages with branding and custom content to build brand awareness
- Analytics and reporting to measure engagement and effectiveness
- Aggressive marketing through email, IEEE Spectrum website promotion, and Social media promotion
- Extended exposure via on-demand webinars
- Your logo will be seen throughout the webinar, driving our viewers to your site

Captivate a qualified audience — 76% are IEEE members, and they can receive Professional development Hours (PDH) for their attendance
Beat industry webinar averages for registrants by 134%*
567 Average Registrants per Webinar**
Leads delivered the way you need them!
A detailed reporting system organizes and delivers sales lead information regarding registrants and attendees, including:
- Registration date/time
- Contact information including email
- Job title and industry
- Demographic information including address and company name
- Lead tracking and archive continues for 1 year following live event for additional on-demand registrants and viewers
Ability to host on-demand Webinar on your site for additional internal lead generation
Space reservation deadline is 1 month prior to webinar launch

*ON24 industry averages
** 2016 Data

IEEE Spectrum Whitepapers
Capture the attention of the men and women shaping the development, application and impact of new and emerging technologies!
Aggressive marketing through email, IEEE Spectrum website promotion, and Social media promotion
Leads delivered the way you need them!
A detailed reporting system organizes and delivers sales lead information regarding registrants and attendees, including:
- Lead tracking and archive continues for 1 year following live event for additional on-demand registrants and viewers
- Social media promotion via IEEE Spectrum Facebook page, Twitter account and LinkedIn group
- Exclusive whitepaper marketing emails to IEEE audience with your logo on webinar, registration and lobby pages

79% of B2B buyers listed white papers as the material they were most likely to share with colleagues
- CurataBlog, Content Marketing Statistics

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
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 Newsletters

IEEE Spectrum New Product Spotlight
IEEE Spectrum University Spotlight

IEEE Spectrum Tech Alert
IEEE The Institute Alert

IEEE Spectrum Robotics News
IEEE Spectrum Cars That Think
IEEE Spectrum Energywise

IEEE Spectrum Career Alert Newsletter
IEEE Spectrum Circuits and Sensors

New for 2020! Native Sponsored Content
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!

**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 enewsletter. The content’s link within the enewsletter 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 enewsletter’s frequency]. The article remains published on the Spectrum.ieee.org website for one year, and includes 4 total Postings as new content 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.*
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 288,000 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
Advertiser may choose between Banner Ad and Text Ad.

NEW! Native Sponsored Content

NATIVE SPONSORED CONTENT FULL FEATURE
1st Position: $15,000 per send
Additional issues: $7,500 per send

NATIVE SPONSORED CONTENT SUMMARY
1st Position: $8,750 per send
2nd Position: $6,000 per send

Leaderboard
(can be converted to text ad)
Headline Leaderboard – $7,000
Middle Leaderboards: – $6,000
600 x 100 pixels

Text Ad
Top: 1 Issue – $7,000
Middle: 1 Issue – $4,000
145 x 100 pixels, 35 words
Our biweekly IEEE The Institute Alert newsletter covers IEEE at large, its members, and the organization’s programs, products, and services. With more than 629,000 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

NEW! Native Sponsored Content

NATIVE SPONSORED CONTENT FULL FEATURE
1st Position: $15,000 per send
Additional issues: $7,500 per send

NATIVE SPONSORED CONTENT SUMMARY
1st Position: $8,750 per send
2nd Position: $6,000 per send

Leaderboard
(can be converted to text ad)
Headline Leaderboard – $7,000
Middle Leaderboards: – $6,000
600 x 100 pixels

Text Ad
Top: 1 Issue – $7,000
Middle: 1 Issue – $4,000
145 x 100 pixels, 35 words
IEEE Spectrum New Product Spotlight

NEWSLETTER

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 82,000 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
9 spots per issue

Lead Generation
This eNewsletter now offers lead-gen reporting in an easily-downloadable report!
Ask your sales rep for more information.
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 151,000 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
9 spots per issue

Lead Generation
This eNewsletter now offers lead-gen reporting in an easily-downloadable report!
Ask your sales rep for more information.

151,000 subscribers
Monthly frequency

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
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 91,000 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**

**NEW! Native Sponsored Content**

**NATIVE SPONSORED CONTENT FULL FEATURE**
1st Position: $10,000 per send
Additional issues: $5,000 per send

**NATIVE SPONSORED CONTENT SUMMARY**
1st Position: $5,000 per send
2nd Position: $4,000 per send

**Leaderboard**

[can be converted to text ad]

Headline Leaderboard – $7,000
Middle Leaderboards: – $6,000
600 x 100 pixels

**Text Ad**

Top: 1 Issue – $4,850
Middle: 1 Issue – $3,695
145 x 100 pixels, 35 words

**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 79,000 subscribers, you will reach a highly engaged audience of decision-makers who use Cars That Think as a key resource when comparing and evaluation suppliers.

**RATES**

**NEW! Native Sponsored Content**

**NATIVE SPONSORED CONTENT FULL FEATURE**

1st Position: $10,000 per send
Additional issues: $5,000 per send

**NATIVE SPONSORED CONTENT SUMMARY**

1st Position: $5,000 per send
2nd Position: $4,000 per send

**Leaderboard**

(can be converted to text ad)

Headline Leaderboard – $7,000
Middle Leaderboards: – $6,000
600 x 100 pixels

**Text Ad**

Top: 1 Issue – $4,850
Middle: 1 Issue – $3,695
145 x 100 pixels, 35 words

**Coverage Areas/Topics**

- Sensors
- Software
- Control Systems
- Entertainment Systems
- Navigation Systems
- Autonomous Vehicles

**Markets/Industries Served**

- Automotive
- General Manufacturing
- Rail
- Trucks
- Buses

**SAVE BIG!**

Ask your rep about our integrated media buy discount program.
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 120,000 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

NEW! Native Sponsored Content

NATIVE SPONSORED CONTENT FULL FEATURE
1st Position: $10,000 per send
Additional issues: $5,000 per send

NATIVE SPONSORED CONTENT SUMMARY
1st Position: $5,000 per send
2nd Position: $4,000 per send

Leaderboard
[can be converted to text ad]
Headline Leaderboard – $7,000
Middle Leaderboards: – $6,000
600 x 100 pixels

Text Ad
Top: 1 Issue – $4,850
Middle: 1 Issue – $3,695
145 x 100 pixels, 35 words

120,000 subscribers
Monthly

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
The bi-weekly IEEE Spectrum Circuits and Sensors Newsletter delivers the latest news, applications and analysis on emerging semiconductor, computing and sensor technology for technologists and engineers designing new products and systems or deploying them in demanding applications.

Advertise among all the latest news about standards and technologies, applications and product specifications, industry events and blogs from the IEEE Spectrum website — delivered exclusively to the IEEE community.

**RATES**

**NEW! Native Sponsored Content**

**NATIVE SPONSORED CONTENT FULL FEATURE**

1st Position: $10,000 per send

Additional issues: $5,000 per send

**NATIVE SPONSORED CONTENT SUMMARY**

1st Position: $5,000 per send

2nd Position: $4,000 per send

**Leaderboard**

[can be converted to text ad]

Headline Leaderboard – $7,000

Middle Leaderboards: ~ $6,000

600 x 100 pixels

**Text Ad**

Top: 1 Issue – $4,850

Middle: 1 Issue – $3,695

145 x 100 pixels, 35 words

**172,000 subscribers**

**Biweekly frequency**

**Coverage Areas/Topics**

- Consumer Electronics
- Embedded Systems
- Hardware
- Integration and Fusion
- IT
- Nanoelectronics
- Nanotechnology
- Semiconductors
- Sensor Design
- Software
- Test Techniques

**Markets/Industries Served**

- Biomedical
- Chip Design
- Communications
- Computing
- Consumer Electronics
- Nanotechnology
- Network Security
- Security
- Semiconductors
- Sensors
- Software
- Telecommunications
- Wireless Technology

**SAVE BIG!**

Ask your rep about our integrated media buy discount program
The IEEE Job Site Career Alert delivers an up to date weekly report on jobs, education, management, and the engineering workplace as it relates to the IEEE Spectrum Audience. Engineers look to the weekly Job Site Career Alert for the latest insights from the trusted editors of IEEE Spectrum and for the most relevant job postings, featured employers, and new opportunities overall. Gain traction in your recruitment search through a sponsor message or post your ad geared toward the Spectrum Job-Seeking audience!

**RATES**

**Featured Employer**
1 Issue (3 rotations total) - $3,000
145 x 145 pixels

**Headline Leaderboard**
1 Issue – $3,500
600 x 100 pixels

**Middle Leaderboard**
1 Issue - $3,250
600 x 100 pixels

**Job Spotlights**
1 Issue (8 rotations total) - $500
Text: Title, Company Name, Location

120,000 subscribers
Weekly frequency

**Coverage Areas/Topics**
- Jobs
- Education
- Engineering Management
- Engineering as a Profession

**Markets/Industries Served**
- Aerospace
- Biomedical
- Buildings
- Chip Design
- Computing
- Consumer Product
- Design
- Embedded Systems
- Fuel Cells
- Green Tech
- Power & Energy
- Renewables
- Robotics
- Semiconductors
- Signal Processing
- Software
- Telecom
- Transportation

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 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 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
Issued last week of month preceding issue 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 RECRUITEMENT 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”
½ Page Vertical 4.5625” x 10” 5.3125” x 10.75”
½ Page Island 4.5625” x 7.375” 5.3125” x 8”
½ Page Vertical 3.25” x 10” 4.0625” x 10.75”
½ Page Horizontal 7” x 4.75” 8.125” x 5.25”
½ Page Vertical 2.1875” x 10” 3.0625” x 10.75”
½ Page Square 4.5625” x 4.75” 5.3125” x 5.25”
½ Page Vertical 3.25” x 4.75” — 201-270 words
½ Page Vertical* 2.1875” x 4.75” — 91-200 words
½ Page Vertical* 2.1875” x 2.375” — up to 90 words

MILLIMETERS NON-BLEED BLEED RECRUITEMENT 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
½ Page Vertical 116mm x 254mm 135mm x 273mm 531-850 words
½ Page Island 116mm x 188mm 135mm x 204mm 391-530 words
½ Page Vertical 83mm x 254mm 104mm x 273mm 391-530 words
½ Page Horizontal 178mm x 121mm 206mm x 133mm 391-530 words
½ Page Vertical 56mm x 254mm 81mm x 273mm 271-390 words
½ Page Square 116mm x 121mm 135mm x 133mm 271-390 words
½ Page Vertical 83mm x 121mm — 201-270 words
½ Page Vertical 56mm x 121mm — 91-200 words
½ Page Vertical 56mm x 60mm — up to 90 words

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

eNewsletter
NEW NATIVE SPONSORED CONTENT!
Native Sponsored Content Full Feature
Editorial Content routes through the Spectrum Editorial Team. The content’s link within the enewsletter directs to the posted article on Spectrum.ieee.org, where the article then directs to the advertiser’s website.

CLIENT SUPPLIES:
- Website Link
- Logo
- Optional: High-resolution Featured Image, topic direction, etc. (Consult your sales rep for more info.)

Native Sponsored Content Summary
CLIENT SUPPLIES:
- 7-10 word headline(s)
- Up to 40-50 words of text
- Web link

Leaderboard
- Dimensions: 600x100
- Formats: JPEG Only
- File Size: 50K max

Text Ad
- Dimensions: 145x100 Pixels, 35 Words
- Formats: JPEG Only
- File Size: 50K max
IEEE Spectrum Content Marketing Services (Website only) 
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
• Supression 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