

# IEEE Spectrum

2025 | MEDIA  
GUIDE

Reaching decision-makers  
in the world's largest  
professional organization  
devoted to engineering and  
the applied sciences



[spectrum.ieee.org](https://spectrum.ieee.org)

# IEEE Spectrum

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 460,000 members informed about major trends and developments in technology, engineering and science. Our logs, podcasts, news, 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/X and LinkedIn.

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



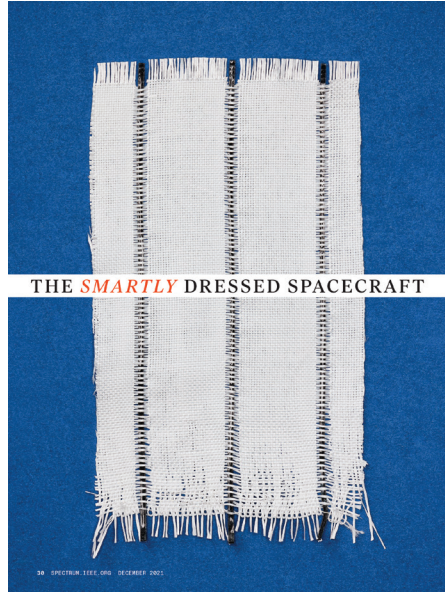
## Advertise in a winning environment.

Written by industry leaders and peers, IEEE Spectrum features content that consistently wins awards in the engineering media category.

### NEAL AWARDS

- Five-time Grand Neal Award Winner: 2022, 2020, 2007, 2010, 2013
- Best Media Brand: 2022, 2021, 2020, Gold
- Best Website: 2022, 2021, Gold
- Best Single Issue: 2023, 2022, 2021, Gold
- Best Single Article: 2023, 2021, 2020, Gold
- Best Subject-Related Package: 2023, 2020, Gold
- Best News Coverage: 2021

# AUDIENCE



## 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 • Smart Grid
- Energy • Green Technology • Computing
- Engineering Education

## Reach An Engaged Audience

**Spectrum readers** are early adopters of new approaches and technologies that apply to their engineering efforts.

Nearly 460,000 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 their colleagues.

### BPA-AUDITED CIRCULATION

Worldwide: Nearly 450,000  
North America: 165,000+  
International: 180,000+

### GEOGRAPHIC REGIONS

Americas: 50.8%  
Asia/Pacific Rim: 31.7%  
Europe/Africa/Middle East: 17.2%  
Rest of World: 0.3%

### MEMBER DATA:

**89% OF IEEE MEMBERS** are involved with purchasing or specifying decisions for their organizations.

**88% OF MEMBERS** are involved with hard-to-penetrate vendor decision teams, usually in management capacity.

**84% OF READERS** report that they indicate specific brands when specifying or recommending products or components.

### SPECTRUM.IEEE.ORG

4 million page views monthly average.

### SPECTRUM eNEWSLETTERS

**1.8 MILLION SUBSCRIBERS**, weekly, biweekly, and monthly.

### ADVERTISEMENTS AND READERSHIP

**60% TAKE ACTION** based on ads in the publication and on the website.

**77% OF READERS** say the advertising in IEEE Spectrum educates and is an important part of the publication.

**70% OF READERS** say companies who advertise in IEEE Spectrum are seen as a reliable source.

**64% OF READERS** report an advertisement within IEEE Spectrum is more likely to be given consideration than direct vendor solicitation.

**83% READ** all or most issues front to back.

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 eNewsletters as a key resource when comparing and evaluating suppliers.

# 2025 Sponsored Editorial Opportunities Calendar

\*Editorial calendar is tentative and subject to change.

Topics that are relevant to the readers of IEEE Spectrum.

ISSUE	THEMES	AD CLOSE	MATERIALS DUE	MAIL DATE
JANUARY	CES 2025	12/02/2024	12/9/2024	1/7/2025
FEBRUARY	Engineering Careers with a focus on DEI	01/02/2025	1/9/2025	1/28/2025
MARCH	Tomorrow's Power Grid	01/31/2025	2/7/2025	3/4/2025
APRIL	Climate Mitigation	03/01/2025	3/10/2025	4/1/2025
MAY	Telecom	04/1/2025	4/8/2025	4/29/2025
JUNE	The Glorious Past and Immersive Future of Gaming	05/01/2025	5/8/2025	6/3/2025
JULY	Robotics	06/02/2024	6/9/2024	7/1/2025
AUGUST	Software	07/1/2025	7/8/2025	7/29/2025
SEPTEMBER	Semiconductors	08/01/2025	8/8/2025	9/2/2025
OCTOBER	AI	09/02/2025	9/9/2025	9/30/2025
NOVEMBER	Nuclear Power	10/01/2025	10/8/2025	10/28/2025
DECEMBER	High Performance Computing	10/31/2025	11/7/2025	12/2/2025

For information regarding editorial submissions, please contact the editor at [s.hassler@ieee.org](mailto:s.hassler@ieee.org).

# IEEE Spectrum

## 2025 PRINT ADVERTISING RATES

Spectrum magazine includes  
The Institute in four issues!

FULL COLOR SIZE & FREQUENCY	1x	3x	6x	9x	12x	Recruitment Ad Word Count Limits*
Outside Back Cover	\$27,010	\$26,470	\$25,390	\$25,390	\$24,850	-
Inside Back Cover/ Inside Front Cover	\$22,510	\$21,970	\$20,890	\$20,890	\$20,350	-
Full Page FC	\$18,010	\$17,470	\$16,390	\$16,390	\$15,850	-
2/3 Page FC	\$12,480	\$12,110	\$11,360	\$11,360	\$10,980	-
2/3 Page FC Recruitment	\$12,480	\$12,110	\$11,360	\$11,360	\$10,980	-
1/2 Page FC	\$9,460	\$9,180	\$8,610	\$8,610	\$8,320	851-1,050
1/2 Page FC Island	\$9,460	\$9,180	\$8,610	\$8,610	\$8,320	531-850
1/3 Page FC	\$6,240	\$6,050	\$5,680	\$5,680	\$5,490	391-530
1/4 Page FC	\$4,730	\$4,590	\$4,300	\$4,300	\$4,160	391-530
1/6 Page*	\$3,030	\$2,940	\$2,760	\$2,760	\$2,670	271-390
1/12 Page*	\$1,570	\$1,520	\$1,430	\$1,430	\$1,380	201-270

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

Other premium positions are +15%.  
\*1/6 and 1/12 Page sizes only available for recruitment ads.

## 2025 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

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



# 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.

Recruitment ads that include free 30-day job postings on IEEE's JOBSITE:

- 1/12, 1/6, 1/4 & 1/3 Page: 1 posting
- 1/2 Page: 2 postings
- 2/3 Page: 3 postings
- Full Page: 4 postings

## Packaged Recruitment Options

IEEE Spectrum and IEEE Collabratec offers bundled packages to fit your recruiting needs. Connect with job seekers through an integrated message in print or online. Our packages offer opportunities to reach candidates through various outlets.

### IEEE Recruitment Packages

#### Package #1

**Rate: \$20,909.50 | Savings: \$1,100.50**

- One Full Page, Full Color ad with Four Free Jobsite Postings
- Four Career Alert eNewsletter Job Spotlights
- Four two-week Collabratec Sponsored "Suggested Posts"

#### Package #3

**Rate: \$10,887.00 | Savings: \$573.00**

- One 1/2 Page Full Color ad with Two Free Jobsite Postings
- Two Career Alert eNewsletter Job Spotlights
- Two two-week Collabratec Sponsored "Suggested Posts"

#### Package #2

**Rate: \$14,706.00 | Savings: \$774.00**

- One 2/3 Page Full Color ad with Three Free Jobsite Postings
- Three Career Alert eNewsletter Job Spotlights
- Three two-week Collabratec Sponsored "Suggested Posts"

#### Package #4\*

**Rate: \$5,443.50 | Savings: \$286.50**

- One 1/4 Page Full Color ad with One Free Jobsite Postings
- One Career Alert eNewsletter Job Spotlights
- One two-week Collabratec Sponsored "Suggested Posts"

\*can come in sizes 1/3, 1/6, & 1/12. Ask your Sales Rep for a custom rate!



# 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 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 is 3,000. 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

	DIMENSIONS (MM)	PRICE (\$): 1X	6X	12X
Cover 4 (OBC)	210 x 285	\$10,000	\$9,500	\$9,000
Cover 2 (IFC)	210 x 285	\$9,000	\$8,550	\$8,100
Opposite Contents Page	210 x 285	\$7,000	\$6,650	\$6,300
Opposite Copyright Page	210 x 285	\$7,000	\$6,650	\$6,300
Cover 3 (IBC)	210 x 285	\$7,000	\$6,650	\$6,300
1/2 Page (Horizontal)	210 x 142	\$4,500	\$4,275	\$4,050

## Recruitment Advertising

Full Page	180 x 250	\$4,200	\$3,975	\$3,800
1/2 Page	180 x 124 / 88 x 250	\$2,500	\$2,400	\$2,250
1/3 Page	116 x 124 / 60 x 250	\$1,700	\$1,625	\$1,550
1/4 Page	88 x 124	\$1,275	\$1,200	\$1,125

Final Dimension: 210x285; Type Page Dimension: 172x240

## Calendar (Reach out for materials deadline and close dates)

ISSUE	CLOSE	MATERIALS	ISSUE	CLOSE	MATERIALS	ISSUE	CLOSE	MATERIALS
Jan	02-Dec	09-Dec	May	01-Apr	08-Apr	Sep	01-Aug	08-Aug
Feb	02-Jan	07-Feb	Jun	01-May	08-May	Oct	02-Sep	09-Sep
Mar	31-Jan	31-Jan	Jul	02-Jun	09-Jun	Nov	01-Oct	08-Oct
Apr	01-Mar	10-Mar	Aug	01-Jul	08-Jul	Dec	31-Oct	07-Nov

**All ads for the Chinese edition must be submitted in Chinese.**

# IEEE Spectrum

## Online Display Advertising

### spectrum.IEEE.org

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 their industry.

### Advertising Opportunities

#### Welcome Mats

- \$225/CPM, 50k impression minimum
- 640 x 480 px

#### Leaderboard

- \$90/CPM, 50k impression minimum
- 970 x 250 px
- Mobile Site: 320 x 100 px

#### Top Leaderboard

- \$90/CPM, 50k impression minimum
- 970 x 250 px
- Mobile Site: 320 x 100 px

#### Medium Rectangle

- \$90/CPM, 50k impression minimum
- 336 x 280 px
- Mobile Site: 336 x 280 px

#### Banner Roadblocks

- Available when all ad positions are purchased at the same time
- \$2,000/day

### Content Marketing Services (WEBSITE ONLY)

#### Native Sponsored Content

Client Supplied – \$6,000  
IEEE Supplied – \$8,500

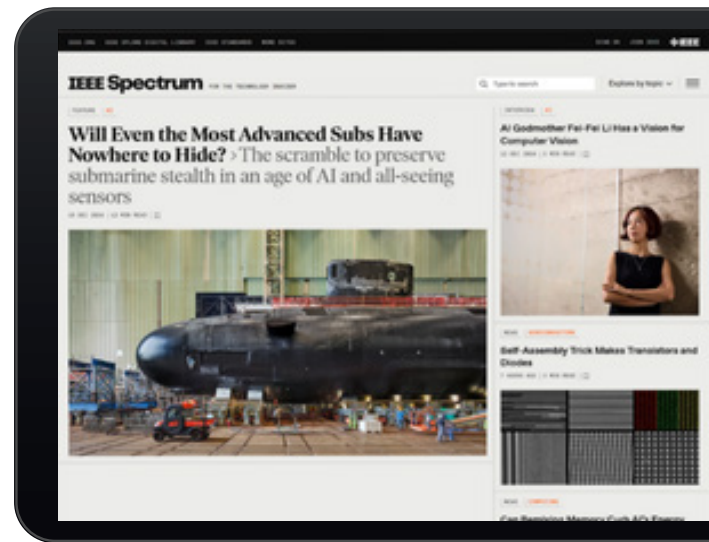
Image:

- Desktop: 336 x 280 px plus text
- Mobile: 336 x 280 px

#### Custom Video

Video Promotion – \$7,000

Submit your ad in all available sizes and have your purchased impressions split between them.



New Users: **7 million**  
Views: **48 million**  
Average engagement time per session: **1:24 minutes**

From July 2022 - July 2023



Impress on Any Platform

#### Available Ad Sizes:

- 970x 250 px
- 336 x 280 px
- 320 x 50 px
- 300 x 250 px
- 728 x 90 px
- 320 x 100 px
- 300 x 600 px



# IEEE Xplore®

ieeexplore.ieee.org

IEEE Xplore is the flagship digital platform for discovery and access to scientific and technical content published by the IEEE (Institute of Electrical and Electronics Engineers) and its publishing partners. IEEE Xplore contains more than 6 million documents and other materials from some of the world's most cited publications in electrical engineering, computer science, and related sciences.

The IEEE Xplore audience comprises millions of users at thousands of organizations that represent a “Who’s Who” of the world’s top academic institutions, technology companies, and government research agencies. Targeting by geography and content type is available, allowing you to create a display campaign that best meets your marketing goals.

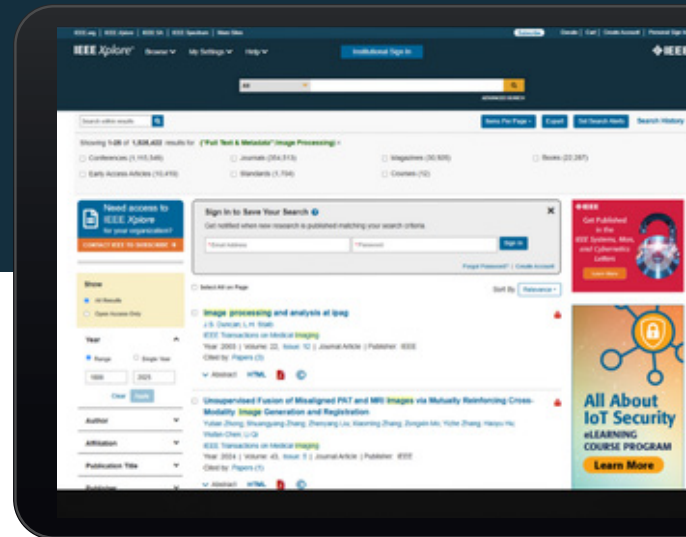
## Access to the documents and materials in IEEE Xplore is available through:

- A variety of institutional subscription options
- Individual subscriptions for IEEE members and society members
- eCommerce purchases of individual documents (with discounts for IEEE members)

## Costs:

**\$90/CPM** (cost per thousand),  
50k impression minimum

- 300x600 and 300x250 ad sizes within the right rail position.
- A subset of ads render on the responsive mobile experience: 320x40 on mobile.



## The content in IEEE Xplore comprises:

- Over 1.5 million research articles
- Over 4 million conference papers
- Over 14,000 technical standards
- Over 66,000 books and book chapters
- Over 500 online educational courses
- Approximately 25,000 new content items are added to IEEE Xplore each month.

## The IEEE Xplore audience includes:

- 97 of the world’s top 100 engineering/technical universities
- The top 100 engineering schools in US
- 22 of the top 25 Semiconductor companies
- 8 of the top 10 Telecommunications companies
- 7 of the top 10 Aerospace and Defense companies
- 6 of the top 10 Computer Hardware companies
- 8 of the top 10 Communications Equipment companies
- 7 of the top 10 Auto and Truck Manufacturing companies

# IEEE Spectrum Webinars

Qualified Leads & a Captivated Audience.



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

## Customized Lead Capture

Reach the right people and capture the information you need through our customized registration pages!

## 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 an on-demand Webinar on your site for additional internal lead generation

Creative Material is due 1 month prior to webinar launch

*\*ON24 industry averages*

Enjoy significant advertising prior to your webinar on spectrum.ieee.org as well as being featured to over 194,000 subscribers in our IEEE Spectrum Tech Alert weekly newsletter.

Our email alerts makes sure that your audience is informed and prepared for your webinar through 3 targeted emails as scheduled:

- First email is sent two weeks before webinar
- Second email is sent a week before to only people who did not open the first email
- Third email is sent the day of to only people who did not open the first or second email

## Webinar Presenting Options

- **Live Audio (no Screen Share)** – Multiple presenters can present a live webcast using the telephone. Presenters will dial into the ON24 presenter phone bridge for the live webinar. Live screen share not available.
- **On Demand Recording** – Choose if you are supplying a pre-recorded video and would like to have the webinar available at the time of creation. There is no interaction with a live audience.
- **Live Audio and Video (with Screen Share)** – This option is known as the Video Presenter Bridge. Multiple presenters can present a live webcast using Webcam, PC Microphone, or Dial-in. Live screen share is available to presenters.
- **Simu-live** – Choose this option if you wish to supply a pre-recorded webinar and deliver it to a live audience at a designated date and time

**TAILOR YOUR AUDIENCE FOR YOUR CAMPAIGN BASED ON THE FOLLOWING 6 SELECTION FIELDS:**

1. **TIPS: Technical Interest Profile Selection Codes**
2. **IEEE Societies**
3. **Membership Type**
4. **Geographic Region**
5. **Job Function**
6. **Job Responsibility**

## Webinar/Lead-Gen Promotion

Exclusive Sponsor **\$15,000**

*\*ask how rates can be lower depending on moderator, hosting platform, & bundle deals*



## IEEE Spectrum led Webinars

Exclusive Sponsorship: **\$12,000** per webinar

*\*reach out for tentative topics and speakers scheduled*

# IEEE Spectrum Whitepapers

**Demonstrate thought leadership,  
build your brand, deeply engage  
your audience.**



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 including:

- Social media promotion via IEEE Spectrum Facebook page, Twitter/X account and LinkedIn group
- Exclusive whitepaper marketing emails to IEEE audience with your logo on whitepaper, registration and lobby pages

**Customized Lead Capture**

Reach the right people and capture the information you need through our customized registration pages!

**79% of B2B buyers listed whitepapers as the material they were most likely to share with colleagues**

- CurataBlog, Content Marketing Statistics

Whitepapers are a valuable resource in our IEEE Spectrum Tech Alert newsletter. Be featured to an audience of over 194,000 opt-in subscribers on a weekly basis.

Every whitepaper is hosted for on-demand downloading under Engineering Resources - Whitepapers on [spectrum.ieee.org](http://spectrum.ieee.org).

**TAILOR YOUR AUDIENCE FOR  
YOUR CAMPAIGN BASED ON THE  
FOLLOWING  
6 SELECTION FIELDS:**

1. **TIPS: Technical Interest Profile Selection Codes**
2. **IEEE Societies**
3. **Membership Type**
4. **Geographic Region**
5. **Job Function**
6. **Job Responsibility**

**Whitepaper/  
Lead-Gen Promotion  
\$4,000**



# 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.

- Tech Alert
- The Institute Alert
- Product Spotlight
- University Spotlight
- Climate Tech Alert
- AI Alert
- Robotics News
- The The Future Lane
- Career Alert



## 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 readers to the advertiser's website.

The full feature runs in the highest sponsored-content position and would be published in the highest position available for the issue secured. The article remains published on the Spectrum website for one year.

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.

Integrate your content in a **Spectrum eNewsletter!**

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

**Sponsored Advertising Feature**



**2-way texting improves outage management and customer satisfaction**

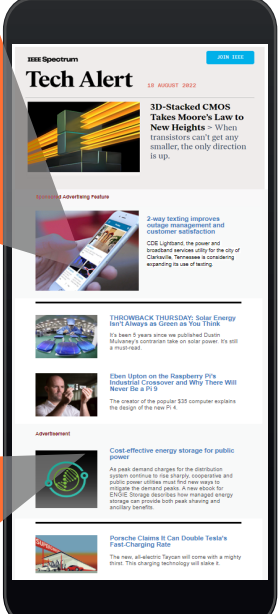
CDE Lightband, the power and broadband services utility for the city of Clarksville, Tennessee is considering expanding its use of texting.

**Advertisement**



**Cost-effective energy storage for public power**

As peak demand charges for the distribution system continue to rise sharply, cooperative and public power utilities must find new ways to mitigate the demand peaks. A new ebook for ENR: Storage describes how managed energy storage can provide both peak shaving and ancillary benefits.



# Tech Alert NEWSLETTER

Our weekly 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 194,000 subscribers, you will reach a highly engaged audience of decision makers who use Tech Alert as a key resource when comparing and evaluation suppliers.

## Native Sponsored Content

### NATIVE SPONSORED CONTENT FULL FEATURE

Spectrum editorial support provided: \$10,000 per send

Additional issues: \$7,000 per send

### CUSTOMER SUPPLIED NATIVE

### SPONSORED CONTENT FULL FEATURE

\$8,000 per send

### NATIVE SPONSORED CONTENT SUMMARY

1st Position: \$7,000 per send

2nd Position: \$6,000 per send

## Leaderboard

Headline Leaderboard – \$6,000

Middle Leaderboards – \$5,000

600 x 100 pixels

194,000   
subscribers

Weekly   
frequency

17-19%   
Average Open Rate

Coverage Areas/Topics  
• IEEE Spectrum content  
and news updates



IEEE Spectrum JOIN IEEE

## Tech Alert

18 AUGUST 2022



**3D-Stacked CMOS Takes Moore's Law to New Heights** - When transistors can't get any smaller, the only direction is up.



**Superlattices Could Make Bulky Capacitors Obsolete** - Researchers hope artificial antiferroelectric capacitors could help miniaturize electronics further.

**GPT Language Model Spells Out New Proteins** - Human speech and protein structure are close enough for AI purposes.





**Quantum Gate 100x Faster Than Quantum Noise** - Superfast operations may help neutral-atom-based machines outrun disruptions.

**The Spectacular Collapse of CryptoKitties, the First Big Blockchain Game** - A cautionary tale of NFTs, Ethereum, and cryptocurrency security.




SPONSORED WEBINARS

IEEE offers free PDH certificates to attendees of these webinars as credits for Personal Development Hours

IEEE Spectrum RENEW IEEE

## THE INSTITUTE Alert

9 AUGUST 2022




**Turing Award Winner On His Pioneering Algorithms** - IEEE Life Fellow Jack Dongarra's software libraries spurred the growth of high-performance computing.


ADVERTISEMENT

**IEEE Member Discounts Means Group Pricing** - IEEE negotiates with brands so that members can save money daily on essential goods and services. There's no extra "club" fee to pay. See savings with Dell, UPS, and more.


**Proposed Amendment to the IEEE Constitution on the Ballot** - It seeks to ensure members in all regions vote on amendment proposals.



**Inventor of AT&T's Datalink, the First Virtual Connection Switch, Dies at 85** - IEEE also mourns the loss of other members.



**The Unsung Inventor Who Chased the LED Rainbow** - LEDs came only in shades of red—until IEEE Fellow George Craford expanded the palette.



# The Institute Alert NEWSLETTER

Our biweekly The Institute Alert newsletter covers IEEE at large, its members, and the organization's programs, products and services. With more than 393,000 subscribers, you will reach a highly engaged audience of decision makers.

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

## Native Sponsored Content

### NATIVE SPONSORED CONTENT FULL FEATURE

Spectrum editorial support provided: \$10,000 per send

Additional issues: \$7,000 per send

### CUSTOMER SUPPLIED NATIVE

### SPONSORED CONTENT FULL FEATURE

\$8,000 per send

### NATIVE SPONSORED CONTENT SUMMARY

1st Position: \$7,000 per send


2nd Position: \$6,000 per send

## Leaderboard

Headline Leaderboard – \$6,000

Middle Leaderboards – \$5,000

600 x 100 pixels

IEEE Members-Only!  
393,000   
subscribers

Biweekly   
frequency

21-23%   
Average Open Rate


Coverage Areas/Topics  
• IEEE members, the  
organization's programs,  
products and services

# Product Spotlight NEWSLETTER

Our biweekly 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 52,000 subscribers, you will reach a highly engaged audience of decision makers who use Product Spotlight as a key resource when comparing and evaluation suppliers.

## Text Ad

1 Issue – \$3,115  
150 x 150 pixels, Up to 7–10 word Headline  
20 words of text (not including headline) Weblink  
9 spots per issue

52,000   
subscribers

Biweekly   
frequency

21-23%   
Average Open Rate


### Coverage Areas/Topics


- New Product Launches
- Technical Papers
- New Software
- Product Samples


**IEEE Spectrum** [JOIN IEEE](#)


**PRODUCT SPOTLIGHT**  
Engineering and Tech Products Update

**FEATURED PRODUCTS**

 **5G Radar Altimeter Interference for Realistic Instrument Landing System Approaches**  
Wireless InSite simulates radar altimeter interference for a landing aircraft due to emissions from 5G base stations. [READ MORE](#)

 **KEYSIGHT** **Simulating for High-Speed Digital Inputs Webinar Series**  
Deliver quiet power to your high-speed digital loads and learn with Heidi Barnes how simulation can optimize decoupling capacitors and make your designs EMI compliant. Watch Today. [READ MORE](#)

 **SYNOPSIS** **How New Storage Technologies Enhance HPC Systems**  
This white paper highlights how different storage technologies can maximize the efficiency and effectiveness of high-performance computing (HPC) systems while providing high capacity and low latency storage. [READ MORE](#)

 **Sign up for the AI Alert Newsletter**  
Subscribe to IEEE Spectrum's bimonthly AI Alert to stay on top of the latest developments in artificial intelligence algorithms and applications.


**FIXING the FUTURE** Listen to the engineers and researchers developing high-tech's latest and most promising applications  
[IEEE Spectrum](#) [COMSOL](#)

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**IEEE**





## Lead Generation


This eNewsletter now offers lead-gen reporting in an easily downloadable report!  
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**IEEE Spectrum** [JOIN IEEE](#)


**University Spotlight**  
Latest in Continuing Education Programs, Degrees & Certificates for Engineers

 **PURDUE UNIVERSITY**  
College of Engineering  
**Supporting Education with Ellipse miniature IMU, AHRS, INS/GNSS**  
Equip your student project with SSG Systems' Ellipse-D miniature dual-antenna RTK GNSS/INS for unmatched accuracy and high-performance in attitude and heading, and centimetric precision. [Read More](#)

 **NYU TANDON SCHOOL OF ENGINEERING**  
**AI Tool for COVID Monitoring Offers Solution for Urban Congestion**  
Researchers at NYU have developed an AI solution that can leverage public video feeds to better inform decision makers. [Read More](#)

 **COMSOL**  
**You're Invited to COMSOL Day: Batteries & Fuel Cells**  
Learn how to model batteries, fuel cells, and electrolyzers at this online event! [Read More](#)

 **PURDUE UNIVERSITY**  
Elephant Robotics  
**myBuddy, the Dual-Arm Collaborative Robot for Scientific Research and Education**  
Elephant Robotics releases myBuddy, a dual-arm collaborative robot powered by Raspberry Pi. [Read More](#)

 **PURDUE UNIVERSITY**  
**Purdue University's online Master's in Electrical and Computer Engineering**  
Ranked #1 by U.S. News & World Report, become equipped to lead technological innovations with prestigious, affordable, and flexible online education. [Read More](#)

Subscribe to **AI Alert** IEEE Spectrum's AI newsletter



## Lead Generation

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

# University Spotlight NEWSLETTER

Our monthly 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 52,000 subscribers, you will reach a highly engaged audience of decision makers who use University Spotlight as a key resource for comparing programs and universities.

## Text Ad

1st Row: 1 Month – \$3,115  
150 x 150 pixels, 20 words  
9 spots per issue

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

52,000   
subscribers

Monthly   
frequency

11-16%   
Average Open Rate

### 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

# Robotics News NEWSLETTER

Our biweekly 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 72,000 subscribers, you will reach a highly engaged audience of decision makers who use Robotics News as a key resource when comparing and evaluation suppliers.

## Native Sponsored Content

**NATIVE SPONSORED CONTENT FULL FEATURE**

Spectrum editorial support provided: \$7,500 per send

Additional issues: \$5,500 per send

**CUSTOMER SUPPLIED NATIVE SPONSORED CONTENT FULL FEATURE**

\$6,000 per send

**NATIVE SPONSORED CONTENT SUMMARY**

1st Position: \$5,500 per send

2nd Position: \$4,000 per send

## Leaderboard

Headline Leaderboard – \$5,000

Middle Leaderboards: – \$4,000


600 x 100 pixels

72,000 

subscribers

Biweekly 

frequency

21-27% 

Average Open Rate

Coverage Areas/Topics

- Robotics
- Automation
- Control Systems

Markets/

Industries Served

- Embedded Systems
- Robotics
- Transportation

IEEE Spectrum

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## Robotics News

ROBOTS, DRONES, AUTOMATION & ARTIFICIAL INTELLIGENCE - 16 AUGUST 2022



**Amazon to Acquire iRobot For US\$1.7 Billion** - The deal will give the e-retail behemoth even more access to our homes.

**iRobot CEO Colin Angle on Data Privacy and Robots in the Home** - In light of Amazon's recent acquisition, we revisit our 7 September 2017 Q&A with iRobot's CEO.



**NASA Sending Two More Helicopters to Mars** - The Ingenuity-size helicopters may help return samples to Earth by the mid-2030s.



Subscribe to **AI Alert** IEEE Spectrum's AI newsletter

**Wall-Climbing Robot Shelves to Keep You Organized** - Wall space is the new floor space.

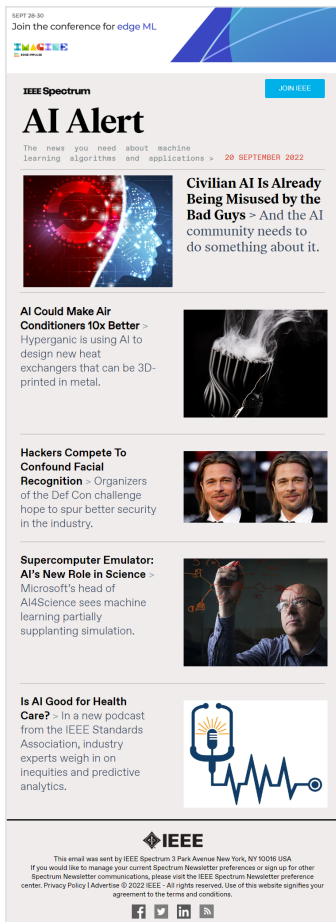
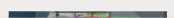


SPONSORED WHITEPAPER

**Who is Heading for the Top 100 Global Innovators List?** - Each year Clarivate identifies the institutions leading the global innovation ecosystem. Learn their selection process and what organizations are headed for the Top 100 Global Innovators.

 Clarivate

Underwater Robots Get a



# AI Alert NEWSLETTER

This new bimonthly AI newsletter from IEEE Spectrum allows you to stay current, competitive, and informed about the latest developments in artificial intelligence algorithms and applications.

## Native Sponsored Content

**NATIVE SPONSORED CONTENT FULL FEATURE**

Intro Native Content Full Feature: \$5,000

Spectrum editorial support provided: \$1,500

**NATIVE SPONSORED CONTENT SUMMARY**

Intro Native Content Summary: \$3,000 per send

## Leaderboard

Headline Leaderboard

Middle Leaderboard

600 x 100 pixels

20,000 

subscribers

Biweekly 

frequency

39.2% 

Average Open Rate



# The Future Lane NEWSLETTER

Experience the future of transportation with The Future Lane Newsletter, your premier destination for staying informed of cutting-edge developments. Our revamped newsletter extends its coverage beyond self-driving cars to encompass electric vehicles (EVs), advanced aircraft, and other transformative breakthroughs. Dive into the forefront of technological innovation as we deliver the latest insights, shaping vehicles to be smarter, more sustainable, and thrilling. With a subscriber base of 62,000, The Future Lane offers a dynamic platform for decision-makers, providing in-depth analysis, interviews, and expert events covering the intricate landscape of sensors, software, and systems driving autonomous and advanced transportation.

## Native Sponsored Content

### NATIVE SPONSORED CONTENT FULL FEATURE

Spectrum editorial support provided: \$7,500 per send

Additional issues: \$5,500 per send

### CUSTOMER SUPPLIED NATIVE

### SPONSORED CONTENT FULL FEATURE

\$6,000 per send

### NATIVE SPONSORED CONTENT SUMMARY

1st Position: \$5,500 per send


2nd Position: \$4,000 per send

## Leaderboard

Headline Leaderboard – \$5,000

Middle Leaderboards: – \$4,000

600 x 100 pixels

62,000   
subscribers

Monthly   
frequency

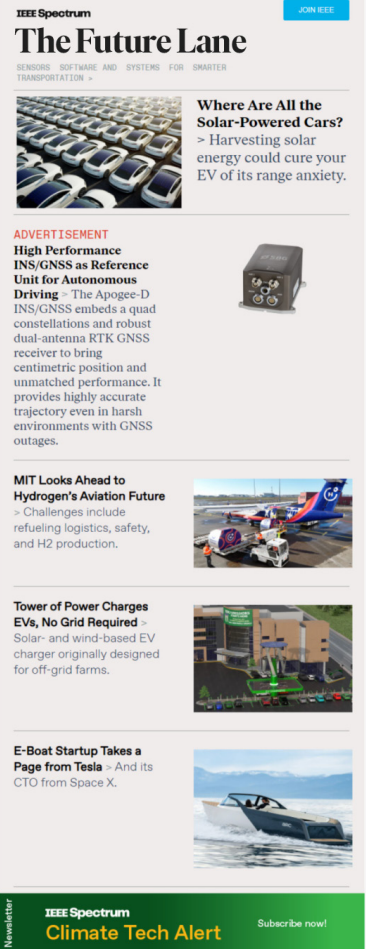
24-27%   
Average Open Rate

### Coverage Areas/Topics

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

### Markets/Industries Served

- Automotive
- General Manufacturing
- Rail
- Trucks
- Buses



The screenshot shows the layout of the 'The Future Lane' newsletter. At the top, it says 'IEEE Spectrum The Future Lane' with a 'JOIN IEEE' button. Below that, it lists 'SENSORS SOFTWARE AND SYSTEMS FOR SMARTER TRANSPORTATION'. The main content includes an article titled 'Where Are All the Solar-Powered Cars?' with a sub-headline '> Harvesting solar energy could cure your EV of its range anxiety.' and an image of solar cars. There is an advertisement for 'High Performance INS/GNSS as Reference Unit for Autonomous Driving' with an image of a GNSS receiver. Another article is 'MIT Looks Ahead to Hydrogen's Aviation Future' with a sub-headline '> Challenges include refueling logistics, safety, and H2 production.' and an image of a hydrogen aircraft. There is also an article 'Tower of Power Charges EVs, No Grid Required' with a sub-headline '> Solar- and wind-based EV charger originally designed for off-grid farms.' and an image of a solar/wind EV charger. Finally, there is an article 'E-Boat Startup Takes a Page from Tesla' with a sub-headline '> And its CTO from Space X.' and an image of an e-boat. At the bottom, there is a green banner for 'IEEE Spectrum Climate Tech Alert' with a 'Subscribe now!' button.

# Career Alert NEWSLETTER

The 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 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 sponsored message or post your ad geared toward the Spectrum job seeking audience!

## 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


or

Text Ad - 145 x 145 pixels + 30 words


## Job Spotlights

1 Issue (8 positions available) - \$500

Text: Title, Company Name, Location

130,000   
subscribers

Weekly   
frequency

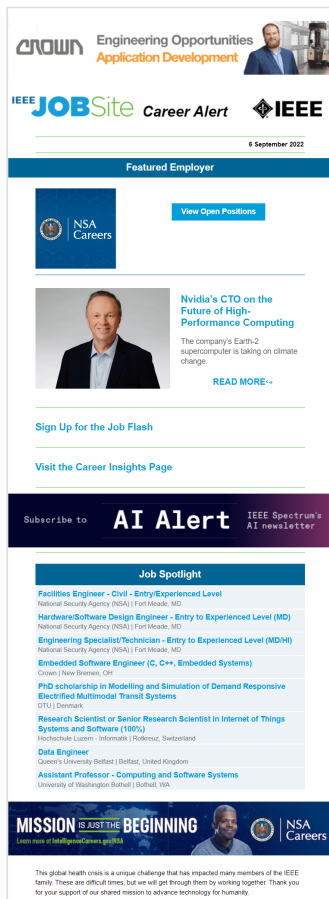
18-22%   
Average Open Rate

### 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



The screenshot shows the layout of the 'IEEE Career Alert' newsletter. At the top, it says 'CROWN Engineering Opportunities Application Development' with an image of a man. Below that, it says 'IEEE JOB Site Career Alert' with the IEEE logo and the date '8 September 2022'. The main content includes a 'Featured Employer' section for 'NSA Careers' with a 'View Open Positions' button. There is also a section for 'Nvidia's CTO on the Future of High-Performance Computing' with an image of Jensen Huang and a 'READ MORE' link. Below that, there is a 'Sign Up for the Job Flash' button and a 'Visit the Career Insights Page' link. At the bottom, there is a purple banner for 'Subscribe to AI Alert' with the IEEE Spectrum AI newsletter logo. Below that, there is a 'Job Spotlight' section with a list of job openings: 'Facilities Engineer - Civil - Entry/Experienced Level' (National Security Agency (NSA) | Fort Meade, MD), 'Hardware/Software Design Engineer - Entry to Experienced Level (MD)' (National Security Agency (NSA) | Fort Meade, MD), 'Engineering Specialist/Technician - Entry to Experienced Level (MD/HS)' (National Security Agency (NSA) | Fort Meade, MD), 'Embedded Software Engineer (C, C++, Embedded Systems)' (Cisco | New Bremen, OH), 'PhD scholarship in Modelling and Simulation of Demand Responsive Electrified Multimodal Transit Systems' (DTU | Denmark), 'Research Scientist or Senior Research Scientist in Internet of Things Systems and Software (100%)' (Hochschule Luzern - Informatik | Hohenberg, Switzerland), and 'Data Engineer' (Queen's University Belfast | Belfast, United Kingdom). Below that, there is an 'Assistant Professor - Computing and Software Systems' (University of Washington Bothell | Bothell, WA). At the bottom, there is a 'MISSION IS JUST THE BEGINNING' section with an image of a man and the text 'The global health crisis is a unique challenge that has impacted many members of the IEEE family. These are difficult times, but we will get through them by working together. Thank you for your support of our shared mission to advance technology for humanity.'



# Climate Tech Alert NEWSLETTER

Our biweekly Climate Tech Alert newsletter covers the latest in emerging technologies for combating climate change. With more than 37,000 subscribers, you will reach a highly engaged audience of decision-makers. Delivered twice a month directly to your inbox.

## Native Sponsored Content

### NATIVE SPONSORED CONTENT FULL FEATURE

Spectrum editorial support provided: \$10,000 per send

Additional issues: \$7,000 per send

### CUSTOMER SUPPLIED NATIVE

### SPONSORED CONTENT FULL FEATURE

\$8,000 per send

### NATIVE SPONSORED CONTENT SUMMARY

1st Position: \$7,000 per send


2nd Position: \$6,000 per send

## Leaderboard


Headline Leaderboard – \$6,000

Middle Leaderboards: – \$5,000

600 x 100 pixels

37,000   
subscribers

Biweekly   
frequency

25-37%   
Average Open Rate

### Coverage Areas/Topics

- Emerging solutions to mitigate the impacts of climate change.

IEEE Spectrum

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## Climate Tech Alert

The latest in emerging technologies for combating climate change 11 SEPTEMBER 2023



**African Hydropower Confronts Cheap Solar and Wind** > Climate woes and price-cratering renewables present a rocky course ahead

**The Power Engineer Electrifying John Deere's Tractors, Trucks, and More** > Brij Singh is modernizing farm and industrial vehicles



**IEEE Partners with International Bodies on Climate Change** > New collaborations with the U.N. and the European Commission target climate change



**AI Predicts Where Are Landslides Likely to Occur** > AI can analyze satellite data to predict which areas might be most vulnerable to landslides



**This Universal Charger Could Simplify the EV Landscape** > The charger can top up any EV battery between 120 and 900 volts



NEWSLETTER

IEEE Spectrum

Climate Tech Alert

Subscribe now!

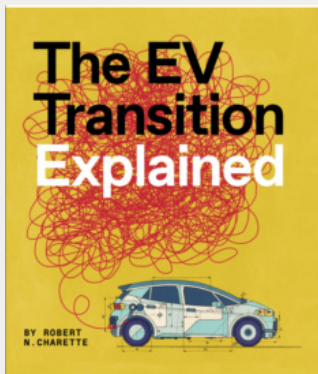


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# IEEE Spectrum eBook Series

## EBOOK SERIES



### Sponsorship \$25,000

The eBook series are designed to offer a deep dive into the engineering challenges, techniques, and solutions on specific topics. The eBook series is available to all IEEE members and cross promoted in Spectrum magazine. The series are available online as a collection and will be promoted in the Newsletters.

- Sponsor featured on the cover
- Full-page ads between each article
- Sponsorship ads on webpage article collection:  
[spectrum.ieee.org/collections](https://spectrum.ieee.org/collections)

*\*Reach out to your account manager to learn more about our schedule content and topics of our eBook series.*

# IEEE Spectrum Print Specifications

Classified advertisements of interest to IEEE members are 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.

**Printing Method:** Web offset. IEEE Spectrum subscribes to SWOP (Specifications for Web Offset Publications) standards. For complete mechanical requirements, write IEEE Spectrum Magazine, Advertising Production Department. See mailing instructions for address.

## 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 copy of all fonts used to create the ad.)

**Proofing:** For color ads, 1 SWOP press proof with color bars or off-press proof.

**Maximum Screen:** 133 lines

### 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, 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.

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

**Published monthly:** Issued last week of month preceding issue date.

**Closing dates:** Space reservations 1st of month preceding date of issue (12 noon Pacific Standard Time). Copy to be set 1st of month preceding date of issue. Complete films or artwork 8th of month preceding date of issue. Cancellations not accepted after closing dates. 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

For Contract and Copy Regulations, please visit [http://bit.ly/IEEE\\_Media\\_Contract\\_and\\_Copy\\_Regulations](http://bit.ly/IEEE_Media_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.

## 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	RECRUITMENT AD WORD COUNT
2 Facing Pages	14.57" x 8.92"	15.97" x 10.75"	
Full page	6.68" x 8.92"	8" x 10.75"	851-1,050 words
2/3 vertical	4.39" x 8.89"	—	531-850 words
1/2 vertical	3.25" x 8.89"	—	391-530 words
1/2 horizontal	6.68" x 4.33"	—	391-530 words
1/2 Island	4.39" x 6.64"	—	391-530 words
1/3 vertical	2.11" x 8.89"	—	271-390 words
1/3 Square	4.29" x 4.33"	—	271-390 words
¼ vertical	3.25" x 4.33"	—	201-270 words
1/6 vertical*	2.11" x 4.33"	—	91-200 words
1/12 vertical*	2.11" x 2.08"	—	up to 90 words

MILLIMETERS	NON-BLEED	BLEED	RECRUITMENT AD WORD COUNT
2 Facing Pages	370.078mm x 226.568mm	405.638mm x 273.05mm	
Full page	169.672mm x 226.568mm	203.2mm x 273.05mm	851-1,050 words
2/3 vertical	111.506mm x 225.806mm	—	531-850 words
1/2 vertical	82.55mm x 225.806mm	—	391-530 words
1/2 horizontal	169.672mm x 109.982mm	—	391-530 words
1/2 Island	111.506mm x 168.656mm	—	391-530 words
1/3 vertical	53.594mm x 225.806mm	—	271-390 words
1/3 Square	108.966mm x 109.982mm	—	271-390 words
¼ vertical	82.55mm x 109.982mm	—	201-270 words
1/6 vertical*	53.594mm x 109.982mm	—	91-200 words
1/12 vertical*	53.594mm x 52.832mm	—	up to 90 words

\*1/6 and 1/12 Page sizes only available for recruitment ads.  
No bleeds on fractional display 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](mailto: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 a specified file format.

### 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

### Topic Road Blocks

Topic Road blocks are available for standard and interstitial ads on topics pages, which provide an invaluable opportunity to own all ad positions for a specified time period on a vertical technology page. Topic Roadblocks target ad delivery to a specific term or word.

Our new site allows for contextual advertising on all pages so your ads will appear beside relevant content if you choose this option. A visitor to all pages in this topic will see the same advertiser on all 4 ad units on all visits throughout the month of purchase.

### 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

#### Navigation Tab Sponsorship

- Sponsored logo appears monthly on navigation tab
- 72 pixels wide max. x 30 pixels tall max

## 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](http://spectrum.ieee.org), where the article then directs to the advertiser's website.

CLIENT SUPPLIES:

- Website link
- Logo
- High-resolution featured image, 250x250 pixels minimum (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
- 150x150 pixels image
- Website link

# 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

- 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

## 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
- High-resolution featured image, 250x250 pixels minimum (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
- 150x150 pixels image
- Website link

## 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

# Contact Us

## Advertising and Media

### Sales Contact:

**Northeast (USA), Americas: Chris Darch**

+1-206-867-4165

[CDarch@Wiley.com](mailto:CDarch@Wiley.com)

**West, Midwest, Southwest, Southeast (USA), ASIA: Birdie Ghiglione**

+1-206-677-5962

[BGhiglione@Wiley.com](mailto:BGhiglione@Wiley.com)

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