

IEEE Spectrum

2024 | MEDIA
GUIDE

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



SAVE BIG!

Ask your rep about our
integrated media buy
discount program

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 450,000 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 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.



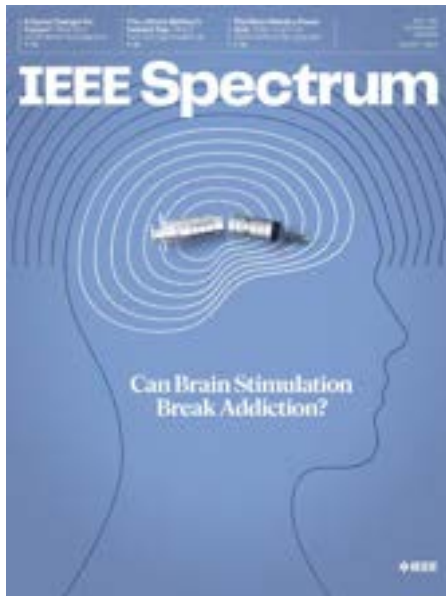
Advertise in a winning environment.

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 450,000 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

1.5 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.

2024 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
JANUARY	Emerging Tech	12/02/2023	12/09/2023
FEBRUARY	Engineering Careers with a focus on DEI	01/02/2024	01/09/2024
MARCH	Tomorrow's Power Grid	02/01/2024	02/08/2024
APRIL	Climate Mitigation	03/01/2024	03/08/2024
MAY	Telecom	04/01/2024	04/08/2024
JUNE	The Glorious Past and Immersive Future of Gaming	05/01/2024	05/08/2024
JULY	Robotics	05/31/2024	06/07/2024
AUGUST	Software	07/01/2024	07/08/2024
SEPTEMBER	Semiconductors	08/01/2024	08/08/2024
OCTOBER	AI	08/30/2024	09/06/2024
NOVEMBER	Nuclear Power	10/01/2024	10/08/2024
DECEMBER	High Performance Computing	11/01/2024	11/08/2024

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

2024 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.

2024 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



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



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

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 #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 #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 #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

ISSUE	MATERIALS	CLOSE	ISSUE	MATERIALS	CLOSE	ISSUE	MATERIALS	CLOSE
Jan	02-Dec	09-Dec	May	01-Apr	08-Apr	Sep	31-Jul	06-Aug
Feb	02-Jan	08-Jan	Jun	01-May	08-May	Oct	01-Sep	08-Sep
Mar	31-Jan	07-Feb	Jul	01-Jun	08-Jun	Nov	01-Oct	08-Oct
Apr	02-Mar	09-Mar	Aug	30-Jun	07-Jul	Dec	26-Oct	06-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

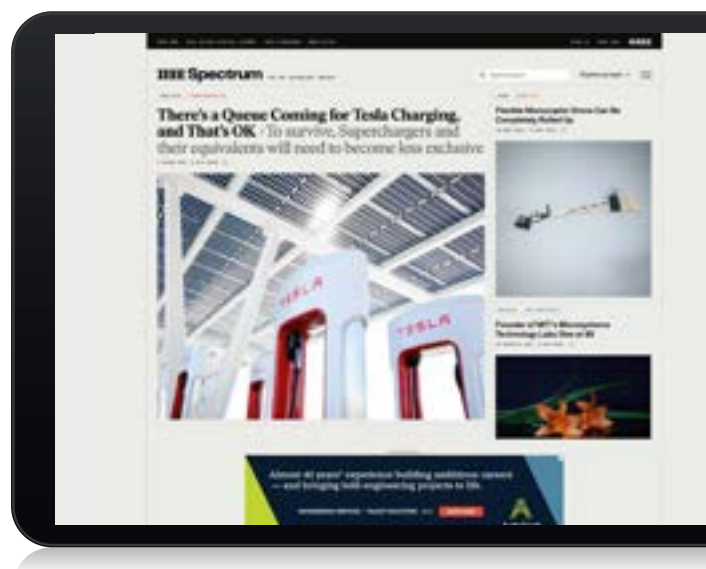
Image:

- 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: **21 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 268,000 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 Webinars

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



Exclusive Sponsorship \$12,000 *per Webinar*

*TENTATIVE TOPICS INCLUDE:

1. Future of 6G Networks in Healthcare: The Road to a Mobile-Enabled Healthcare System

It is expected that telehealth should be able to improve the following areas of healthcare:

- Consultation Time
- Readmission Rate
- Clinician Retention
- Ambulatory Care
- Diagnosis accuracy
- Patient Retention
- Time and travel costs saved

However, achieving improvements to these areas will need address challenges to mobile networks as it evolves from 5G to 6G over the next decade, including:

- Connectivity
- Spectrum
- Latency
- Privacy and Security

This webinar will look at these issues over the short term, medium term and the long term and see what technological solutions currently exist and will need to be developed to fully address them.

2. The Impact of Future Mobile Networks on the Smart Grid

The electric grid consists of transmission line networks, substations, transformers, etc., that delivers electricity from the energy source to where it is consumed. A smart grid enhances the electrical grid so it can quickly respond to rapidly changing electricity demands. The smart grid includes a two-way communication network and data analytics that consist of controls, computers, and automation.

Future mobile networks have the potential to impact how effective smart grids can become. Some areas where 6G networks could impact the smart grid include:

- Data in real-time would allow customers to make decisions and control how and when they use energy
- Localized energy storage, peak shaving techniques, etc.
- Critical Internet of Things (IoT). Low latency of 1ms will allow this technology to be used for protection systems. The increased speed will allow for utilities to utilize waveform sample values, to allow greater visibility of events on the grid.
- Falling conductor protection could eliminate or reduce damage and injury due to fallen conductor

This webinar will examine the challenges in making this vision a reality and the technologies that will need to be developed to realize it.

**Topics and Speakers are tentative and subject to change*

IEEE Spectrum

Webinars

**Tentative Topics (Continued) include:*

3. How 6G Will Transform Our Media and Entertainment Experiences

Communications networks play a vital and crucial role in the creation, sharing, transmission and consumption of Media & Entertainment content. Future Networks will always be poised to have a significant impact on the overall societal network ecosystem with the obvious potential for transforming the Media & Entertainment sector by way of creating new paradigms, enabling innovation, and enhancing various aspects.

Some of the needs that 6G could help in addressing for the Media & Entertainment sector, include:

- Need for new user interfaces that will support increasingly virtual, immersive, and rich content experiences
- Need for Extreme, Ultra-High Bandwidth and Media/Data pipes for pushing and carrying increasing high loads of M&E traffic
- Need for better and high-performance Networks for Metadata processing and management

This webinar will look at the technological challenges that face future networks to meet these needs and the technologies that will make it possible.

4. The Role of Future 6G Networks in Supporting Public Safety

The public safety ecosystem includes challenges related to protection, prevention, mitigation, response, and recovery functions. Future 6G networks are envisioned to be a key enabler to enhancing public safety.

A number of approaches are being examined for future networks improving public safety, including:

- Ability to support applications at least 5ms latency, e.g., discrete and automation monitoring.

- Increase the number of multipurpose sensors, video feeds, and mobile unit detection capabilities. Bulk provisioning of sensors with longer battery life.
- Use available satellite networks to expand awareness and readiness for assets outside of terrestrial service areas.
- Use AI to enhance awareness and readiness.

A number of technologies and network enhancements will be required to realize this new support to public safety. This webinar will examine these technologies and the challenges that need to be overcome.

5. How Future 6G Networks Will Impact Water Distribution and Treatment

The significant growth in the global urban population is expected to drive sustainability, resource conservation, economic and technology development initiatives. Future 6G networks present opportunities to address sustainability, resource conservation, economic and technology development initiatives.

Future 6G networks could play a role in water management with a number of technologies, including:

- AI-enabled predictive load management and preventative maintenance.
- Failure prevention and disaster recovery.
- Reduction of the 50% of water lost to leaky pipes.

Some initial corporate and municipal projects have been undertaken as testbeds for leveraging mobile networks for water management. This webinar will look at these projects to see how this area will develop into the future with 6G networks.

**Topics and Speakers are tentative and subject to change*

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 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

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 268,000 opt-in subscribers on a weekly basis.

Every whitepaper is hosted for on-demand downloading under Engineering Resources - Whitepapers on spectrum.ieee.org until the lead guarantee is met.

**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 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



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 268,815 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

268,815 
subscribers

Weekly 
frequency

17-19% 
Average Open Rate

Coverage Areas/Topics
• IEEE Spectrum content
and news updates


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



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 280,832 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!
280,832 
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 78,718 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

82,000 
subscribers

Biweekly 
frequency

21-23% 
Average Open Rate

Coverage Areas/Topics

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



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 140,121 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



140,121 
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



Lead Generation

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

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 88,828 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

88,828



subscribers

Biweekly



frequency

21-27%



Average Open Rate

Coverage Areas/Topics

- Robotics
- Automation
- Control Systems

Markets/

Industries Served

- Embedded Systems
- Robotics
- Transportation



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

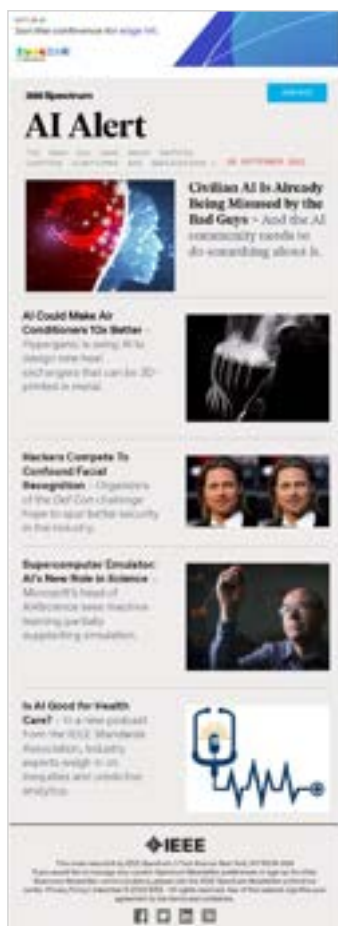
Intro Native Content Summary: \$3,000 per send

Leaderboard

Headline Leaderboard

Middle Leaderboard

600 x 100 pixels



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 78,773, 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

78,773



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



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

194,000



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

Climate Tech Alert NEWSLETTER

Our biweekly Climate Tech Alert newsletter covers the latest in emerging technologies for combating climate change. With more than 280,832 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

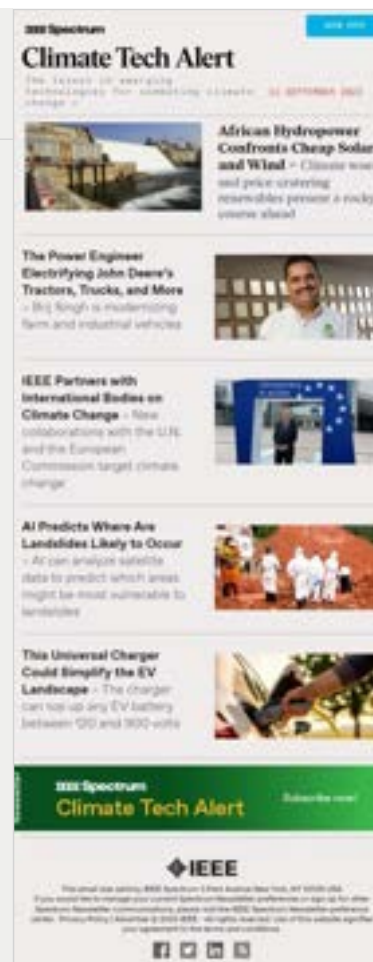
600 x 100 pixels

280,832 
subscribers

Biweekly 
frequency

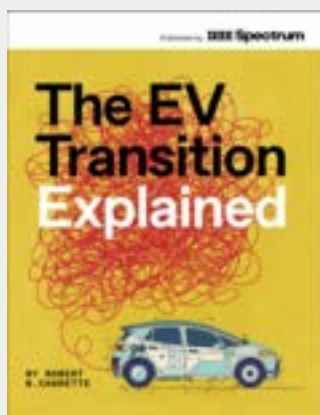
Coverage Areas/Topics

- Emerging solutions to mitigate the impacts of climate change.



IEEE Spectrum eBook Series

EV Transition Explained EBOOK SERIES



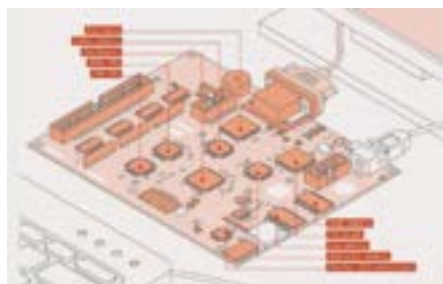
New in 2024: IEEE Spectrum is releasing the Electric Vehicle eBook second edition, with all the latest electric vehicles news, analysis, and more from the world's leading engineering magazine. The eBook is designed to offer a deep dive into the engineering challenges of making and supporting electric vehicles at scale.

The eBook will be available to all IEEE members and cross-promoted in *Spectrum* magazine.

Sponsorship \$25,000

- Sponsor featured on the cover
- Full-page ads between each article
- Sponsorship ads on webpage article collection:
spectrum.ieee.org/collections/the-ev-transition-explained

Hands On EBOOK SERIES



Hands On Volume 1 and 2
New in Spring 2024: Volume 3

The eBook series will be available online as a collection of articles and will be promoted in the Newsletters.

Sponsorship \$25,000

- Sponsor featured on the cover
- Full-page ads between each article
- Sponsorship ads on webpage article collection:
<https://spectrum.ieee.org/download-spectrum-collections-vol-1-hands-on>

IEEE Spectrum Podcasts

ChatBot PODCAST



What kind of things do the people building the future of robots talk about when they're alone? IEEE Spectrum editor Evan Ackerman knows the robotics beat like no other journalist today: In Chatbot, he pairs up some of the world's best experts to ask each other the kind of questions no one else can.

Sponsorships Include:

- Sponsor name
- Sponsor logo
- URL (if sponsor desires, may be a trackable URL)
- Brief text describing sponsor (and if sponsor desires, sponsor website for listeners to visit).

Fixing the Future PODCAST



The Fixing the Future podcast looks at the cultural, business, environmental, and personal consequences (intended and otherwise) of today's and tomorrow's technologies. Hosted by Steven Cherry, the Fixing the Future podcast is a production of IEEE Spectrum, the flagship magazine and website of the world's largest professional organization devoted to engineering and the applied sciences.

Podcast Promotion

- Podcast is currently published on multiple platforms, including Apple, Spotify and Stitcher. "Sponsored by [name]," promotional copy and link will be included in the podcast description on all platforms.
- The post will contain sponsor's logo and "sponsored by [name]" with a link.

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.

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.

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, 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