IEEE Spectrum
Webinar Checklist

Company Information
- ❏ Contact full name
- ❏ Contact email
- ❏ Company name
- ❏ Website URL
- ❏ Deployment date
- ❏ Email address(es) for lead fulfillment (sent every Monday)
- ❏ Order number
- ❏ Company logo (minimum 350px wide; high quality, transparent PNG)

Webinar Registration Page/
Spectrum Website Post:
- ❏ Headline (no punctuation or special characters/ 200 character limit)
- ❏ Abstract (2,000 character limit)
- ❏ Topic (Aerospace, Telecommunications, Transportation, etc.)
- ❏ Optional registration page URL (only required if webinar is not hosted on IEEE website)
- ❏ Webinar title
- ❏ Webinar live date and time (must include time zone; will be converted to ET)
- ❏ Webinar presentation type: Live Audio and Video, On-Demand Recording (must provide mp4 file), or Simu-Live
- ❏ Promotional image (1200px wide x 1555px tall)
- ❏ Speaker information (up to 3; email Sales Rep and Media Coordinator to add more): Name and title, bio, email, headshot photo (max 110px wide)
- ❏ Presentation slides: PowerPoint format

eBlast Information *(Optional)*:
- ❏ Subject line (up to 10 words)
- ❏ Headline
- ❏ Body copy
- ❏ Promotional image (minimum 350px wide, maximum 500px wide)
- ❏ Logo website URL

eNewsletter Promotion:
- ❏ Choose which eNewsletter(s) you would like to be included as part of the additional amplification IEEE Media provides: Tech Alert, The Institute, Robotics News, Cars That Think
- ❏ Headline (up to 10 words)
- ❏ Summary (up to 25 words)
- ❏ Link/URL (only use if you have a registration page already built)

Website Banners *(Optional)*:
- ❏ Please upload the following ad sizes for website banners (JPG or PNG):
  728 x 90px
  300 x 250px
  970 x 250px
  336 x 280px

Please click here to upload all artwork and information or visit:
https://survey.alchemer.com/s3/6203262/2021-IEEE-Spectrum-Webinar-Content-Submission

For any additional questions or information please contact your Sales Representative and Media Coordinator.