

Whitepaper Checklist

Company Information

- Contact Name, Contact Email, Company Name

Whitepaper Summary Information

- Date of Deployment: Please Note Live Date
- Summary: 50 Words description of the content (Will be included in the Marketing Promotion and Abstract of Registration Page)

Marketing Promotion Information

- Email Subject Line: Suggested under 10 words
- Ad Headline: Headline for the Marketing Promotion
- Call To Action: 3-5 words usually Click Here, Find Out More, Access Now, Register Now
- Logo URL: usually the Company Website URL
- Call to Action/Registration page URL: Use if you have a Registration Page already built (Note no reporting will be provided back from Netline if not hosted on IEEE's site)*
**To ensure we are able to monitor campaign success, please include the following email address to receive all reporting information for provided client supplied registration pages: IEEE@naylor.com and sales representee's email.*
- Email Address for Reporting: Is sent out each Monday once the first lead has been generated.
- Naylor Sales Rep: Which Rep you have booked the order with (dropdown is available for the choices)
- Promotional Image: max 500 px wide
- Company Logo: max 200 px wide (only a high quality, transparent PNG is accepted)

Newsletter Promotion

- Choose which Newsletter to send out on from the 4 choices (If no preferences are indicated IEEE Media will determine the allocation)
- Ad Headline: up to 10 words
- Summary: up to 25 words
- Link/URL: Similar to above only use if you have a Registration Page already built. If not will use the Registration Page built by Naylor as the Link.

Website Promotion

- Select Topic that best describes your article (Aerospace, Biomedical, Computing etc..)
- Ad Headline: 200 character limit
- Promotional Image (for Registration Page): 1200 px wide x 1555 px tall
- Summary: 2,000 character limit
- Link/URL: Similar to above only use if you have a Registration Page already built. If not will use the Registration Page built by Naylor as the Link.
- Company Logo: high resolution (at least 1000 pixels width or higher) and PNG format (preferably with transparency)



Please click here to upload all artwork and information or visit:
<https://survey.alchemer.com/s3/6203276/2021-IEEE-Spectrum-Whitepaper-Advertiser-Submission>

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