IEEE SPECTRUM

2021 | RECRUITMENT ADVERTISING MEDIA KIT

REACH THE WORLD'S TOP ENGINEERS IN EVERY SECTOR

FOR MORE INFORMATION, PLEASE CONTACT:

advertise.ieee.org

IEEE · NAYLOR ASSOCIATION SOLUTIONS

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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.

Spectrum Magazine keeps nearly 400,000 members informed about major trends and developments in technology, engineering and science. Blogs, podcasts, news and feature stories, videos and interactive infographics engage visitors with clear explanations about emerging concepts and developments with details they can't get elsewhere.

2020 AMERICAN BUSINESS MEDIA NEAL AWARDS
- Best Media Brand

2019 SOCIETY OF PUBLICATION DESIGNERS
- Merit/Best Photography

2020 ASSOCIATION MEDIA & PUBLISHING EXCEL AWARDS
- Design Excellence

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

2020 AMERICAN BUSINESS MEDIA NEAL AWARDS
- Grand Neal Award (July 2019 issue, Project Moonbase)
- Best Media Brand ($7,000,000+ revenue category): Gold
- Best Single Article ($7,000,000+ revenue category): Gold
- Best Subject-Related Package ($7,000,000+ revenue category): Gold
- 2020 McAllister Fellow: Eliza Strickland, Senior Editor, IEEE Spectrum

2020 ASSOCIATION MEDIA & PUBLISHING EXCEL AWARDS
- General Excellence (Circulation over 100,000): Silver
- Design Excellence (Circulation over 100,000): Gold
- Feature Article Design (Circulation over 100,000): Silver
- Single-Topic Issue (Circulation over 100,000): Silver

2019 ASSOCIATION MEDIA & PUBLISHING EXCEL AWARDS
- Website, General Excellence (Circulation over 100,000): Silver
- Single-Topic Issue (Circulation over 100,000): Silver

2019 AMERICAN BUSINESS MEDIA NEAL AWARDS
- Best Infographics: Gold
- Best Technical Content ($7,000,000+ revenue category): Gold
- Best Media Brand ($7,000,000+ revenue category): Gold
- Best Media Brand ($3,000,000–$7,000,000 revenue category): Gold

SOCIETY OF PUBLICATION DESIGNERS
- 2019 Merit winner for feature Design and Photography

AM&P EXCEL

JESSE H. NEAL AWARDS | 65 FINALIST Est. 1955

A:Z:B:E:E:S
ASBPE Awards of Excellence

Spectrum Magazine subscribers are highly-engaged, top innovators and decision-makers. They employ Spectrum Magazine to explore how technology is impacting their industries, society and business — and they rely on our recruitment services to help them advance their careers.

IEEE Spectrum Recruitment Advertising is unbeatable in reach, value and flexibility!
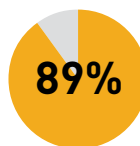
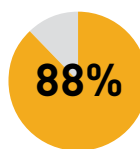**Spectrum's publications** average
2+ million
monthly impressions

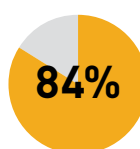**Spectrum.IEEE.org**
1.7 million
page views monthly

Spectrum newsletters
1.8 million
subscribers

Reach the innovators of technology

The IEEE Member Audience

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.

Major companies regularly place recruitment display ads seeking the best IT, high technology and engineering talent.

Spectrum readers work in some of the leading Engineering and Tech firms worldwide:

- 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
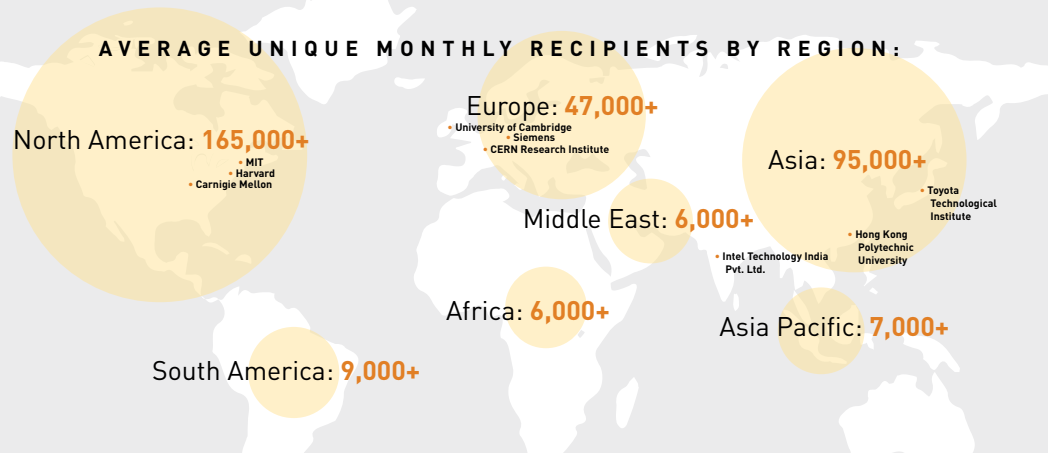- Raytheon
- Samsung
- SanDisk
- Siemens
- Telstra

50%+ Work for businesses that employ 1,000 or more people**

An advertising partnership with Spectrum Magazine is mutually beneficial- creating educational and professional growth opportunities for Engineering and Applied Sciences professionals, and allowing you to **reach them**.

Tap into a valued resource for businesses and academia.

The best in IT, high technology and engineering talent- IEEE Members are the **most qualified and sought after candidates**. Many Engineering and Computer Science departments of academic institutions, **worldwide**, choose IEEE Members to enhance their faculty and research lab staffs.

Recruit From the World's Top Talent
345,000+ Global Monthly Recipients on Avg.

AVERAGE UNIQUE MONTHLY RECIPIENTS BY REGION:

North America: **165,000+**
• MIT
• Harvard
• Carnigie Mellon

Europe: **47,000+**
• University of Cambridge
• Siemens
• CERN Research Institute

Asia: **95,000+**
• Toyota Technological Institute
• Hong Kong Polytechnic University

Middle East: **6,000+**
• Intel Technology India Pvt. Ltd.

Africa: **6,000+**

Asia Pacific: **7,000+**

South America: **9,000+**

Spectrum Magazine is a direct line to leaders shaping technology and business worldwide

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Industry Audiences

Aerospace	Embedded Systems	Signal Processing
Biomedical	Fuel Cells	Smart Grid
Buildings	Green Tech	Software
Chip Design	Power & Energy	Telecommunications
Computing	Renewables	Transportation
Consumer Product	Robotics	
Design	Semiconductors	

Hiring managers at more than 3,000 leading corporations and organizations rely on our suite of media solutions to attract the right audience. They range in fields from embedded systems, wireless software development, military and government research and transportation, as well as leading academic institutions worldwide.

North America
ACADEMICS:
• Carnegie Mellon
• Concordia University
• Georgia Institute of Technology
• Harvard
• MIT
• Michigan State
• University of Toronto
• University of Waterloo

RESEARCH INSTITUTES:
• US Naval Research Labs
• Airforce Institute of Technology

BUSINESSES:
• Aerotek
• Alstom
• BAE Systems
• Corning Incorporated
• Creare, Inc.
• Intuit, Inc.
• Micron Technology
• NSA
• Raytheon
• Xilinx

EMEA
ACADEMICS:
• Aalto University
• Carnegie Mellon University, Rwanda
• École Polytechnique Fédérale de Lausanne
• Eindhoven University of Technology
• ETH Zurich
• Hasso Plattner Institute
• King Abdullah University of Science and Technology
• Kuwait College of Science and Technology
• Nazarbayev University
• RWTH Aachen University
• University College, London
• University of Cambridge
• University of New South Wales

RESEARCH INSTITUTES:
• CERN Research Institute
• imec International

BUSINESSES:
• ASML Holding
• European Patent Office
• NATO
• NXP Semiconductors
• Philips Lighting
• Siemens
• Vestas

APAC
ACADEMICS:
• Bennett University
• Chinese University of Hong Kong
• City University of Hong Kong
• Fudan University
• Hong Kong Polytechnic University
• Manchester Business School, Singapore Centre
• National Sun Yat-sen University
• National University of Singapore
• ShanghaiTech University
• Singapore Management University
• South University of Science and Technology

RESEARCH INSTITUTES:
• Hong Kong Applied Science and Technology Research Institute
• Indian Institute of Information Technology, Design and Manufacturing, Kancheepuram
• Institute of Statistical Science, Academia Sinica
• Toyota Technological Institute
• Tsinghua-Berkeley Shenzhen Institute
• ZJU-UIUC Institute

BUSINESSES:
• Intel Technology India Pvt. Ltd.

Recruitment in print and online

IEEE Spectrum Newsletters

IEEE Spectrum Tech Alert
- 278,000 subscribers
- Weekly frequency

IEEE The Institute Alert
- 334,000 subscribers
- Biweekly frequency

IEEE Spectrum Product Spotlight
- 80,000 subscribers
- Biweekly frequency

IEEE Spectrum University Spotlight
- 144,000 subscribers
- Monthly frequency

IEEE Spectrum Robotics News
- 92,000 subscribers
- Biweekly frequency

IEEE Spectrum Cars That Think
- 80,000 subscribers
- Monthly frequency

IEEE Career Alerts
- 190,000 subscribers
- Weekly frequency

Your Ad Here!

Spectrum Website
Spectrum.IEEE.org

Spectrum Podcasts
Put yourself in front of Technology's most qualified audience:
IEEE Spectrum Subscribers.

Spectrum Webinars
A timely and engaging way to reach a captive
audience with the information you want to share.

IEEE Job site
Connecting with the finest engineering candidates
with premiere organizations like yours

Spectrum Chinese Edition
Reach readers in strategically-targeted technology
centers, including Beijing and Shanghai, and the
Jiangsu, Zhejiang, Guangdong, Shandong and
Liaoning Provinces.

IEEE JOBSite

Find qualified candidates for your hard-to-fill positions on the official IEEE website for engineering and technology jobs.

How the IEEE Job Site Works

- Employers post positions using a Web form. Job seekers-IEEE members as well as other visitors-can actively scan posted jobs.

- Only IEEE members can register profiles and identify the attributes of the job they are looking for. Candidate profiles are automatically matched with appropriate jobs, and both the job seekers and the employers are notified by email using the search agent feature.

- Employers can add on Resume Database access to any posting package to reach those hard-to-find passive job candidates

IEEE Job Site Benefits

- Provides employers with more qualified candidates than CareerBuilder, Dice and Monster.com.

- Serves more than the membership of IEEE and its associated Technical Societies.

- Delivers your postings instantly to registered IEEE members.

- Pre-qualifies candidates electronically within minutes.

Who Hires Through the IEEE Job Site?

- BAE Systems
- BP
- CERN
- CIA
- GE India Technology Center
- General Electric
- IBM
- IMEC
- Intel

- KTH Royal Institute of Technology
- Lockheed Martin
- Melexis
- Microsoft
- Motorola
- North American Electric Reliability Corp.
- Northrop Grumman

- NSA
- Philips Electronics
- Polytecnico di Torino
- Raytheon
- Randstad Technologies
- Schweitzer Engineering Laboratories

For more information, contact ieee@naylor.com or visit advertise.ieee.org

IEEE JOBSite Rates

Cost-effective ways to reach qualified candidates

Annual Job Posting Package Rates

		Job Postings	Featured Job Posts	Spotlight Job Posts	CareerCast SMO Plus	CareerCast IT & Engineering Network	CareerCast & Diversity Network
Level 1	(4 Job Posts)	$855	$1,590	$1,870	$1,435	$1,255	$1,508
Level 2	(10 Job Posts)	$1,905	$3,640	$4,420	$3,305	$2,800	$3,625
Level 3	(24 Job Posts)	$4,290	$8,365	$10,400	$7,665	$6,260	$6,320
Level 4	(30 Job Posts)	$4,740	$9,330	$11,700	$8,640	$7,105	$7,100
Level 5	(50 Job Posts)	$7,600	$14,740	$18,200	$13,850	$11,015	$8,000
Level 6	(100 Job Posts)	$14,235	$27,505	$33,805	$26,235	$20,010	$15,600

Resume Database

		Annual Fee	Package	Full Cost
Level 1	(4 Job Posts)	$2,645	$855	$3,500
Level 2	(10 Job Posts)	$2,500	$1,905	$4,405
Level 3	(25 Job Posts)	$2,340	$4,290	$6,630
Level 4	(30 Job Posts)	$2,205	$4,740	$6,945
Level 5 and Above		$1,905	See above	TBD

Please note, the Resume Database annual subscription can only be purchased in conjunction with a job posting contract. All prices are for one year. Additional users cost $600 per user annually.

Leaderboard Advertising

Leaderboard	600 x 100 pixels	$3,500
Medium Rectangle	300 x 250	$3,000

For complete formatting and mechanical specs, please visit our website at www.ieee.org/jobs/advertise

IEEE Job Site Career Alert

Featured Employer Presence	145×145 max logo that links to all your open positions	$3,500
Headline Leaderboard	600 x 100 pixels banner	$3,000
Middle Leaderboards/Text Ads	600 x 100 pixels banner **or** 150×20 logo and up to 35 words	$2,500
Job Spotlights	Includes job title, company name, location and link to job details	$200

IEEE Spectrum Print Specifications

The classified advertisements of interest to IEEE members have been placed by educational, governmental, and industrial organizations. The IEEE encourages employers to offer salaries that are competitive, but occasionally a salary may be offered that is significantly below currently accepted levels. In such cases the reader may wish to inquire of the advertiser whether extenuating circumstances may apply. IEEE Spectrum may reject any advertisement that contains any of these phrases: "Recent college grads," "1 to 4 years maximum experience," "Up to 5 years experience," or "10 years maximum experience." Further, IEEE reserves the right to amend any such advertisement without specific notice to the advertiser in order to conform to the Age Discrimination in Employment Act.

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 list of fonts that are used within that file. Send EPS files on CD along with original application file with digital proofs — color if applicable.)

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

Maximum 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, columns, and halves, 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
Full page	6.68" x 8.92"	8" x 10.75"	851-1,050 words
2 Facing Pages	14.57" x 8.92"	15.97" x 10.75"	
1/2 vertical	3.25" x 8.89"	—	531-850 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"	—	391-530 words
2/3 vertical	4.39" 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
Full page	169.672mm x 226.568mm	203.2mm x 273.05mm	851-1,050 words
2 Facing Pages	370.078mm x 226.568mm	405.638mm x 273.05mm	
1/2 vertical	82.55mm x 225.806mm	—	531-850 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	—	391-530 words
2/3 vertical	111.506mm 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.

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 one of these file formats:

AD UNIT SPECS

Leaderboard

- Dimensions: 728x90
- File Size: 50K max
- 15 sec.   • Loop Limit: 3x
- Formats: GIF, JPEG, HTML, Flash
- Alt Text: Not to exceed 70 characters

Medium Rectangle

- Dimensions: 300x250
- File Size: 50K max
- 15 sec.   • Loop Limit: 3x
- Formats: GIF, JPEG, HTML, Flash
- Alt Text: Not to exceed 70 characters

Half Page

- Dimensions: 300x600
- File Size: 50K max
- 15 sec.   • Loop Limit: 3x
- Formats: GIF, JPEG, HTML, Flash
- Alt Text: Not to exceed 70 characters

Topic 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

Peel Back

- TEASER DIMENSIONS: 125 x 100
- PAGE PEEL DIMENSIONS: 800 x 600
- File Size: 100K max   • Secs: 15
- Formats: Flash* (We also accept third party tags)

Submission lead time: All ad units must be submitted 5 business days prior to campaign launch.

Set-up: Ad units consist of two GIFs and two SWFs, and JavaScript code. One small GIF shows what the image looks like when it hasn't been peeled. A bigger GIF shows what the image looks like when it is peeled. A small SWF to shows the little peel. The bigger SWF file produces the peel back effect. Once those are all built properly by the Flash developer, it's just a matter of giving us the appropriate JavaScript code to build these to the page.

Interstitial

- Dimensions: 640x480
- File Size: 100K max
- 15 sec.   • Loop Limit: 0x
- Formats: GIF, JPEG, HTML,
- Flash Alt Text: Not to exceed 70 characters

Navigation Tab Sponsorship

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

eNewsletters

Tech Alert, The Institute Alert, Robotics News, & Cars That Think

- Native Sponsored Content Full Feature
  - Spectrum Editorial Support Provided
- Customer Supplied Native Sponsored Content Full Feature
- Native Sponsored Content Summary
  - 1st Position & 2nd Position
- Leaderboard - 600x100 pixels
  - Headline Leaderboard
  - Middle Leaderboards

Product Spotlight

- Text Ad
  - 1 Issue
  - 150x150 pixels, Up to 7—10 word Headline
  - 20 words of text (not including headline) Weblink
  - 9 spots per issue

University Spotlight

- Text Ad
  - 1st Row & 2nd Row
  - 150x150 pixels, 20 words
  - 9 spots per issue

Career Alert

- Featured Employer - 145x145 pixels
  - 1 Issue (3 rotations total)
- Headline Leaderboard - 600x100 pixels
  - 1 Issue
- Middle Leaderboard - 600x100 pixels
  - 1 Issue
  or
  - Text Ad - 145x145 pixels + 30 words
- Job Spotlights
  - 1 Issue (8 positions available)
  - Text: Title, Company Name, Location

IEEE Spectrum Native Content Advertising Materials Submission Specifications

Native Insights
Production Schedule
Sponsor provides 8-10 posts with all the required content and graphics 12 business days before the requested launch of the Native Insights campaign.

Deliverables
FOR THE ARTICLE:
- Headline: maximum of 50 characters including spaces
- Dek (subhead): maximum of 120 characters including spaces
- Body copy: minimum of 1,500 characters including spaces
- Headline, dek, and full body content to be provided as text in a Word document
- Provide any keywords relevant to the content for tagging purposes

1 BRAND LOGO IMAGE
- 300 pixels wide

2 MASTER IMAGES FOR EACH POST
- 620x465 and 300x225 pixels
- The images should be associated with the content of the post
- Each image should include an image title and alt tag
- Minimum one image per post and maximum two images

BANNER ADS
- 728x90, 300x250, and 300x50 pixels
- HTML5 gif with link

FOR EMAILS
- Supression file
- Completed IEEE Spectrum audience selection form

Native Single Posts
Production Schedule
Sponsor provides the post with all the required content and graphics 12 business days before the requested launch of the content.

Deliverables
FOR THE ARTICLE:
- Headline: maximum of 50 characters including spaces
- Dek (subhead): maximum of 120 characters including spaces
- Body copy: minimum of 1,500 characters including spaces
- Headline, dek, and full body content to be provided as text in a Word document
- Provide any keywords relevant to the content for tagging purposes

1 BRAND LOGO IMAGE
- 300 pixels wide

2 MASTER IMAGES FOR EACH POST
- 620x465 and 300x225 pixels
- Each image should include an image title and alt tag
- Minimum one image per post and maximum two images

Native Single Post Videos
Production Schedule
Sponsor provides the post with all the required content and graphics 12 business days before the requested launch of the content.

Deliverables
FOR THE ARTICLE:
- Headline: maximum of 50 characters including spaces
- Dek (subhead): maximum of 120 characters including spaces
- Body copy: minimum of 1,500 characters including spaces
- Headline, dek, and full body content to be provided as text in a Word document
- Provide any keywords relevant to the content for tagging purposes

1 BRAND LOGO IMAGE
- 300 pixels wide

2 MASTER IMAGES FOR EACH POST
- 620x465 and 300x225 pixels
- Each image should include an image title and alt tag
- Minimum one image per post and maximum two images

VIDEO FORMAT:
- 5 minutes maximum, with or without pre-roll
- Videos should be delivered transcoded and optimized for web, in mp4, video codec H.264, AAC audio (both mono and stereo are acceptable)
- 1080p and 720p are acceptable
- Pre-roll master image: 620x465 pixels, jnp/png/gif
- Logo: 120x120 pixels
- URL
- Title