

# PROGRAM RATES

## IEEE MEDIA

Online Display Advertising  
Content Marketing Services  
Webinar/Lead-Gen Promotion  
Whitepaper/Lead-Gen Promotions  
Newsletter Rates and Sizes  
IEEE Print Rates  
IEEE Job Site Rates

[advertise.ieee.org](http://advertise.ieee.org)



**IEEE**

**NAYLOR**   
ASSOCIATION SOLUTIONS

# Website Display Advertising

## IEEE Spectrum [spectrum.ieee.org](http://spectrum.ieee.org)

|                      |                                   |
|----------------------|-----------------------------------|
| Leaderboard          | \$90/CPM, 50K impression minimum  |
| Medium Rectangle     | \$90/CPM, 50K impression minimum  |
| Half Page            | \$90/CPM, 50K impression minimum  |
| Welcome Mats         | \$225/CPM, 50K impression minimum |
| Peel/Tear Back       | \$180/CPM, 50K impression minimum |
| Banner Roadblocks    | \$2,000/day                       |
| Mobile Site Ad Units | Custom Pricing                    |

## Website Content Marketing Services [spectrum.ieee.org](http://spectrum.ieee.org) only

|   |                                      |
|---|--------------------------------------|
| IEEE Spectrum Native Advertising                | Advertiser-Supplied Content – \$3250 |
| IEEE Spectrum Native Advertising Custom Content | Video Promotion – \$5,000            |
| IEEE Spectrum Custom Content Landing Page       | Multiple Assets – Custom Pricing     |

## IEEE Entrepreneurship [entrepreneurship.ieee.org](http://entrepreneurship.ieee.org)

|   |                 |
|---|-----------------|
| ROS Leaderboard - Up to 3 rotations - 728 x 90 pixels                         | \$2,500 a piece |
| Rectangle (Sponsored Content Position) - Up to 3 rotations - 300 x 250 pixels | \$1,500 a piece |
| Featured Logo - 200 x 200 pixels  | \$750 a piece   |

## IEEE Women in Engineering [wie.ieee.org](http://wie.ieee.org)

|                                      |         |
|--------------------------------------|---------|
| Leaderboard banner - 728 x 90 pixels | \$4,500 |
| Square 1 - 300 x 250 pixels          | \$3,200 |
| Square 2 - 300 x 250 pixels          | \$3,200 |
| Square 3 - 300 x 250 pixels          | \$3,200 |

# IEEE Direct Email Marketing

## Lead Generation

### IEEE Spectrum

#### WEBINARS

|   |          |
|---|----------|
| Tech Insiders Webinar - Exclusive Sponsor | \$15,000 |
| Tech Insiders Webcast - Multi-Sponsor     | \$8,000  |

#### WHITE PAPERS

|              |         |
|--------------|---------|
| White Papers | \$4,000 |
|--------------|---------|

### IEEE Communications Society

#### WEBINARS

|                              |          |
|------------------------------|----------|
| Webcast - Client Prepared    | \$10,000 |
| Webinars - Exclusive Sponsor | \$15,000 |
| Webinars - Multi-Sponsor     | \$8,000  |

#### WHITEPAPER

|               |          |
|---------------|----------|
| White Paper   | \$4,000  |
| Tutorials Now | \$10,000 |
| Tech Focus    | \$10,000 |

### IEEE MTT-S

#### WEBINARS

|             |          |
|-------------|----------|
| Webinar     | \$10,000 |
| White Paper | \$3,000  |

# IEEE eNewsletters

## Frequencies

### IEEE Spectrum

#### Weekly Frequencies:

IEEE Spectrum Tech Alert

IEEE Spectrum Career Alerts

#### Bi-Weekly Frequencies:

IEEE Spectrum The Institute Alert

IEEE Spectrum Product Spotlight - Lead Gen!

IEEE Spectrum Robotics News

#### Monthly Frequencies:

IEEE Spectrum Cars that Think

IEEE Spectrum University Spotlight

### IEEE Microwave

IEEE Microwave eNewsletter - Monthly

### IEEE Communications

IEEE ComSoc Technology News (CTN) - Monthly

### IEEE Women in Engineering

IEEE WIE Exchange eNewsletter - Bi-Monthly

### IEEE Entrepreneurship

IEEE Entrepreneurship eNewsletter - Monthly

# eNewsletter Pricing



## IEEE Spectrum Native Sponsored Content

### IEEE Spectrum Tech Alert, IEEE Spectrum The Institute Alert

|                                    |               |
|------------------------------------|---------------|
| <b>Full Feature</b> - 1st Position | \$15,000/send |
| Additional Issues                  | \$7,500/send  |
| <b>Summary</b> - 1st Position      | \$8,750/send  |
| 2nd Position                       | \$6,000/send  |

### IEEE Spectrum Robotics News, IEEE Spectrum Cars That Think

|                                    |               |
|------------------------------------|---------------|
| <b>Full Feature</b> - 1st Position | \$10,000/send |
| Additional Issues                  | \$5,000/send  |
| <b>Summary</b> - 1st Position      | \$5,000/send  |
| 2nd Position                       | \$4,000/send  |

## Leaderboards

### IEEE Spectrum Tech Alert, IEEE Spectrum The Institute Alert, IEEE Spectrum Robotics News, IEEE Spectrum Cars That Think

|   |         |
|---|---------|
| Headline Leaderboard - 1 Issue - 600 x 100pixels  | \$7,000 |
| Middle Leaderboard(s) - 1 Issue - 600 x 100pixels | \$6,000 |

### IEEE Spectrum Career Alerts

|   |         |
|---|---------|
| Headline Leaderboard - 1 Issue - 600 x 100pixels  | \$3,500 |
| Middle Leaderboard(s) - 1 Issue - 600 x 100pixels | \$3,250 |

## Text Ads

### IEEE Spectrum Tech Alert, IEEE Spectrum The Institute Alert

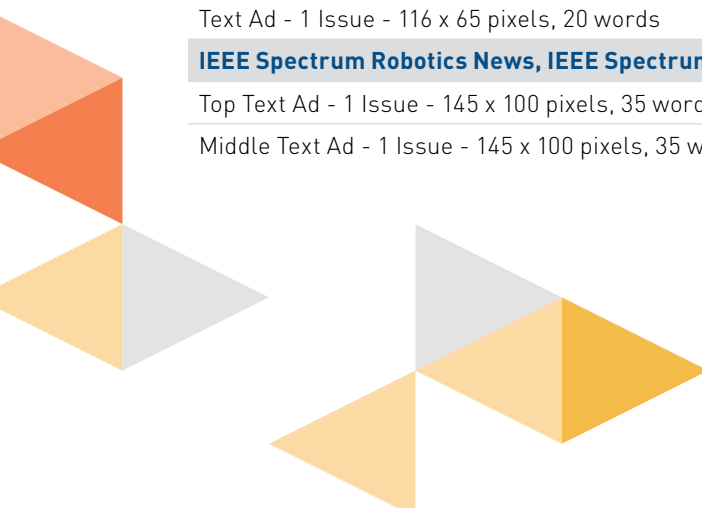
|   |         |
|---|---------|
| Top Text Ad - 1 Issue - 145 x 100 pixels, 35 words    | \$7,000 |
| Middle Text Ad - 1 Issue - 145 x 100 pixels, 35 words | \$4,000 |

### IEEE Spectrum Product Spotlight, IEEE Spectrum University Spotlight - Lead Generation

|   |         |
|---|---------|
| Text Ad - 1 Issue - 116 x 65 pixels, 20 words | \$3,115 |
|---|---------|

### IEEE Spectrum Robotics News, IEEE Spectrum Cars That Think

|   |         |
|---|---------|
| Top Text Ad - 1 Issue - 145 x 100 pixels, 35 words    | \$4,850 |
| Middle Text Ad - 1 Issue - 145 x 100 pixels, 35 words | \$3,695 |



# eNewsletter Pricing

## IEEE Spectrum Newsletters Contd.

### Career Alerts

#### IEEE Spectrum Career Alerts

|  |         |
|--|---------|
| Featured Employer - 1 Issue (3 rotations) - 145 x 145 pixels                 | \$3,000 |
| Job Spotlights - 1 Issue (8 rotations) - Text: Title, Company Name, Location | \$500   |

## IEEE MTT-S

#### IEEE Microwave Newsletter - Monthly

|   |               |
|---|---------------|
| Banner - 1 Issue - 145 x 145 pixels   | \$1,950.00    |
| Text Ad and Logo - 1 Issue - 10 word Title, 25-35 word description, 150 x 20 pixel logo     | \$1,750.00    |
| Sponsored Content - 1 Issue - 10 word Title, max 30 word description, 100 x 100 pixel image | \$1,750 /send |

## IEEE ComSoc

#### IEEE ComSoc Technology News (CTN) - Monthly

|                                     |         |
|-------------------------------------|---------|
| CTN - Top Position - 1 Issue        | \$3,000 |
| CTN - All Other Positions - 1 Issue | \$2,000 |

## IEEE Women in Engineering

#### IEEE WIE Exchange eNewsletter - Bi-monthly

|                                      |                |
|--------------------------------------|----------------|
| Leaderboard Banner - 728 x 90 pixels | \$1,500/ issue |
| Square 1 - 300 x 250 pixels          | \$1,000/ issue |
| Square 2 - 300 x 250 pixels          | \$800/ issue   |

## IEEE Entrepreneurship

#### IEEE Entrepreneurship eNewsletter - Monthly

|   |         |
|---|---------|
| Top Leaderboard - 12 Month Rotation - 728 x 90px    | \$5,000 |
| Middle Leaderboard - 12 Month Rotation - 728 x 90px | \$4,000 |
| Footer Leaderboard - 12 Month Rotation - 728 x 90px | \$3,000 |

# IEEE Print Rates

## IEEE Spectrum and The Institute Worldwide Rates

|     | 1 Page   | 2/3 Page | 1/2 Page | 1/2 Island | 1/3 Page | 1/4 Page | 1/6 Page* | 1/12 Page* | Cover 2  | Cover 3  | Cover 4  |
|-----|----------|----------|----------|------------|----------|----------|-----------|------------|----------|----------|----------|
| 1X  | \$18,000 | \$12,474 | \$9,450  | \$9,450    | \$6,237  | \$4,725  | \$3,024   | \$1,569    | \$22,500 | \$22,500 | \$27,000 |
| 2X  | \$17,460 | \$12,100 | \$9,167  | \$9,167    | \$6,050  | \$4,583  | \$2,933   | \$1,522    | \$21,825 | \$21,825 | \$26,190 |
| 4X  | \$16,920 | \$11,726 | \$8,883  | \$8,883    | \$5,863  | \$4,442  | \$2,843   | \$1,475    | \$21,150 | \$21,150 | \$25,380 |
| 6X  | \$16,380 | \$11,351 | \$8,600  | \$8,600    | \$5,676  | \$4,300  | \$2,752   | \$1,428    | \$20,475 | \$20,475 | \$24,570 |
| 12X | \$15,840 | \$10,977 | \$8,316  | \$8,316    | \$5,489  | \$4,158  | \$2,661   | \$1,380    | \$19,800 | \$19,800 | \$23,760 |

## IEEE Spectrum and The Institute North America Rates

|     | 1 Page   | 2/3 Page | 1/2 Page | 1/2 Island | 1/3 Page | 1/4 Page | 1/6 Page* | 1/12 Page* | Cover 2  | Cover 3  | Cover 4  |
|-----|----------|----------|----------|------------|----------|----------|-----------|------------|----------|----------|----------|
| 1X  | \$16,000 | \$11,088 | \$8,400  | \$8,400    | \$5,544  | \$4,200  | \$2,688   | \$1,394    | \$20,000 | \$20,000 | \$24,000 |
| 2X  | \$15,520 | \$10,755 | \$8,148  | \$8,148    | \$5,378  | \$4,074  | \$2,607   | \$1,353    | \$19,400 | \$19,400 | \$23,280 |
| 4X  | \$15,040 | \$10,423 | \$7,896  | \$7,896    | \$5,211  | \$3,948  | \$2,527   | \$1,311    | \$18,800 | \$18,800 | \$22,560 |
| 6X  | \$14,560 | \$10,090 | \$7,644  | \$7,644    | \$5,045  | \$3,822  | \$2,446   | \$1,269    | \$18,200 | \$18,200 | \$21,840 |
| 12X | \$14,080 | \$9,757  | \$7,392  | \$7,392    | \$4,879  | \$3,696  | \$2,365   | \$1,227    | \$17,600 | \$17,600 | \$21,120 |

\*1/6 and 1/12 page sizes are for recruitment ads only

## • Communications • Communications Standards Magazine

|     | 1 Page  | 2/3 Page | 1/2 Page | 1/2 Island | 1/3 Page | 1/4 Page | 1/6 Page | Cover 2 | Cover 3 | Cover 4  |
|-----|---------|----------|----------|------------|----------|----------|----------|---------|---------|----------|
| 1X  | \$7,875 | \$5,457  | \$4,134  | \$4,134    | \$2,729  | \$2,067  | \$1,323  | \$9,450 | \$9,450 | \$11,340 |
| 2X  | \$7,639 | \$5,294  | \$4,010  | \$4,010    | \$2,647  | \$2,005  | \$1,283  | \$9,167 | \$9,167 | \$11,000 |
| 4X  | \$7,403 | \$5,130  | \$3,886  | \$3,886    | \$2,565  | \$1,943  | \$1,244  | \$8,883 | \$8,883 | \$10,660 |
| 6X  | \$7,166 | \$4,966  | \$3,762  | \$3,762    | \$2,483  | \$1,881  | \$1,204  | \$8,600 | \$8,600 | \$10,319 |
| 12X | \$6,930 | \$4,802  | \$3,638  | \$3,638    | \$2,401  | \$1,819  | \$1,164  | \$8,316 | \$8,316 | \$9,979  |

## • Industrial Applications • Potentials • Signal Processing • Women in Engineering Magazine

|     | 1 Page  | 2/3 Page | 1/2 Page | 1/2 Island | 1/3 Page | 1/4 Page | 1/6 Page | Cover 2 | Cover 3 | Cover 4 |
|-----|---------|----------|----------|------------|----------|----------|----------|---------|---------|---------|
| 1X  | \$3,150 | \$2,183  | \$1,654  | \$1,654    | \$1,091  | \$827    | \$529    | \$3,780 | \$3,780 | \$4,536 |
| 2X  | \$3,056 | \$2,117  | \$1,604  | \$1,604    | \$1,059  | \$802    | \$513    | \$3,667 | \$3,667 | \$4,400 |
| 4X  | \$2,961 | \$2,052  | \$1,555  | \$1,555    | \$1,026  | \$777    | \$497    | \$3,553 | \$3,553 | \$4,264 |
| 6X  | \$2,867 | \$1,986  | \$1,505  | \$1,505    | \$993    | \$752    | \$482    | \$3,440 | \$3,440 | \$4,128 |
| 12X | \$2,772 | \$1,921  | \$1,455  | \$1,455    | \$960    | \$728    | \$466    | \$3,326 | \$3,326 | \$3,992 |

# IEEE Print Rates (contd.)

- Circuits and Systems Magazine • Computational Intelligence Magazine
- Control Systems Magazine • Geoscience and Remote Sensing Magazine
- Industrial Electronics Magazine • Microwave Magazine
- Photonics Society News • Robotics & Automation Magazine
- Systems, Man & Cybernetics Magazine

|     | 1 Page  | 2/3 Page | 1/2 Page | 1/2 Island | 1/3 Page | 1/4 Page | 1/6 Page | Cover 2 | Cover 3 | Cover 4 |
|-----|---------|----------|----------|------------|----------|----------|----------|---------|---------|---------|
| 1X  | \$2,100 | \$1,455  | \$1,103  | \$1,103    | \$728    | \$551    | \$353    | \$2,520 | \$2,520 | \$3,024 |
| 2X  | \$2,037 | \$1,412  | \$1,069  | \$1,069    | \$706    | \$535    | \$342    | \$2,444 | \$2,444 | \$2,933 |
| 4X  | \$1,974 | \$1,368  | \$1,036  | \$1,036    | \$684    | \$518    | \$332    | \$2,369 | \$2,369 | \$2,843 |
| 6X  | \$1,911 | \$1,324  | \$1,003  | \$1,003    | \$662    | \$502    | \$321    | \$2,293 | \$2,293 | \$2,752 |
| 12X | \$1,848 | \$1,281  | \$970    | \$970      | \$640    | \$485    | \$310    | \$2,218 | \$2,218 | \$2,661 |

- Aerospace and Electronic Systems Magazine
- Antennas & Propagation Magazine
- Consumer Electronics Magazine • Design & Test
- Electrical Insulation Magazine • Electromagnetic Compatibility Magazine
- Intelligent Transportation Systems Magazine • Nanotechnology Magazine
- Vehicular Technology

|     | 1 Page  | 2/3 Page | 1/2 Page | 1/2 Island | 1/3 Page | 1/4 Page | 1/6 Page | Cover 2 | Cover 3 | Cover 4 |
|-----|---------|----------|----------|------------|----------|----------|----------|---------|---------|---------|
| 1X  | \$1,260 | \$873    | \$662    | \$662      | \$437    | \$331    | \$212    | \$1,512 | \$1,512 | \$1,814 |
| 2X  | \$1,222 | \$847    | \$642    | \$642      | \$423    | \$321    | \$205    | \$1,467 | \$1,467 | \$1,760 |
| 4X  | \$1,184 | \$821    | \$622    | \$622      | \$410    | \$311    | \$199    | \$1,421 | \$1,421 | \$1,706 |
| 6X  | \$1,147 | \$795    | \$602    | \$602      | \$397    | \$301    | \$193    | \$1,376 | \$1,376 | \$1,651 |
| 12X | \$1,109 | \$768    | \$582    | \$582      | \$384    | \$291    | \$186    | \$1,331 | \$1,331 | \$1,597 |



# IEEE Job Site 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](http://www.ieee.org/jobs/advertise)

| IEEE Job Site Career Alert   |  |         |
|------------------------------|--|---------|
| Featured Employer Presence   | 145x145 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 <b>or</b> 150x20 logo and up to 35 words   | \$2,500 |
| Job Spotlights               | Includes job title, company name, location and link to job details | \$200   |