

IEEE Spectrum

2022 | RECRUITMENT
ADVERTISING
MEDIA KIT

Reach the world's
top engineers in
every sector

advertise.ieee.org

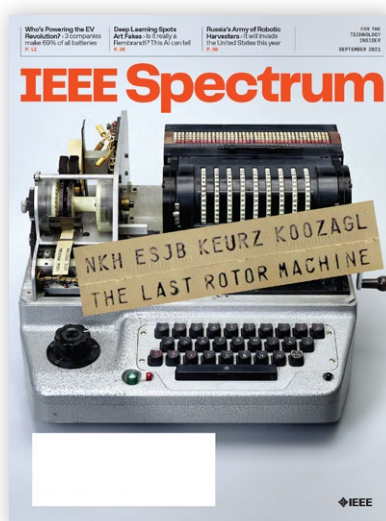


IEEE

NAYLOR 
ASSOCIATION SOLUTIONS

Table of Contents

The Spectrum Magazine Audience.....	3
IEEE Spectrum Magazine Demographic Profile.....	4
Current Customers.....	5
Recruitment in Print & Online.....	6
Recruitment Advertising.....	7
Packaged Recruitment Options.....	8
IEEE Job Site.....	9
Print Specifications.....	11
Online Specifications.....	12
Native Content Specifications.....	13



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.

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



**2021 GRAND
NEAL AWARD**



**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

2021 NEAL AWARDS

- Grand Neal Award
- Best Media Brand (Oct 2020, "A Special Report: The Next Pandemic")
- Best Single Issue (May 2020, "Over a Barrel")
- Best Single Article (May 2020, Maria Callucci and Jean Kumagai for "What to Do with 177 Tanks of Radioactive Sludge")
- Best COVID-Related Package (Oct 2020, "A Special Report: The Next Pandemic")
- Best News Coverage (Eliza Strickland for COVID reporting)
- Best Art Direction for a Cover (Feb 2020, Mark Montgomery for "Black Hole")

* *Spectrum has now won the Grand Neal a total of five times, the most times any publication has ever received the award.*





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!

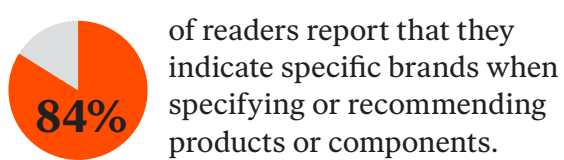
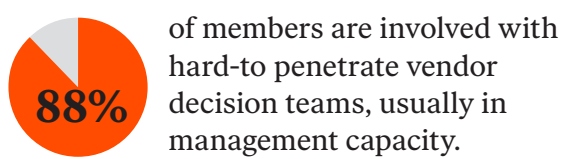
Spectrum's publications average
2+ million
monthly impressions

Spectrum.IEEE.org
1.7 million
page views monthly

Spectrum newsletters
1.8 million
subscribers

Reach the innovators of technology

The IEEE Member Audience



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:

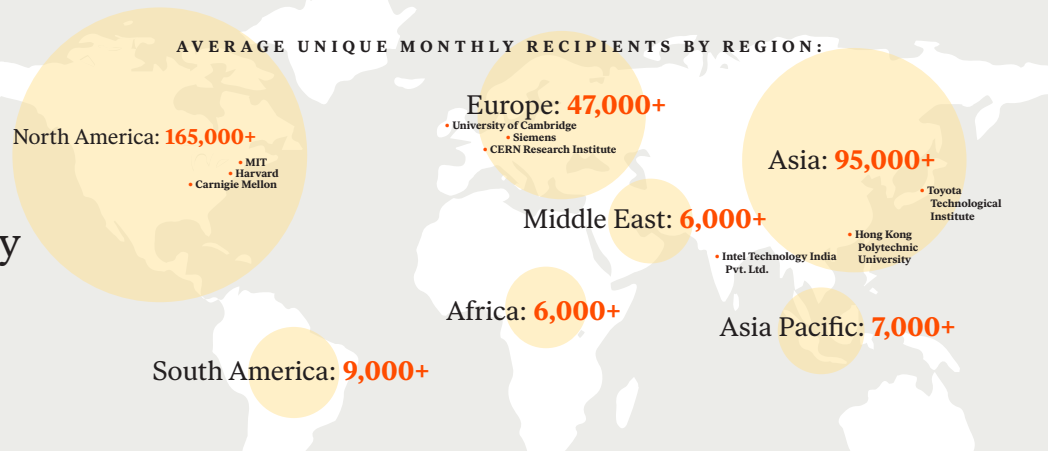
- Advanced Automation Corp.
- Bechtel
- Belkin
- Boeing
- Cisco Systems
- Duke Energy
- Exxonmobil
- FBI
- Ford Motor Company
- FuelCell Energy Inc.
- GE Energy
- Honeywell
- Gulf States Engineering
- Jacobs Engineering
- Kennedy Space Center
- Marvell Semiconductor
- Qualcomm Technologies
- Raytheon
- Samsung
- SanDisk
- Siemens
- Telstra

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.



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

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 Design	Robotics	
	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
- Create, 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

- 268,815 subscribers
- Weekly frequency

IEEE The Institute Alert

- 280,832 subscribers
- Biweekly frequency

IEEE Spectrum Product Spotlight

- 78,718 subscribers
- Biweekly frequency

IEEE Spectrum University Spotlight

- 140,121 subscribers
- Monthly frequency

IEEE Spectrum Robotics News

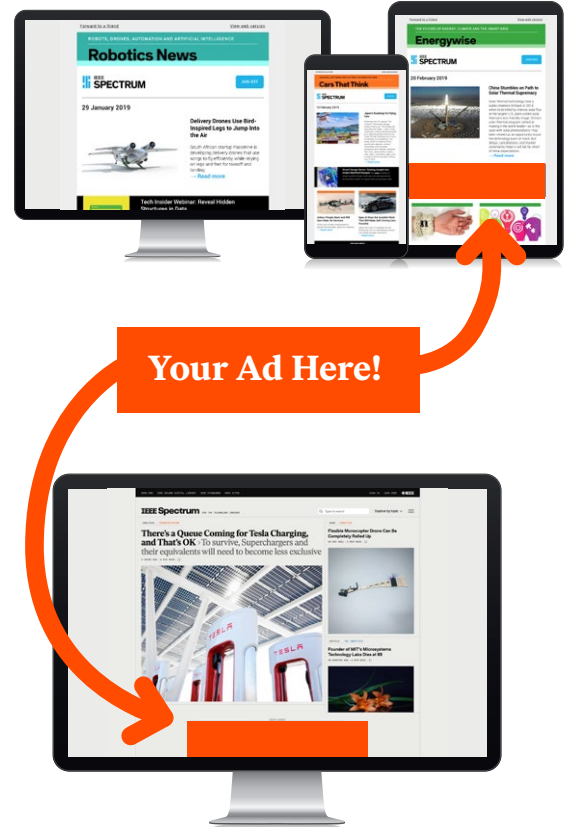
- 88,828 subscribers
- Biweekly frequency

IEEE Spectrum Cars That Think

- 78,773 subscribers
- Monthly frequency

IEEE Career Alerts

- 184,488 subscribers
- Weekly frequency



Spectrum.IEEE.org

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 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!



PRINCETON UNIVERSITY

Search Faculty Positions

The Department of Electrical Engineering at Princeton University seeks outstanding applications for several appointments at Full Professor level, effective as early as September 1, 2018. The search is open to candidates worldwide. We seek faculty members who will create a climate that encourages excellence and academic freedom, with a strong commitment to teaching and research. We seek faculty members who will create a climate that encourages excellence and academic freedom, with a strong commitment to teaching and research. We seek faculty members who will create a climate that encourages excellence and academic freedom, with a strong commitment to teaching and research.

WAYNE STATE UNIVERSITY

Expand Your Professional Network With IEEE

Wayne State University is seeking applications for several positions in the Department of Electrical Engineering. We are looking for individuals who are passionate about their work and committed to excellence in teaching and research. We are looking for individuals who are passionate about their work and committed to excellence in teaching and research.

THE UNIVERSITY OF OKLAHOMA

Multiple Faculty Positions

The University of Oklahoma is seeking applications for several positions in the Department of Electrical Engineering. We are looking for individuals who are passionate about their work and committed to excellence in teaching and research. We are looking for individuals who are passionate about their work and committed to excellence in teaching and research.

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 JOB Site

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 | • Technology | • Polytechnico di Torino |
| • BP | • Lockheed Martin | • Raytheon |
| • CERN | • Melexis | • Randstad Technologies |
| • CIA | • Microsoft | • Schweitzer Engineering Laboratories |
| • GE India Technology Center | • Motorola | |
| • General Electric | • North American Electric Reliability Corp. | |
| • IBM | • Northrop Grumman | |
| • IMEC | • NSA | |
| • Intel | • Philips Electronics | |
| • KTH Royal Institute of | | |

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

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.*

Banner 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	150x150 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 150x150 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
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
1/4 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
1/4 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: 970x250
- Mobile Site: 320x100
- File Size: 50K max
- 15 sec. • Loop Limit: 3x
- Formats: GIF, JPEG, HTML, Flash
- Alt Text: Not to exceed 70 characters

Top LeaderBoard

- Dimensions: 728x90
- Mobile Site: 320x100
- File Size: 50K max
- 15 sec. • Loop Limit: 3x
- Formats: GIF, JPEG, HTML, Flash
- Alt Text: Not to exceed 70 characters

Medium Rectangle

- Dimensions: 336x280
- Mobile Site: 336x280
- 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

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 Issueor
 - 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

- 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

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

