

Whitepaper Checklist

Company Information

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

Whitepaper Registration Page/Spectrum Website Post

- Headline (no punctuation or special characters, must be title case; 200 character limit; cannot be “download the whitepaper” or similar)
- Sub-Headline (no punctuation or special characters, must be sentence case; must also be different from headline)
- Abstract (2,000 character limit)
- Topic (Aerospace, Telecommunications, Transportation, etc.)
- Whitepaper format: PDF
- Promotional image (PNG or JPG; 1200px wide x 1555px tall)
- Optional registration page URL (only required if whitepaper is not hosted on IEEE website)

eBlast Information (Optional)

- Subject line (up to 10 words)
- Headline
- Body copy
- Promotional image (PNG or JPG; minimum 350px wide, maximum 500px wide)
- Logo website URL

eNewsletter Promotion (Optional)

- Specify which eNewsletter(s) you would like to be included as part of the additional amplification IEEE Media provides (subject to availability): 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)



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.**