Reach the Computer Technology Leaders…with

build your career IN COMPUTING

IEEE computer society

IEEE

2013 Media Kit

Audience

The popular IEEE Computer Society eNewsletter, *Build Your Career*, is one of the most trusted resources on career development and continuing education for technical professionals. If you are trying to reach these dynamic, career-oriented individuals, this is the vehicle for you.

- Circulation: 108,000 opt-in subscribers; distributed biweekly
- 73% of readers have advanced degrees
- Readers are involved in software development, programming, systems engineering, R&D, databases, security and privacy, IT, and more
- Connect with top professionals who are continually building their careers through education and are advancing technology forward

Advertising Opportunities

- *Build Your Career* offers key advertising placements that won't be missed by readers.
- Biweekly distribution offers more opportunities for your message to be seen by our audience.
- Positions at the header and within content give credibility and immediate recognition.

"After advertising with the IEEE Computer Society Jobs website, the number of applicants in our pool almost doubled in size."

—Dr. John M. Pratte, Arkansas State University

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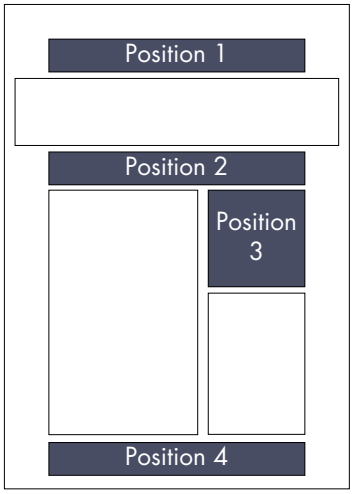
2013 Advertising Rates*

*(All rates are gross)

computer.org/advertising



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eNewsletter Advertising

Location	Size (in pixels)	Price
Position 1 (above header)	468 × 60	$4,440
Position 2 (below header)	468 × 60	$4,070
Position 3 (right square)	250 × 250	$2,960
Position 4 (bottom)	468 × 60	$2,220

Email all banners in jpg or gif file format to dsims@computer.org by the due date. Banners are static, with a maximum 39k file size. Please provide 50 words and link for each banner.

Due Dates

Issue Date	Space Due Date	Material Due Date
7 January	2 January	3 January
21 January	16 January	17 January
4 February	1 February	31 January
18 February	13 February	14 February
4 March	27 February	28 February
18 March	13 March	14 March
1 April	27 March	28 March
15 April	10 April	11 April
6 May	1 May	2 May
20 May	15 May	16 May
3 June	29 May	30 May
17 June	12 June	13 June
1 July	26 June	27 June
15 July	10 July	11 July
5 August	31 July	1 August
19 August	14 August	15 August
2 September	28 August	29 August
16 September	11 September	12 September
7 October	1 October	3 October
21 October	16 October	17 October
4 November	30 October	31 October
18 November	13 November	14 November
2 December	27 November	28 November
16 December	11 December	12 December