MAKE THE CONNECTIONS THAT COUNT

Drive your brand and business forward with the IEEE Computer Society’s cutting edge community
Welcome to the IEEE Computer Society, the world’s leading membership organization for computing science and technology, where over 250,000 high-tech professionals peruse our websites and publications to find the newest topics, trends, and standards to guide their business and careers.

The average budget for computer, software, network hardware and services amongst our members is $4.8 million.*

- 73% are involved in decisions related to the purchase of products and services
- We put your brand in front of the computing universe
  - Over 11% are corporate management
  - Over 9% are technical management
  - Over 70% are technical professionals
- Our readers buy your products—
  - 45% software application
  - 34% IT
  - 42% programming
  - 32% cloud computing
  - 27% security
  - 28% big data
- Broadest industry reach—computing, software, telecommunications, aerospace, military/defense, automotive, education, banking/finance, electronics, and many more

*2017 B2B Technology Study

Explore targeting advertising/lead generation opportunities with the world’s most trusted source in computing, software, and security.
ComputingEdge is the next generation of computer information at your fingertips. Our editors are bridging the gap between today’s technological achievements and tomorrow’s unexplored possibilities. The visionary editorial and Subject Matter Experts of ComputingEdge are dedicated to uncovering, investigating, testing and improving the industry knowledge, as we know it. Topics include cloud computing, mobile and machine learning, wearables, IOT, big data, networking, software architecture, and more to come. ComputingEdge showcases information of technological advances and demonstrates how these innovations are implemented across all industries.

Subscribed to and read by over 60,000 IEEE Computer Society members who are the most highly sought after computing professionals. From C-level executives to software and system engineers, to computer scientists, subscribers rely on ComputingEdge to keep them informed about the hottest topics and trends in the industry. Subscribers are key decision makers and work in such fields as telecommunications, aerospace, finance, government, research and development, healthcare, manufacturing, transportation and education.

- 1.4 readers per copy
- 53 minutes are spent reading an article
- 78% have taken action from reading an article

Advertise your branding message and capture quality leads in the next industry publication to go beyond the edge of innovation.

The Best Plan for Your Strategy
CIRCULATION: 60,000 | MONTHLY

Credibility and Reach—ComputingEdge Magazine
The best peer-reviewed magazine written by computing professionals for computing professionals.

2018 Editorial Calendar

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>RESERVATIONS</th>
<th>MATERIALS</th>
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<td>April: Internet of Things</td>
<td>15 Mar.</td>
<td>19 Mar.</td>
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<td>May: Cloud</td>
<td>19 Apr.</td>
<td>22 Apr.</td>
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<td>June: Software Engineering</td>
<td>17 May</td>
<td>21 May</td>
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<td>July: Information Technology</td>
<td>14 June</td>
<td>18 June</td>
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<td>August: Virtual and Augmented Reality</td>
<td>19 July</td>
<td>23 July</td>
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<td>October: Microprocessor Technology</td>
<td>13 Sept.</td>
<td>17 Sept.</td>
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<tr>
<td>December: Software Architecture</td>
<td>13 Nov.</td>
<td>15 Nov.</td>
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*2017 Signet Study

WWW.COMPUTER.ORG/ADVERTISING
### Advertising Rates

**ComputingEdge Magazine** | **MONTHLY** | **CIRCULATION 60,000**

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*All rates are listed at gross and in US dollars*

### Mechanical Requirements*

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<tr>
<td>1/9 Page</td>
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</tr>
</tbody>
</table>

*Ad sizes are in inches*

††Take into account .125 in. gutter in the middle of two page spread. Head and foot trim of .25 in.

### Electronic Advertising Files

**PDF:** All elements must be set up in CMYK to ensure proper color separation. In Adobe Distiller, settings should have all the fonts embedded and the resolution at 300.

**RASTER FILES SAVED AS:** TIF OR EPS: Raster files can be saved from any of the image-editing software programs. Fonts should be embedded or outlined. Color images should be saved as CMYK, not RGB or LAB color spaces. B&W should be saved as grayscale, not RGB.

Email ad files to dsims@computer.org or, alternatively, the files (MUST be compressed) can be placed on our FTP site using the following instructions:

ftp://ieeecs:benefit@ftp.computer.org/advert/incoming

Username: ieeecs Password: benefit

### Contact

**Debbie Sims**  
Advertising Coordinator  
dsims@computer.org  
Phone: +1 714-816-2138  
Fax: +1 714-821-4010

**Amir Draquez**  
Production Coordinator  
adraquez@computer.org  
Phone: +1 714-816-2119

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### Online Communities

Where Tech Professionals Meet Online

**computer.org**

On these computing crossroads, your banner ads catch the eyes of engaged visitors—

- Average page views: 750,000 per month
- Average visitors: 250,000 per month
- More than two-thirds of visitors rate the site superior or above average over other industry websites
- More than 70% of visitors find articles useful in their work

Get high visibility placement in these popular eNewsletters—

- **ComputingEdge** (biweekly) - 60,000 opt-in subscribers
- **Build Your Career** (biweekly) - 60,000 opt-in subscribers
- **17% OPEN RATE**

**www.computer.org/newsletters**

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**SE Radio**

The Software Engineering Radio podcast reaches the professional software developer/engineer with your preroll, midroll, and postroll sponsor. SE Radio stays on the minds of the most cutting-edge software community.

- Every week, a new episode is published that covers topics: software development, testing, security, code, cloud
- Average downloads per episode over 70,000
- Rated #1 podcast for developers on “Sprintly”

**www.se-radio.net**

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**Social Media**

- Facebook Likes: 300,000+
- Twitter Follows: 30,000+
- LinkedIn Members: 25,000+

**www.computer.org**

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**E-Newsletters**

Target Your Brand Message in High Engagement eNewsletters

Get high visibility placement in these popular eNewsletters—

- **ComputingEdge** (biweekly) - 60,000 opt-in subscribers
- **Build Your Career** (biweekly) - 60,000 opt-in subscribers
- **17% OPEN RATE**

**www.computer.org/newsletters**
IEEE Computer Society offers you a number of unique programs that guarantee leads from our high quality audience.

**Featured Tech Products**
Grow your brand and gather leads
- Place your products or services in our targeted, dedicated email blast, where you can showcase your offerings to the most qualified software professionals
- Reach over 60,000 computing professionals and engineers monthly who rely on the IEEE Computer Society for the latest technology news and information
- Qualified leads delivered in real-time

**Sponsored Webinars**
IEEE Computer Society members and customers attend our one-hour webinars to hear our experts speak about the hottest topics. IEEE Computer Society gurus offer a rare glimpse into their technical areas of expertise. Our previous attendees have included CIOs/CTOs, VP/Directors, systems and software engineers, and computer scientists working at the top organizations. Whether it’s our topic or yours, there is no better way to grab the attention of the influential professionals who need your technology.

**Sponsored White Papers**
You have white papers; we have an audience for them—
- Position your technology content with the most sought-after expertise in the industry
- Build your database with pre-screened qualified leads
- No easier way to enhance your brand and target your audience

**University Spotlight**
Showcase your university with a dedicated blast to over 150,000 students and young professionals seeking advanced degrees and certifications in the following areas:
- Electrical and Computer Engineering
- Computing Science
- Information Technology
- Business Administration

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### Rates and Data*

#### Newsletter Advertising

<table>
<thead>
<tr>
<th>Location</th>
<th>Size (in pixels)</th>
<th>Price</th>
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<tbody>
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<td>Position 1 (above header)</td>
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<tr>
<td>Position 2 (below header)</td>
<td>300 × 250</td>
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<tr>
<td>Position 4 (bottom)</td>
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</tr>
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</table>

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.

#### Web Banner Advertising

**Computer.org:** Computer.org reaches an exceptional audience of decision-makers who wield an average budget for computer/network and services. Sponsorship opportunities can drive traffic to your site and engage the right audience to your products and services.

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<td>25.00</td>
</tr>
</tbody>
</table>

*All rates are listed at gross and in US Dollars
†Add $5.00 per thousand for geo-targeting
All banners are run of network with computer.org. Costs are CPM

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**Additional Features:**
- **Video:** $4,000.00 per month
- **Blog Sponsorship:** $5,000.00 per month

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*[All rates are listed at gross and in US Dollars]*
*[Add $5.00 per thousand for geo-targeting]*
*[All banners are run of network with computer.org. Costs are CPM]*
IEEE Computer Society is known around the world for its cutting-edge webinars presented by true subject matter experts. Now, associate your brand with our expertise in webinars prepared by you or by us.

Enhance your brand and credibility when you partner with IEEE Computer Society for a sponsored webinar that includes our expert content and presenters or yours— with guaranteed leads.

**EDITORIAL EXCLUSIVE WEBINAR**
- IEEE Computer Society subject matter expert
- Registration link with reporting system
- Two dedicated email blasts linked to our ON24 registration page
- Three eNewsletter promotions
- Promotion on our social media pages
- Webinar on demand for one year on www.computer.org
- 300 WW lead guarantee
- Promotion on www.computer.org

**CUSTOM WEBINAR**
You provide the content. We offer a project manager, develop the audience, we do the marketing and hosting, as well as provide a professional moderator to manage the discussion with the presenters.
- 300 WW lead guarantee
- Promotion on www.computer.org
- Registration link with reporting system
- Two dedicated email blasts linked to our ON24 registration page
- Three eNewsletter promotions
- Promotion on our social media pages
- Webinar on demand for one year on www.computer.org

**CLIENT-PREPARED WEBCAST**
We promote your webcast to our members
- Marketing Only—No lead guarantee
- One dedicated email blast
- Three eNewsletter promotions
- Promotion on our social media pages
- Promotion on www.computer.org

**OPTIONAL FEATURES AVAILABLE**
- MP4 file recording
- Custom registration transcripts
- Geo-targeting, custom fields

**CUSTOM PUBLISHING**

**Custom Research with Guaranteed Results**
- IEEE Computer Society research experts work with you to develop a pertinent and focused survey questionnaire of up to 12 questions utilizing language designed to achieve optimum results
- Surveys are administered by email with support and promotion via computer.org and the IEEE Computer Society’s popular social media sites reaching hundreds of thousands of tech professionals
- A minimum of 300 qualified responses are guaranteed
- High quality and comprehensive analytics are provided
- Results can be delivered as raw data or in a presentation quality analytic report

**White Paper Development**
When you partner with the IEEE Computer Society for white paper development, you will receive:
- A dedicated expert editor to develop the white paper based upon your input and direction
- Interview with company executives and subject matter experts
- Outline for approval
- First draft with edits and revisions
- Artwork and design with images provided by the client
- Finished pdf of 7-10 pages for client hosting and use
- If desired, IEEE Computer Society hosting
- 200 qualified and guaranteed leads if hosted by the IEEE Computer Society (additional charge)

**TechLeader Custom Events**
- **Right Agenda**
- **Right Attendance**
- **Right Venue, Budget and Logistics**

Make the Right Choice
IEEE TechLeader Custom Events set you apart, while they enhance your brand and attract new customers. It’s easy to plan and execute a highly successful event when you partner with the IEEE Computer Society.

**We Showcase Your Event With:**
- Top subject matter experts who attract a crowd and impress your audience
- Guaranteed registration of highly valued and engaged attendees—IEEE members and customers
- An agenda that excites your audience
- Comprehensive marketing programs focused on your target audience
- Every detail handled by certified experts in meeting planning
- All of this at a very competitive price!