MAKE EVERY CONTACT COUNT

Grow Your Brand and Your Business in the Hot Tech Community of IEEE Computer Society
PUT YOUR BRAND WHERE THE KEY DECISION-MAKERS ARE

Explore the effective advertising/lead generation opportunities with the world’s most trusted source in computing, software, and security.
Welcome to the IEEE Computer Society, the world’s leading membership organization for computing science and technology, where over 335,000 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, Networking, and Services amongst our members is $1.7 million.

- 80% are involved in decisions related to the purchase of products and services
- We put your brand in front of the computing universe
  - Over 10% are corporate management
  - Over 15% are technical management
  - Over 50% are technical professionals
- Our readers buy your products—
  - 45% software development and design
  - 37% IT
  - 33% programming
  - 32% cloud computing
  - 27% security
  - 24% big data
- Broadest industry reach—computing, software, telecommunications, aerospace, military/defense, automotive, education, banking/finance, healthcare, and many more
- Members and visitors come to IEEE Computer Society for the dynamic viewpoints and exciting leading-edge content they can’t receive anywhere else
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, green computing, 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.

The future of technology is here, delivered monthly, in ComputingEdge Magazine. Advertise your branding message and capture quality leads in the next industry publication to go beyond the edge of innovation.
### 2017 Editorial Calendar

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<th>ISSUE</th>
<th>RESERVATIONS</th>
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<td>March: Big Data/Analytics</td>
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<td>May: Software</td>
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<td>June: Hot Topics/Emerging Technologies</td>
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<td>July: Internet of Things</td>
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<td>December: Software</td>
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# ADVERTISING RATES

**COMPUTING EDGE 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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*Ad sizes in inches

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

†Live matter must fill within a 7 in. x 10 in. area

## 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://ieeeecs:benefit@ftp.computer.org/advert/incoming
Username: ieeeecs Password: benefit

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Phone: +1 714-816-2119
ONLINE COMMUNITIES
Where Tech Professionals Meet Online

computer.org/computing now
On these computing crossroads, your banner ads catch the eyes of engaged visitors—
• Average page views: 750,000 per month
• Average visitors: 335,000 per month
• Average visits: 260,000 per month
• More than two-thirds of visitors rate the site superior or above average over other industry websites
• Visitors on average spend more than 40 minutes on the sites every month—this offers great engagement opportunities
• More than 70% of visitors find Computing Now articles useful in their work
• Facebook Likes: 300,000+
• Twitter Follows: 30,000+
• LinkedIn Members: 25,000+

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 two weeks, a new episode is published that covers all software programming and software engineering topics
• Episodes are either tutorials on a specific topic, or an interview with a well-known expert from the software engineering world
• Average downloads per episode over 30,000
• Rated #1 Podcast for developers on “Sprintly”

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• Computing Now (weekly)
• Computer Society Member Connection (monthly)
• Build Your Career (biweekly)
• Digital Library News Flash (monthly)

www.computer.org/newsletters
RATES AND DATA*

ENEWSLETTER ADVERTISING
WWW.COMPUTER.ORG/CSNEWSLETTER

Mechanical Requirements

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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.

Total circulation of over 250,000 opt-in subscribers.

WEB BANNER ADVERTISING

COMPUTER.ORG: Literally the crossroads of the technology industries, Computer.org reaches an exceptional audience of decision-makers who wield an average budget for computer/network and services of $1.7 million. Sponsorship opportunities can drive traffic to your site and engage the right audience to your products and services.

COMPUTING NOW: You will find the latest computing news, cutting-edge trends, the hottest bloggers, practical articles for daily use, and a wide range of editorial including thought-provoking opinions and solutions from experts in the computer industry. Computing Now is your opportunity to connect to top computing professionals through the most up-to-the-minute online destination.

Mechanical Requirements†

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Additional Features:

Video: $4,000.00 per month

Blog Sponsorship: $5,000.00 per month

*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 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 our targeted, dedicated email blast, where you can showcase your offerings to the most qualified software professionals
- Reach over 70,000 software engineers and developers monthly who rely on the IEEE Computer Society for the latest technology news and information
- Qualified leads delivered in real-time

Why Computer Society Webinars?
IEEE Computer Society members and customers attend our one-hour webinars to hear our experts speak about the hottest topics. Past speakers include authorities like Grady Booch, Steve McConnell, and Kent Beck. These computing gurus offer a rare glimpse into their technical areas of expertise. Our previous attendees have included CISO’s/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
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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
• 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 e-Newsletter promotions

► 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

► MULTI-SPONSORED WEBINAR
We develop the webinar topic and recruit the expert speakers.(includes all elements of the Custom Webinar above). Sample topics include: Agile, Security, Cloud, Mobile, High Performance Computing, and more. Maximum five sponsors per event.

• 300 WW lead guarantee
• Promotion on www.computer.org
• Registration link with reporting system
• Two dedicated email blasts linked to our ON24 registration page

► CLIENT-PREPARED WEBCAST
We promote your webcast to our members.

• Marketing Only—No lead guarantee
• One dedicated email blast
• Three e-Newsletter promotions

► OPTIONAL FEATURES AVAILABLE
• MP4 file recording
• Custom registration transcripts
• Geo-targeting

WWW.COMPUTER.ORG/ADVERTISING
Custom Research with Guaranteed Results

- IEEE Computer Society research experts work with you to develop a pertinent and focused survey questionnaire of up to 15 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!
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