MAKE EVERY CONTACT COUNT

Grow Your Brand and Gather Leads in the Hot Tech Community of IEEE Computer Society
PUT YOUR BRAND WHERE THE KEY DECISION-MAKERS ARE
Welcome to the IEEE Computer Society Tech Leadership Community of over 250,000 computing professionals who come to our sites and publications primed to find the newest topics, trends and the best technology products and services!

• The average budget for Computer, Software, Networking, and Services among 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

WWW.COMPUTER.ORG/ADVERTISING
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 embedded computing, 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 16k 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.
THE BEST PLAN FOR YOUR STRATEGY

CIRCULATION: 16,000 | MONTHLY

Credibility and Reach—*ComputingEdge Magazine*

- 85% have taken action on articles, columns or product information in the last 12 months
- 95% find IEEE CS publications useful in their profession
- 91% read publications regularly
- Pass-along readership

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* Signet 2014 Subscriber Study

WWW.COMPUTER.ORG/ADVERTISING
### RATES AND DATA*

**COMPUTING EDGE MAGAZINE  |  MONTHLY  |  CIRCULATION 16,000**

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*Rates are listed at gross and in US dollars

### MECHANICAL REQUIREMENTS*

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*Ad sizes in inches
†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 manderson@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: ieeec Password: benefit

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

WWW.COMPUTER.ORG/ADVERTISING
TARGET YOUR BRAND MESSAGE IN HIGH ENGAGEMENT eNEWSLETTERS

Along with the most popular publications of the IEEE Computer Society, our eNewsletters offer advertisers an opportunity for extra-high visibility placement to a large opted-in audience who read their newsletters regularly.

Get high visibility placement in these popular eNewsletters—

- Computing Now (weekly)
- Computer Society Member Connection (monthly)
- Build Your Career (biweekly)
- Big Data Optimized (monthly)
- Digital Library News Flash (monthly)

Among the most highly read Newsletters in the profession, Computer Society eNewsletters bring your message directly to the decision makers inbox—

- Circulation averaging 100,000 opt-in subscribers
- Over 17% open rate—far higher than industry average
- 95% of readers find the content useful in their profession
- 84% find content important and want to investigate more

MECHANICAL REQUIREMENTS*

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</table>

(Image not to scale)
On these computing crossroads, your banner ads catch the eyes of engaged visitors—

- Average page views: 850,000 per month
- Average visitors: 270,000 per month
- Average visits: 400,000 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

Visitors are technology leaders—

- They are college educated professionals and 73% hold a Masters degree or higher
- More than 80% are decision-makers in the purchase of products and services
- Half of visitors purchase or approve the purchase of software applications or software systems
- The average budget for computer and/or network hardware, software and services is $1.7 million

* Signet 2014 Subscriber Study
**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. They dedicate valuable time researching computer.org each month. 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 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.

<table>
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<th>MECHANICAL REQUIREMENTS*</th>
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*All Rates are listed at gross and in US dollars
†Add $5.00 per thousand for targeting
All banners are run of network with computer.org. Costs are CPM

Additional Features:
- Video: $4,000.00 per month
- Blog Sponsorship: $5,000.00 per month
- Solution Centers: $15,000 for 3 months
GUARANTEED LEADS
FROM A QUALIFIED TECHNOLOGY COMMUNITY

–SOLUTION CENTERS

IEEE Computer Society offers you a number of unique programs that guarantee leads from our high quality audience.

Solution Centers Showcase Your Expertise—
300 Leads Guaranteed!

- We put your microsite—including white papers, podcasts, videos, webinars, banner ads and demos—on our high-traffic, leading-edge technology websites
- Need content? We can provide content for your microsite
- We drive qualified decision-makers to your microsite
- 300 qualified leads guaranteed over 3 months

–WEBINARS

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.

- 300 guaranteed lead
- Extensive marketing by IEEE Computer Society
- Average number of registrants – 630
- Over 97% of past attendees would attend future webinars
- Over 87% of attendees are likely to refer webinar to colleagues
- 60% view webinars 40 minutes or more
- Your topic or ours, your experts or ours

–SPONSORED WHITE PAPERS

You have white papers, we have an audience for them—

- Over 250,000 computing professionals visit computer.org, where your whitepaper can be featured
- 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
- Rate: $40 Cost Per Lead (CPL); minimum $100; leads are delivered in 90 days or less; change out papers anytime; $5.00 Cost Per Lead (CPL) for targeting
WEBINAR PACKAGES

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 - $18,000
Our editors lead the topic creation; you are the exclusive sponsor, recruit speakers, analysts, and other experts to present on your topic.

- 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 Computing Now e-Newsletter promotions
- Promotion in webinar print ads in ComputingEdge magazine
- Promotion on our Facebook and Twitter pages
- Webinar on demand for one year on www.computer.org

CUSTOM WEBINAR - $15,000
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 Computing Now e-Newsletter promotions
- Promotion in webinar print ads in ComputingEdge magazine
- Promotion on our Facebook and Twitter pages
- Webinar on demand for one year on www.computer.org

MULTI-SPONSORED WEBINAR - $10,000
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
- Three Computing Now e-Newsletter promotions
- Promotion in webinar print ads in ComputingEdge magazine
- Promotion on our Facebook and Twitter pages
- Webinar on demand for one year on www.computer.org

CLIENT-PREPARED WEBCAST - $8,000
We promote your webcast to our members

- Marketing Only—No lead guarantee
- One dedicated email blasts linked to our ON24 registration page
- Three Computing Now e-Newsletter promotions
- Promotion on our Facebook and Twitter pages
- Promotion on www.computer.org
- Print ads in ComputingEdge magazine

OPTIONAL FEATURES AVAILABLE
MP4 file recording, custom registration transcripts, and geo-targeting

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