ComputingEdge Magazine Advertorial 2020 Rate Card

Showcase your content in themed issues where your message fits as a relevant editorial.

ComputingEdge is a monthly magazine that connects you with readers seeking information on the hottest tech trends in industry and academia, showcases global technological advances, and demonstrates how these innovations are implemented across all industries.

Highlight your company as an industry leader, extend your brand reach, and launch a new product to a wide audience via a trusted source.

**ComputingEdge Audience***

- 83,000+ subscribers globally
- 91% find ComputingEdge useful in their profession
- 74% involved in purchasing of products and services

**Advertising Opportunities**

- 1–2 page editorial spreads feature your products and/or services.
- Link to your company website, multimedia content, and social media networks.
- Your logo and company profile are prominently displayed.
- Advertorial limits in each issue ensure top visibility.

Contact Us!

www.computer.org/advertising

*2019 IEEE Computer Society Survey*
Mechanical Requirements†

<table>
<thead>
<tr>
<th>Specifications</th>
<th>Width (in.)</th>
<th>Height (in.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two page, bleed†</td>
<td>16.5</td>
<td>11.25</td>
</tr>
<tr>
<td>Two page, trim†</td>
<td>16</td>
<td>10.75</td>
</tr>
<tr>
<td>Full page, bleed†</td>
<td>8.125</td>
<td>11</td>
</tr>
<tr>
<td>Full page, trim†</td>
<td>7.875</td>
<td>10.75</td>
</tr>
</tbody>
</table>

†Header and footer trim .25 in. Live matter must fit within 7 in. x 10 in.
‡Take into account .125 in. gutter in the middle of two-page spread.

Design and File Requirements

Providing Camera-Ready PDFs?
Printer-ready PDFs need to be set up in CMYK to ensure proper color separation. The resolution must be 300 dpi. Display the word “Advertisement” in the advertorial.

Fonts must be embedded. Typeset all text in Lexia font family. Main body text is Lexia Regular, 10 pt size, 12 pt leading.

Allow for .125 in. gutter in the middle of two-page spread. Use a safety margin of .5 in. to the left and right of gutter for live matter.

Need IEEE Computer Society Design Services?
We can help produce your advertorial using one of the templates on the following pages. You provide the text and 300 dpi imagery.

All layouts need 180–200 characters for a company description (including contact information) and 1 vector (.eps or .ai) logo.

Single page: 1,300–1,700 characters in main text and 1 image.

Single list: 1,100–1,300 characters in main text and 1 image.

Two-page spread: 3,500–3,900 characters in main text and 2–3 images.

Design fee: $250 per page.

Submission Information
Email ad files to dsims@computer.org or upload the files (must be compressed) to our FTP site:
ftp://ieeecs:benefit@ftp.computer.org
/advert/incoming
Username: ieeecs | Password: benefit

ComputingEdge Advertorial Rates*

<table>
<thead>
<tr>
<th>Size</th>
<th>1x</th>
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<th>9x</th>
<th>12x</th>
<th>18x</th>
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<tbody>
<tr>
<td>Full page</td>
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<td>$8,730</td>
<td>$8,555</td>
<td>$8,365</td>
<td>$8,190</td>
<td>$8,005</td>
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<td>$15,399</td>
<td>$15,057</td>
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</tbody>
</table>

*All display rates are listed as gross and in US dollars. All ads receive FREE color. Each page counts toward frequency.

Contact Us
www.computer.org/advertising

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