

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

Readers are involved in:

- Software Development
- Programming
- Systems Engineering
- Research & Development
- Databases
- Security and Privacy
- IT, and more!

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

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ComputingEdge Advertorial Rates*

Size	1x	3x	6x	9x	12x	18x
Full page	\$9,080	\$8,730	\$8,555	\$8,365	\$8,190	\$8,005
2-pg spread	\$16,344	\$15,714	\$15,399	\$15,057	\$14,742	\$14,409

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

Mechanical Requirements†

Specifications	Width (in.)	Height (in.)
Two page, bleed†	16.5	11.25
Two page, trim†	16	10.75
Full page, bleed†	8.125	11
Full page, trim†	7.875	10.75

†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.

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

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.