IEEE COMPUTER SOCIETY

2024 RATE CARD

ComputingEdge Newsletter

The computing and software professionals' community

♦IEEE

About
ComputingEdge Newsletter

The bimonthly *ComputingEdge* newsletter connects you with readers who are seeking information on the latest tech trends. *ComputingEdge* showcases information on technological advances and demonstrates how these innovations are implemented across all industries. Readers are involved with software engineering and development, networking/communications, high performance computing, cybersecurity and AI/machine learning.

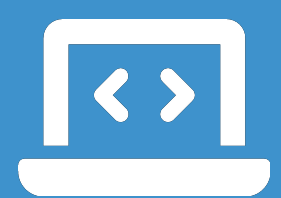**59%**

evaluate purchasing decisions*

122,000+

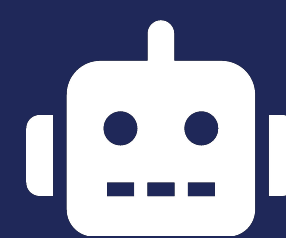opt-in subscribers

*Percentage Taken from 2022 IEEE Computer Society Survey

Audience Expertise Includes:
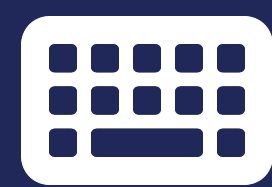
Software Development

Systems Engineering

Security & Privacy

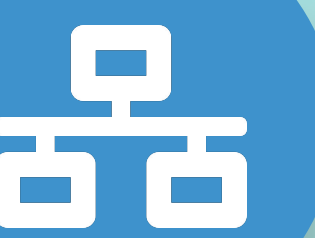**AI/Machine Learning**

Cloud Computing

Quantum Computing

Networking Communications

ComputingEdge Advertising
Specifications and Rates

Advertising Opportunities
- Limited space in each issue gives top visibility.
- *ComputingEdge* offers key advertising placements that won't be missed by readers.
- Bi-weekly distribution offers more opportunities for your message to be seen by our audience.
- Positions at the header and within content give credibility and immediate recognition.

Submission Requirements
- Banner Ads
    - Materials due 2 days before issue date
    - Banners are static
    - Banners may be made for retina screens at 2x resolution
    - Maximum 50k file size
    - .jpg, .png, or .gif file format
- *Native Advertising
    - 70 words including headline
    - 80x80 pixel image
    - URL
- Email final files to dsims@computer.org.

Location*	Size (pixels)	Rates
Position 1 (above header)	468 x 60	$4367
Position 2 (below header)	468 x 60	$3807
Position 3 (middle)	300 x 250 or native advertising*	$2687
Position 4 (bottom)	300 x 250 or native advertising*	$2109

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

ComputingEdge Advertising Deadlines

Issue	Space	Materials	Issue	Space	Materials
09 January	02 January	07 January	09 July	02 July	07 July
23 January	16 January	21 January	23 July	16 July	21 July
06 February	30 January	04 February	06 August	30 July	04 August
20 February	13 February	18 February	20 August	13 August	18 August
05 March	27 February	03 March	10 September	03 September	08 September
19 March	12 March	17 March	24 September	17 September	22 September
09 April	02 April	07 April	08 October	01 October	06 October
23 April	16 April	21 April	22 October	15 October	20 October
07 May	30 April	05 May	05 November	29 October	03 November
21 May	14 May	19 May	19 November	12 November	17 November
11 June	04 June	09 June	10 December	03 December	08 December
25 June	18 June	23 June	23 December	16 December	21 December

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