INSIDER Newsletter

Connects you with IEEE Computer Society members seeking information on accomplishments, activities, and innovations of our members.
About INSIDER Newsletter

The monthly INSIDER newsletter connects you with IEEE Computer Society members seeking information on accomplishments, activities, and innovations of our members.

81% hold advanced degrees
35,000+ opt-in subscribers
20% open rate

*2021 IEEE Computer Society Survey*
INSIDER

North America: 53%
Europe: 20%
Asia/Pacific: 9%
Central and South America: 5%
Africa: 2%

Map showing the distribution of Insider audience across different continents.
Job Field

- Technical Professionals: 51.0%
- Education: 16.0%
- Corporate Management: 17.0%
- Technical Management: 6.0%
- Other: 10.0%
Job Functions

- Software Development - 40%
- Research and Development - 35%
- Machine Learning - 33%
- Programming - 32%
- Artificial Intelligence - 29%
- Cloud Computing - 27%
- Security - 23%
Programming Languages Used

- Python: 56%
- C++: 48%
- Java: 39%
- JavaScript: 32%
- SQL: 32%
- Matlab: 14%
- C: 10%
- Visual Basic: 10%
Audience Expertise
Includes:

- Software Development/Testing
- Research and Development
- Security
- AI/Machine Learning
- Programming
- Cloud Computing
- Information Technology
INSIDER Advertising
Specifications and Rates

Advertising Opportunities
● Limited space in each issue gives top visibility.
● Key advertising placements that won't be missed by readers.
● Monthly 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.

<table>
<thead>
<tr>
<th>Location*</th>
<th>Size (pixels)</th>
<th>Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Position 1 (above header)</td>
<td>468 x 60</td>
<td>$4,095</td>
</tr>
<tr>
<td>Position 2 (below header)</td>
<td>468 x 60</td>
<td>$3,570</td>
</tr>
<tr>
<td>Position 3 (middle)</td>
<td>300 x 250 or native advertising*</td>
<td>$2,520</td>
</tr>
<tr>
<td>Position 4 (bottom)</td>
<td>300 x 250 or native advertising*</td>
<td>$1,980</td>
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* All rates are listed at gross and in US dollars.
# INSIDER Advertising Deadlines

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<th>Issue</th>
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<td>19 January</td>
<td>04 January</td>
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<tr>
<td>16 February</td>
<td>09 February</td>
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<td>16 March</td>
<td>09 March</td>
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<td>20 April</td>
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<td>18 May</td>
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<td>23 June</td>
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<td>19 October</td>
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<tr>
<td>16 November</td>
<td>09 November</td>
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<tr>
<td>14 December</td>
<td>07 December</td>
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