Connect with Our Tech Community

Contact Us!
www.computer.org/advertising
Our Tech Community

The IEEE Computer Society is the world's leading membership organization for computing science and technology. Over 375,000 high-tech professionals peruse our websites and publications to find the newest topics, trends, and standards to guide their business and careers.

We have broad industry reach—computing, software, telecommunications, aerospace, military/defense, automotive, education, banking/finance, electronics, and many more. Our readers buy your products:*

*2021 IEEE Computer Society Statistics

**PURCHASE POWER**

- 69% Involved in decisions related to the purchase of products and services

**JOB FIELD**

- 10% other
- 17% corporate management
- 16% education
- 51% technical professionals
- 6% technical management

**JOB FUNCTIONS**

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

**PROGRAMMING LANGUAGES USED**

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

**REGIONAL DISTRIBUTION**

- North America: 44%
- Europe: 20%
- Asia: 31%
- Africa: 2%
- Central and South America: 5%
Explore targeted advertising and lead-generation opportunities with the IEEE Computer Society, a trusted source in computing, software, and security.

*ComputingEdge magazine:* The next generation of computing information at your fingertips, delivered monthly to 122,000+ subscribers.

*Banner ads:* computer.org is a trusted resource for computing professionals with 645,000+ page views and 300,000+ unique visitors monthly.

*Newsletters:* Delivered to readers seeking information on the latest trends and job opportunities.

*Surveys:* Our research experts work with you to develop surveys utilizing language designed to achieve optimum results.

*Lead Generation:* Custom webinars and white papers.
ComputingEdge is read by 122,000+ professionals with advanced knowledge of computing and a need for new solutions. From C-level executives to software and system engineers, subscribers rely on ComputingEdge to keep them informed about the hottest topics and trends in the industry.

The future of technology is here, delivered monthly. Topics include:

- Artificial intelligence
- Software development
- Cybersecurity
- IoT
- Edge computing
- Quantum computing
- Blockchain
- Mobile computing

ComputingEdge delivers the next generation of computing information at your fingertips. Our editors are bridging the gap between today’s research and developments to tomorrow’s unexplored possibilities.

ComputingEdge Advertising Opportunities

- Display advertising
- 1–2 page advertorial spreads featuring your products and/or services
### ComputingEdge Audience*

122,000+ opt-in subscribers  
46% have read at least 3 of the last 4 issues  
86% *ComputingEdge* useful for their profession.  
67% have taken action as a result of seeing an ad in *ComputingEdge*  
42% hold an advanced degree

### ComputingEdge Editorial Calendar

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*2021 IEEE Computer Society Survey*
Mechanical Requirements

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

*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.

ComputingEdge Advertising Rates

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Design and File Requirements

Providing Camera-Ready PDFs?
Printer-ready PDFs need to be set up in CMYK, with 300 dpi resolution. Fonts must be embedded.
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.

Advertorial: Display the word “Advertisement” in the advertorial. Typeset all text in Montserrat and Open Sans font family. Main body text is Open Sans Regular, 10 pt size, 12 pt leading.

Need IEEE Computer Society Design Services?
We can help produce your advertorial using one of our templates. 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.
2-page spread: 3,500–3,900 characters in main text and 2–3 images.

Advertorial Design fee: $250 per page.

Submission Information

Email ad files to dsims@computer.org

Production Contact Information
Debbie Sims, Advertising Coordinator
Email: dsims@computer.org
Phone: +1 714-816-2138
Fax: +1 714-821-4010
Computer.org reaches an audience of purchasing decision-makers and influencers for computing products and services. Your banner ads catch the eyes of engaged visitors.

Advertising Opportunities

- Video: $4,477 per month
- Native advertising: $3,247 with a guaranteed 1,000 page views

Specifications + Rates

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*All rates are listed at gross and in US dollars. Add $5.00 per thousand for geographical targeting. Costs are CPMs (cost per thousands).

†2019 IEEE Computer Society Survey
Newsletters
Target your brand message in high-engagement newsletters.

ComputingEdge
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.

Limited space in each issue gives top visibility.

Newsletter Audience
122,000+ opt-in subscribers

Deadlines

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Banner Sizes + Rates

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Career Accelerator

The bimonthly Career Accelerator newsletter connects you with readers who are seeking information on the latest tech trends and career opportunities. Limited space in each issue gives top visibility.

Deadlines

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Newsletter Audience

36,000+ opt-in subscribers

Banner Sizes + Rates

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INSIDER
The monthly INSIDER newsletter connects you with IEEE Computer Society members seeking information on accomplishments, activities, and innovations of our members. Limited space in each issue gives top visibility.

Newsletter Audience

41,000+
opt-in subscribers

Banner Sizes + Rates

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Newsletter Deadlines

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Career Accelerator Education Alert
Showcase your university with a dedicated blast to students and young professionals with advanced degrees and certifications in:

- Electrical and computer engineering
- Computing science
- Information technology
- Business administration

Leads delivered in real time for easy follow up.

Banner Sizes + Rates

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Alert Deadlines

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Software Engineering Radio (SE Radio) Alert
Software Engineering Radio (SE Radio) Alert covers how software is developed in specific companies, laboratories, and university environments and includes podcasts describing new tools, current trends, and past projects’ failures as well as successes.

Newsletter Audience

40,000+ targeted subscribers

Banner Sizes + Rates

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Sponsored Webinars

Build your audience from a qualified technology community.

IEEE Computer Society members and customers attend our one-hour webinars to learn from subject matter experts about the hottest topics. These sought after webinars deliver a insightful perspectives into the most cutting-edge issues surrounding computing technology. Previous attendees have included CIOs/CTOs, VP/Directors, systems and software engineers, and computer scientists working at the top organizations. Learn about how sponsored webinars can fit into your integrated marketing campaigns. Contact your sales rep for pricing.

Editorial Exclusive Webinar

- IEEE Computer Society subject matter expert
- Registration link with reporting system
- Two dedicated email blasts
- Three newsletter promotions
- Promotion on computer.org
- Webinar on demand for one year on www.computer.org

Custom Webinar

You provide the content, we offer a project manager, develop the audience, do the marketing and hosting, and provide a professional moderator to manage the discussion with the presenters.

- Registration link with reporting system
- Two dedicated email blasts
- Three newsletter promotions
- Promotion on computer.org
- Webinar on demand for one year on www.computer.org

Client-Prepared Webcast

- Marketing only
- One dedicated email blast
- Three newsletter promotions

Optional Features

- MP4 file recording
- Custom registration transcripts
- Geo-targeting, custom fields

We promoted a webinar using the IEEE Computer Society for the first time and were very happy with the results. The quality of registrants was better than I expected, and the process was incredibly lightweight.

MATT HARP, DIRECTOR PRODUCT MARKETING, LEADING SOFTWARE COMPANY
Sponsored White Papers

Build your database with pre-screened qualified leads.

Promote your white paper on computer.org and you’ll reach a community dedicated to continued learning and product discovery.

Generate High-Quality Leads

- With IEEE Computer Society Sponsored White Papers, you will build your audience for just $75 per lead.
- Leads are delivered in 60 days or less.
- Change out papers at any time.
- Customized audience filters for an additional charge.

Specifications

- White paper in PDF format
- Company logo in .eps format
- 60-word description

Sponsored Blog

Starting at $5,379 per month

Sponsored blog posts are a natural and proven method to gain more exposure by reaching out to our ever-growing community of over 300,000+ readers interested in computing and software updates, insights and/or offers.
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Starting at $24,999

IEEE Computer Society research experts work with you to develop a pertinent and focused survey questionnaire of up to 12 questions utilizing language designed to achieve optimum results. Surveys are administered by email with support and promotion via computer.org, reaching hundreds of thousands of tech professionals.

- A minimum of 300 qualified responses are guaranteed.
- High-quality and comprehensive analytics are provided.
- Results can be delivered as raw data or in a presentation-quality analytic report.
SE Radio Podcast
Rated the #1 podcast for software developers on Sprintly’s “Developer Podcasts”

Produced 51x a year* and published by *IEEE Software* magazine, SE Radio podcast episodes are a lasting educational resource, not a newscast.

**Episode topics include:**
- Software development
- Testing
- Application and network security
- Machine learning
- Blockchain
- Cloud computing, and more

**Banner Sizes + Rates**

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**25,000+**
average downloads per episode

**53%**
have software engineering as their primary job function

**73%**
listeners involved in purchasing decisions*

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CALVIN KOEPKE, FULL-STACK JAVASCRIPT ENGINEER, STUDIOPRESS

If you want to listen to some age-old wisdom, I feel like this podcast does a great job. Get ready to enjoy some pragmatic advice from industry leaders at Microsoft, Google, and other titans of tech.
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