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 300,000 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.*

Make the Connections that Count

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 100,000+ 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.

*2021 IEEE Computer Society Survey

49% North America
5% Central and South America
26% Europe
19% Asia
10% C
14% Matlab
16% Education
17% Corporate management
10% Other
23% Security
27% Cloud Computing
32% Artificial Intelligence
29% Programming
32% JavaScript
32% SQL
40% Software Development/Testing
35% Research and Development
33% Machine Learning
32% Java
48% Python
56% Involved in decisions related to the purchase of products and services
69% Purchasing power
6% Technical management
10% Other
16% Education
51% Technical professionals
17% Corporate management
10% Other

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5% Central and South America
26% Europe
19% Asia
10% C
14% Matlab
16% Education
17% Corporate management
10% Other
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10% Other
16% Education
51% Technical professionals
17% Corporate management
10% Other
ComputingEdge is read by 100,000+ 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

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**ComputingEdge Audience**

- 100,000+ opt-in subscribers
- 59% evaluate purchasing decisions
- 81% hold advanced degrees
- 46% have read at least 3 of the last 4 issues
- 85% have been working 10+ years as a computing professional
- 67% have taken action as a result of seeing an ad in ComputingEdge

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**ComputingEdge Editorial Calendar and Deadlines**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Reservations</th>
<th>Materials</th>
<th>Issue</th>
<th>Reservations</th>
<th>Materials</th>
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<tbody>
<tr>
<td>January</td>
<td>13 December</td>
<td>15 December</td>
<td>July</td>
<td>16 June</td>
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<td>18 January</td>
<td>August</td>
<td>14 July</td>
<td>18 July</td>
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<tr>
<td>Virtual Reality, Mobile Computing, Machine Learning, Cybersecurity Training</td>
<td>Data Storage, 5G/6G, Data Visualization, Education</td>
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<td>March</td>
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<td>21 February</td>
<td>September</td>
<td>18 August</td>
<td>22 August</td>
</tr>
<tr>
<td>Data Engineering, Cloud Computing, Quantum Computing, History</td>
<td>Computer Vision, Quantum Computing, Edge Computing, Ethics</td>
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<tr>
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<td>October</td>
<td>15 September</td>
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<td>High-Performance Computing, Cybersecurity, Blockchain, Cloud Computing</td>
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<td>November</td>
<td>14 October</td>
<td>18 October</td>
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<tr>
<td>Computer Vision, Parallel Processing, Blockchain, Smart Homes</td>
<td>Big Data, Software Evolution, Artificial Intelligence, 5G/6G</td>
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<tr>
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<td>23 May</td>
<td>December</td>
<td>11 November</td>
<td>15 November</td>
</tr>
<tr>
<td>Edge Computing, Digital Health, Smart Manufacturing, Careers</td>
<td>Computer Vision, Pattern Recognition, Data Security, Automation</td>
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</tr>
</tbody>
</table>
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.

Expression of Interest

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

Specifications and Rates*

<table>
<thead>
<tr>
<th>Size (pixels)</th>
<th>100K impressions</th>
<th>200K impressions</th>
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<tr>
<td>300 x 250</td>
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<td>$50.00</td>
<td>$40.00</td>
</tr>
</tbody>
</table>

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

Advertising Opportunities

- Video: $4,200 per month
- Native advertising: $3,150 with a guaranteed 1,000 page views

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.

Banner Ads

The computing/software professionals’ community

645,000+
monthly page views

300,000+
unique visitors monthly

61%
visitors rate the site superior or above average compared with other industry websites

61%
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
80,000+ opt-in subscribers
81% hold advanced degrees

<table>
<thead>
<tr>
<th>Issue Date</th>
<th>Position 1 (above header) Size</th>
<th>Location</th>
<th>Rates (gross)</th>
</tr>
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<td>$3,570</td>
</tr>
<tr>
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<td>$2,520</td>
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<td>22 Feb</td>
<td>300 x 250 or native advertising</td>
<td></td>
<td>$1,980</td>
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<td>09 Mar 12 Jul 05 Jul 10 Jul</td>
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<td></td>
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<tr>
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<tr>
<td>28 Jun</td>
<td>09 Mar 16 Jul 19 Jul 24 Jul</td>
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</table>

Build Your Career
The bimonthly Build Your Career (BYC) 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.

Newsletter Audience
37,000+ opt-in subscribers
81% hold advanced degrees

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<td>$2,520</td>
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<td>300 x 250</td>
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<td>15 Mar 22 Sep 15 Sep 20 Sep</td>
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<td>23 Jun</td>
<td>20 Sep 15 Sep 20 Sep</td>
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</tbody>
</table>

Banner Ads
- 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
- 80 x 80 pixel .jpg, .png, or .gif image
- URL

Email ad files to dsims@computer.org
**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**

**35,000+**
opt-in subscribers

**81%**
hold advanced degrees

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**University Spotlight**
Showcase your university with a dedicated blast to students and young professionals seeking advanced degrees and certifications in:

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

Leads delivered in real time for easy follow up

**Newsletter Audience**

19,000+
targeted subscribers

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**Mechanical Requirements and Rates**

<table>
<thead>
<tr>
<th>Location</th>
<th>Size (pixels)</th>
<th>Rates (gross)</th>
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<td>Position 2 (below header)</td>
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<td>Position 3 (middle)</td>
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<tr>
<td>Position 4 (bottom)</td>
<td>300 x 250 or native advertising</td>
<td>$1,980</td>
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</tbody>
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**SE Alert**
SE 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**

39,000+
targeted subscribers

**81%**
hold advanced degrees

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**SE Alert Deadlines**
All materials due two days before issue date.

<table>
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<th>Month</th>
<th>Days</th>
<th>Month</th>
<th>Days</th>
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<td>July</td>
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<td>Feb</td>
<td>4, 11, 18, 25</td>
<td>Aug</td>
<td>5, 12, 19, 26</td>
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<td>Mar</td>
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<td>Sept</td>
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<td>Apr</td>
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<td>Oct</td>
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<td>May</td>
<td>6, 13, 20, 27</td>
<td>Nov</td>
<td>4, 11, 18, 25</td>
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<td>June</td>
<td>3, 10, 17, 24</td>
<td>Dec</td>
<td>2, 9, 16, 23, 30</td>
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**INSIDER Deadlines**

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<th>Issue</th>
<th>Materials</th>
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<td>09 Feb</td>
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<td>16 Mar</td>
<td>09 Mar</td>
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<td>20 April</td>
<td>13 April</td>
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<td>12 Oct</td>
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<tr>
<td>23 June</td>
<td>16 June</td>
<td>14 Dec</td>
<td>07 Dec</td>
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</tbody>
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**University Spotlight Deadlines**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Materials</th>
<th>Issue</th>
<th>Materials</th>
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</thead>
<tbody>
<tr>
<td>12 Jan</td>
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<tr>
<td>13 April</td>
<td>06 April</td>
<td>09 Nov</td>
<td>02 Nov</td>
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</tbody>
</table>
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 an insightful perspective 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
- 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
- MP4 file recording
- Custom registration transcripts
- Geo-targeting, custom fields

Optional Features

- 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 $35 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 $5,000 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.
Survey Development
Starting at $23,600

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

<table>
<thead>
<tr>
<th>Mechanical Requirements†</th>
<th>Rate</th>
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<tr>
<td>Pre-roll</td>
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<td>10–30 seconds (70 words max)</td>
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<tr>
<td>Mid-roll</td>
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<tr>
<td>30 seconds (70 words max)</td>
<td></td>
</tr>
<tr>
<td>Post-roll</td>
<td>$2,100</td>
</tr>
<tr>
<td>10–60 seconds (140 words max)</td>
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</tr>
<tr>
<td>Entire episode</td>
<td>$8,900</td>
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</table>

*Podcast episode dates are subject to change without notice.
†Materials are due 7 days before the podcast.
Audio spots must be provided as 128 kbps MP3s.

30,000+ average downloads per episode
53% have software engineering as their primary job function
73% listeners involved in purchasing decisions*

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.

CALVIN KOEPKE, FULL-STACK JAVASCRIPT ENGINEER, STUDIOPRESS

*2021 IEEE Computer Society Survey

Listen to episodes at www.se-radio.net
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www.computer.org/advertising

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