



2024 MEDIA KIT

# Recruitment Advertising Solutions



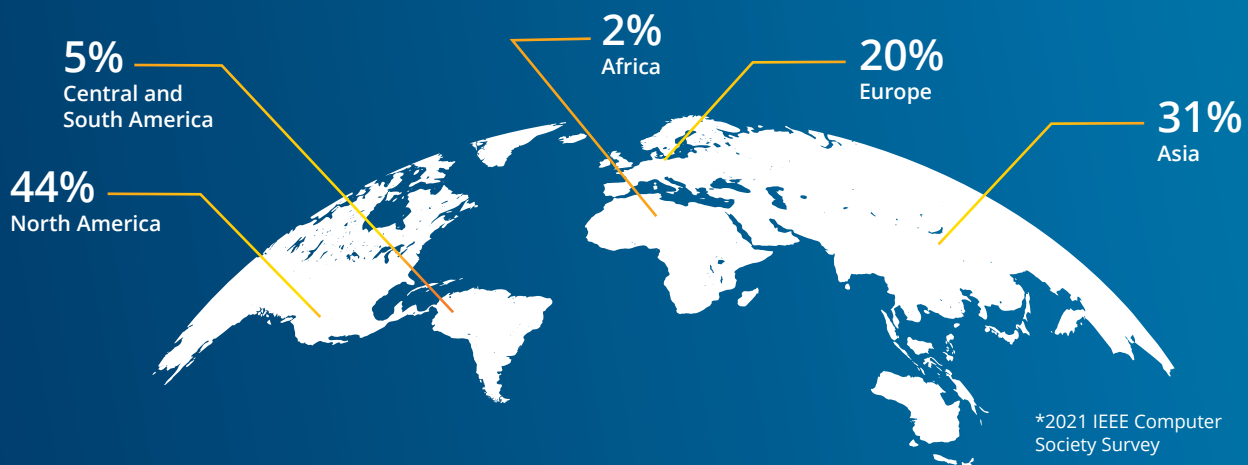
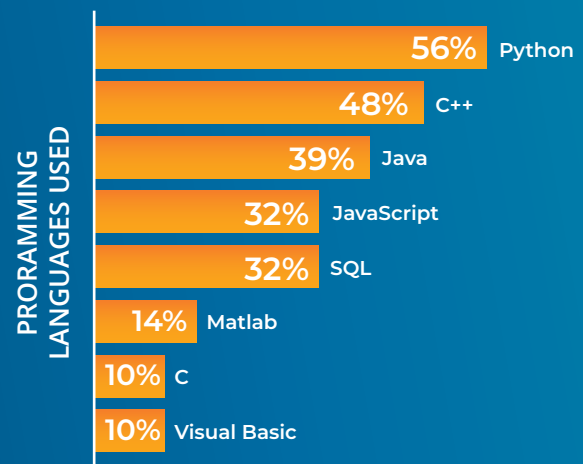
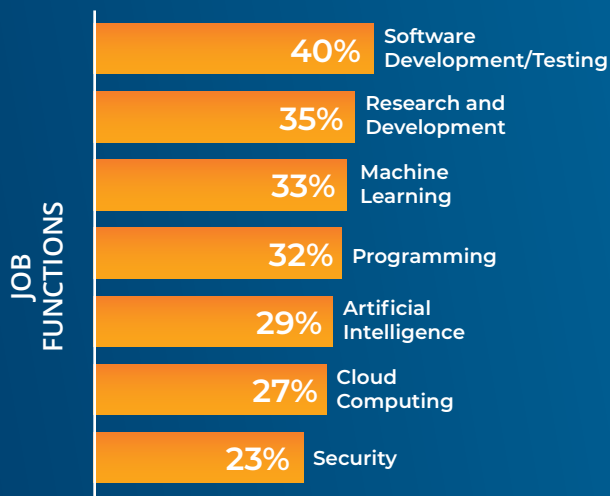
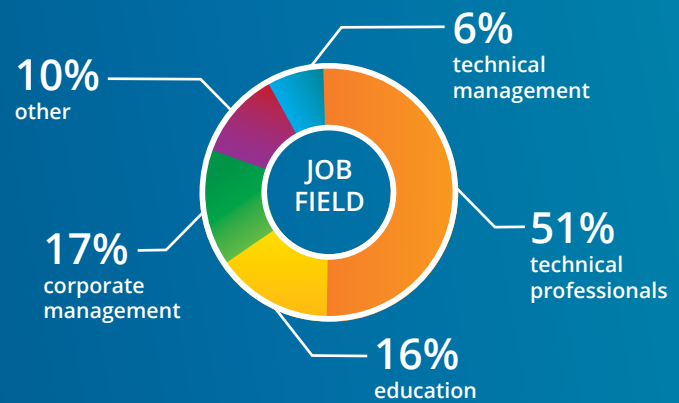
Contact Us!  
[www.computer.org/advertising](http://www.computer.org/advertising)



# Our Tech Community

## Exclusive Computing/ Software Professionals

The IEEE Computer Society is the world's leading computing membership organization and the trusted source for worldwide computing information.\*



\*2021 IEEE Computer Society Survey



# Attract, Engage, and Recruit

Reach qualified talent where they're at—via the Computer Society resources they rely on to stay at the top of their field.

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

**Career Center:** The leading career resource for computing professionals in industry and academia.

**Career Accelerator newsletter:** Delivered biweekly to readers seeking information on the latest trends and opportunities to guide their careers.

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



# Reach the Right People at the Right Time

In today's challenging tech hiring market—with many available jobs and not enough qualified candidates to fill them—the IEEE Computer Society is the best way to reach both active and passive computing job seekers. Target the strongest job candidates in the high-tech market.

Top corporations, academia, and government sectors from all over the world find their best talent by partnering with the IEEE Computer Society. Launch your next talent search with us!

- Microsoft
- Northrop Grumman
- Apple
- Facebook
- L3Harris
- NSA
- Naval Research
- MIT
- U.S. Patent and Trademark
- Stanford University

They are highly educated:

- 42% Master's degrees
- 88% Bachelor's degrees
- 44% Pursuing advanced degrees

They have sought-after skills:

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







# ComputingEdge Magazine

*ComputingEdge* magazine's 122,000+ subscribers are highly sought-after computing professionals, from C-level executives and software engineers, to computer scientists, to deans and department chairs of prestigious universities.

*ComputingEdge* keeps readers informed about the hottest topics and trends that impact their industry and their profession. Topics include:

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

*A unique opportunity to find high-quality candidates who are considered the “best of the best” in technology*

## *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

January	February	March	April
<ul style="list-style-type: none"> <li>Semantic Computing</li> <li>Project Management</li> <li>Artificial Intelligence</li> </ul>	<ul style="list-style-type: none"> <li>Sustainable Computing</li> <li>Date Engineering</li> <li>Internet of Things</li> <li>Careers</li> </ul>	<ul style="list-style-type: none"> <li>Security and Privacy</li> <li>Machine Learning</li> <li>Software</li> <li>Ethics</li> </ul>	<ul style="list-style-type: none"> <li>Computer Vision</li> <li>Artificial Intelligence</li> <li>Edge Computing</li> <li>Data Trust</li> </ul>
May	June	July	August
<ul style="list-style-type: none"> <li>Hardware</li> <li>Bioinformatics</li> <li>Security and Privacy</li> <li>Blockchain</li> </ul>	<ul style="list-style-type: none"> <li>Technology for Sustainability</li> <li>Software Testing</li> <li>Education</li> <li>Metaverse</li> </ul>	<ul style="list-style-type: none"> <li>Data Visualization</li> <li>Smart Cities</li> <li>Mobile Computing</li> <li>Games</li> </ul>	<ul style="list-style-type: none"> <li>Quantum Computing</li> <li>Software Development</li> <li>History</li> <li>Scientific Computing</li> </ul>
September	October	November	December
<ul style="list-style-type: none"> <li>Big Data</li> <li>HPC</li> <li>Autonomous Vehicles</li> <li>Social Media</li> </ul>	<ul style="list-style-type: none"> <li>Cybersecurity</li> <li>Smart Homes</li> <li>Cloud Computing</li> <li>Careers</li> </ul>	<ul style="list-style-type: none"> <li>Computer Vision Applications</li> <li>Automation</li> <li>Cyberphysical Systems</li> <li>Ethics</li> </ul>	<ul style="list-style-type: none"> <li>Machine Learning</li> <li>Quantum Computing</li> <li>Smart Manufacturing</li> <li>History</li> </ul>

# Mechanical Requirements

Size	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
2/3 Page	4.5	9
1/2 Page, Horizontal	6.8	4.5
1/2 Page, Island	4.5	7.375
1/2 Page, Verticle	3.25	9
1/3 Page, Verticle	2.25	9
1/3 Page, Square	4.5	4.5
1/4 Page	3.4	4.5
1/6 Page	2.25	4.5
1/9 Page	2.25	2.25

## ComputingEdge Advertising Rates

Size	1x	3x	6x	9x	12x	18x
Full Page	\$10167	\$9777	\$9577	\$9367	\$9167	\$8959
2/3 Page	\$8407	\$8187	\$7997	\$7787	\$7537	\$7327
1/2 Island	\$7109	\$7327	\$7129	\$6927	\$6777	\$6149
1/2 Page	\$7059	\$6877	\$6719	\$6517	\$6199	\$6049
1/3 Page	\$5799	\$5747	\$5497	\$5297	\$5147	\$4887
1/4 Page	\$4529	\$4429	\$4327	\$4279	\$2087	\$3867
1/6 Page	\$3347	\$3257	\$3157	\$3059	\$2937	\$2847
1/9 Page	\$2387	\$2297	\$2177	\$2127	\$2087	\$1987
Covers 2 & 3	\$11697	\$11239	\$11007	\$10749	\$10539	\$10639
Cover 4	\$12199	\$11737	\$11587	\$11237	\$10989	\$10989
Full Page	\$10989	\$9777	\$9577	\$9367	\$9169	\$8959
2pg Spread	\$18289	\$17589	\$17239	\$16857	\$16507	\$16129

Classified Line Advertising: \$500 net per column inch; \$1000 minimum for 2 inches

\*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.

## 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



# Career Center

*The Essential Jobs Board for Computing Professionals in Industry and Academia*

Post on the IEEE Computer Society Career Center to reach nearly 50,000 computing professionals with expertise in:

- Software engineering
- Research & development
- Cloud computing
- IT
- AI/Machine learning
- Security
- Programming
- Education

Audience:

- 86% Bachelor's degree
- 33% Doctorate degree
- 35% Master's degree

Organizations who have discovered the IEEE Computer Society Career Center:

- Microsoft
- Oracle
- Google
- Purdue University
- Air Force Academy
- Amazon
- MIT
- Intel
- NSA
- Apple
- China Telecom
- Stanford University
- Carnegie Mellon University
- L3Harris
- EPFL
- U.S. Patent and Trademark

**13 of the top 20 Computer Science Graduate Programs recruit with the IEEE Computer Society.**

## Job Posting Rates

Job Posting Package	Rate
<b>30 Days</b>	\$650
<b>60 Days</b>	\$1100
<b>90 Days</b>	\$1485
<b>3 Pack</b>	\$1428
<b>6 Pack</b>	\$2958
<b>Featured</b>	add \$400
<b>Spotlight</b>	add \$220
<b>Build Your Career Newsletter</b>	add \$500
<b>Extend</b>	add \$330
<b>Social Media</b>	add \$550



I used the IEEE Computer Society Career Center several times and have always found it very straightforward. We received quality applications and made an offer to a candidate. Your representatives were also very user-friendly.

SHEILA SHULL, CALTECH



View the Career Center  
**[careers.computer.org](https://careers.computer.org)**

# Career Accelerator Newsletter

*Trusted Source on Professional Career Development and Continuing Education for Technical Professionals*

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.

## Newsletter Audience

**36,000+**  
opt-in subscribers

## Deadlines

Issue	Materials	Ad Close	Issue	Materials	Ad Close
04 January	28 December	02 January	04 July	27 June	02 July
18 January	11 January	16 January	18 July	11 July	16 July
01 February	25 January	30 January	01 August	25 July	30 July
15 February	08 February	13 February	15 August	08 August	13 August
07 March	29 February	05 March	05 September	29 August	03 September
21 March	14 March	19 March	19 September	12 September	17 September
04 April	28 March	02 April	03 October	26 September	01 October
18 April	11 April	16 April	17 October	10 October	15 October
02 May	25 April	30 April	07 November	31 October	05 November
16 May	09 May	14 May	21 November	14 November	19 November
06 June	30 May	04 June	05 December	28 November	03 December
20 June	13 June	18 June	19 December	12 December	December 17

## Mechanical Requirements + Rates

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



# Banner Ads

*The Meeting Place for Technology Leaders*

Computer.org delivers the most credible and innovative technological content in the high-tech industry. Our visionary editorial and subject matter experts are dedicated to uncovering, investigating, and developing technology.

- The average visitor spends over 40 minutes on the site.
- Attract active and passive candidates with the most trusted and exciting technology content in the industry.

## Advertising Opportunities

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

## Rates

Size (pixels)	100K Impressions	200K Impressions	300K Impressions
300 x 600	\$79	\$67	\$57
728 x 90	\$79	\$67	\$57
160 x 600	\$67	\$57	\$47
200 x 250	\$67	\$57	\$47

**645,000+**  
monthly page views

**300,000+**  
unique visitors monthly

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

\*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





#### **CAREER CENTER**

##### **West Coast, Asia**

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##### **Advertising Coordinator**

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##### **Amir Draquez**

##### **Production Coordinator**

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