Software Engineering Radio Podcast

Rated the #1 podcast for software developers on Sprintly's “Developer Podcasts”
About SE Radio Podcast

SE Radio has established itself as a trusted resource for software developers, cultivating its dedicated audience by featuring a broad range of experts who discuss best practices and lessons learned for applications in the real world.

* Percentages taken from 2021 IEEE Computer Society Survey

- 73% listeners involved in purchasing decisions*
- 25,000+ average downloads per episode
- 53% have software engineering as their primary job function*
- 2M + Downloads per year

* Percentages taken from 2021 IEEE Computer Society Survey
Job Title

- Software Engineer: 56.0%
- Architect: 10.7%
- Project Manager: 5.0%
- System Admin/DBA: 0.1%
- Manager/Director: 10.7%
- Executive Officer: 4.4%
- Other: 13.2%
Programming Languages Used

- Python - 56%
- C++ - 48%
- Java - 39%
- JavaScript - 32%
- SQL - 32%
- Metlab - 14%
- C - 10%
- Visual Basic - 10%
Previous episodes include:

- Robert Seacord on Avoiding Defects in C Programming
- Alexander Pugh on Robotic Process Automation
- Ipek Ozkaya on Managing Technical Debt
- Chase Kocher on The Recruiting LifeCycle
- Casey Aylward on Venture Capital for Software Investing
- Uma Chingunde on Building a Platform as a Service
- Kevlin Henney and Trisha Gee on 97 Things Every Java Programmer Should Know
- Randy Shoup on Implementing Continuous Delivery at eBay
- Brian Okken on Testing in Python with pytest
- Kim Carter on Dynamic Application Security Testing

<table>
<thead>
<tr>
<th>Month</th>
<th>Days</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>2, 9, 16, 23, 30</td>
</tr>
<tr>
<td>February</td>
<td>7, 14, 21, 28</td>
</tr>
<tr>
<td>March</td>
<td>7, 14, 21, 28</td>
</tr>
<tr>
<td>April</td>
<td>4, 11, 18, 25</td>
</tr>
<tr>
<td>May</td>
<td>2, 9, 16, 23, 30</td>
</tr>
<tr>
<td>June</td>
<td>6, 13, 20, 27</td>
</tr>
<tr>
<td>July</td>
<td>4, 11, 18, 25</td>
</tr>
<tr>
<td>August</td>
<td>1, 8, 15, 22, 29</td>
</tr>
<tr>
<td>September</td>
<td>5, 12, 19, 26</td>
</tr>
<tr>
<td>October</td>
<td>3, 10, 17, 24, 31</td>
</tr>
<tr>
<td>November</td>
<td>7, 14, 21, 28</td>
</tr>
<tr>
<td>December</td>
<td>5, 12, 19, 26</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Position</th>
<th>Time</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-roll</td>
<td>10–30 seconds (70 words max)</td>
<td>$3,804</td>
</tr>
<tr>
<td>Mid-roll</td>
<td>30 seconds (70 words max)</td>
<td>$3,260</td>
</tr>
<tr>
<td>Post-roll</td>
<td>10–60 seconds (140 words max)</td>
<td>$2,174</td>
</tr>
<tr>
<td>Entire episode</td>
<td></td>
<td>$9,212</td>
</tr>
</tbody>
</table>

*Podcast episode dates are subject to change without notice.
†Materials due 7 days before the podcast. Audio spots must be provided as 128 kbps MP3s. SE Radio can create custom ads starting at $250.
Email Alert
Advertisement Details

Advertising Opportunities
- Email sent to 20,000 + subscribers.
- Limited space in each issue delivers top visibility.
- Provides key advertising placements that won't be missed by readers.
- Positions at the header and within content give credibility and immediate recognition.

Submission Requirements
- Banner Ads
  - Materials due two (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>$4,238</td>
</tr>
<tr>
<td>Position 2 (below header)</td>
<td>468 x 60</td>
<td>$3,695</td>
</tr>
<tr>
<td>Position 3 (bottom)</td>
<td>300 x 250 or native advertising*</td>
<td>$2,608</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Month</th>
<th>Days</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>6, 13, 20, 27</td>
</tr>
<tr>
<td>February</td>
<td>3, 10, 17, 24</td>
</tr>
<tr>
<td>March</td>
<td>3, 10, 17, 24, 31</td>
</tr>
<tr>
<td>April</td>
<td>7, 14, 21, 28</td>
</tr>
<tr>
<td>May</td>
<td>5, 12, 19, 26</td>
</tr>
<tr>
<td>June</td>
<td>2, 9, 16, 23, 30</td>
</tr>
<tr>
<td>July</td>
<td>7, 14, 21, 28</td>
</tr>
<tr>
<td>August</td>
<td>4, 11, 18, 25</td>
</tr>
<tr>
<td>September</td>
<td>1, 8, 15, 22, 29</td>
</tr>
<tr>
<td>October</td>
<td>6, 13, 20, 27</td>
</tr>
<tr>
<td>November</td>
<td>3, 10, 17, 24</td>
</tr>
<tr>
<td>December</td>
<td>1, 8, 15, 22, 29</td>
</tr>
</tbody>
</table>

* All rates are listed at gross and in US dollars.
Hot Topics in Software Engineering
Include:

- Software Development
- Testing
- Application and Network Security
- Machine Learning
- Blockchain
- Cloud Computing

Visit [www.se-radio.net](http://www.se-radio.net) to view our podcasts.
Contact Us
www.computer.org/advertising

Advertising Sales
Mid Atlantic / Northeast, EMEA — Dawn Scoda
dscoda@computer.org
Phone: +1 732-772-0160

Southwest, California — Mike Hughes
mikehughes@computer.org
Cell: +1 805-208-5882

Central, Northwest, Far East, Southeast — Eric Kincaid
e.kincaid@computer.org
Cell: +1 214-673-3742
Fax: +1 888-886-8599

Midwest — Dave Jones
djones@computer.org
Phone: +1 708-442-5633
Cell: +1 708-624-9901

Production Staff
Debbie Sims
Advertising Coordinator
dsims@computer.org
Phone: +1 714-816-2138
Fax: +1 714-821-4010