

HOME PAGE SPONSORSHIP

Your advertising can be the first to reach *IEEE Spectrum* Online's unique audience. These industry professionals have an active interest in emerging technology and purchase high-end products and services both at work and at home. *IEEE Spectrum* Online's Home Page sponsorships are exclusive ads that enable your advertising to have immediate, point-of-entry impact.

Capitalize on *IEEE Spectrum* Online's exclusive charter rates. Charter banner advertisers will be guaranteed 1 million impressions or six months, whichever comes first.

The screenshot shows the IEEE Spectrum Online homepage with several advertising opportunities highlighted by callouts:

- Leaderboard:** A horizontal banner at the top of the page.
- Vertical Ads:** A vertical banner on the left side of the page.
- Full Banner:** A large horizontal banner at the bottom of the page.
- Sponsored Polls:** A poll titled "YOUR OPINION" located in the middle-right section.
- Buttons:** Small square buttons located in the bottom right corner.

BANNER OPPORTUNITIES

Ad Type	Rate Card CPM	Charter Rate CPM
Leaderboard	\$95	\$55
Full Banner (468x60)	\$75	\$45
Vertical Banner (120x240)	\$60	\$35
Skyscraper (120x600)	\$85	\$50
Buttons (120x60)	\$45	\$25
Buttons (120x90)	\$65	\$40
*Medium Rectangle (300x250)	\$95	\$55

Note: All are standard IAB units.

*Featured Articles, Article Index and News Analysis sections only.

BEYOND THE BANNER OPPORTUNITIES

There are a number of ways to tap into the benefits of a position on *IEEE Spectrum* Online's Home Page. Extend your reach and further qualify visitors with *IEEE Spectrum* Online's Home Page weekly poll, Featured Article Radio Segments, Article Tools Bar and Web Casts.

BEYOND THE BANNER OPPORTUNITIES

Ad Type	Rate Card CPM	Charter Rate CPM
Home Page Weekly Poll	\$75	\$45
Featured Article Radio Segments (When available)	\$95	\$55
Article Tools Bar (When available)	\$30	\$15
Webcasts (Video supplied by advertisers)	Flat Rate: \$10,000	Flat Rate: \$5,000

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