

# **IEEE Spectrum Online Special Promotions**

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## **IEEE SPECTRUM ONLINE RADIO**

*IEEE Spectrum* Online Radio is an hour-long audio broadcast featuring 15-minute segments of interviews and in-depth insights based on current *IEEE Spectrum* magazine featured articles. Users can listen to an audio online stream directly from the Web site or download to an MP3.

- Radio segments will also appear as downloads from feature articles
  - 12 shows per year
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## **CHARTER SPONSORSHIP RATES**

60-sec. spot at opening and closing of the show  
Platinum Sponsorship: 6 months \$27,000

There are also 4-Segment sponsorships available (brought to you by...) Platinum Sponsorship: 6 months \$5,400.

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*IEEE Spectrum* encourages all marketers to discuss with us special cooperative promotions programs that would be of interest to our online community. Special promotional opportunities might include Event Promotions, Webinars and webcasts, e mail campaigns and new product introductions.

*IEEE Spectrum* Online reaches over 355,000 print readers and over 700,000 unique monthly visitors to [ieee.org](http://ieee.org), all are anxious to explore future technology, trends and new products and services.

To discuss a special promotion contact: [m.delaney@ieee.org](mailto:m.delaney@ieee.org).