



Emails that inspire action.

Share promotions, offers, brand and product messaging with a targeted audience of engineering, manufacturing, industrial, technical and scientific professionals. Custom email products from Engineering360 allow you to reach the right permission-based audience... right in their inboxes.

Mailing Lists—Our targeted direct mailing lists will contain your most valuable prospects. Further segment your list geographically by targeting specific counties, states, groups of states and even a radius around a group of states.

List Rental—Build awareness and drive demand among a specific audience. This program allows you to share your email message to a targeted audience from the Engineering360 Direct list.

Co-branded Emails—Get all of the benefits of a list rental product, plus introduce your message to a targeted audience of professionals on behalf of the Engineering360 brand. Emails are delivered in a co-branded template, from an Engineering360 email address.

Co-branded E-Newsletters—Promote relevant and valuable content to a targeted audience and generate awareness and credibility for your brand. Co-branded e-newsletters include your advertisements within an editorial-rich e-newsletter—you identify the editorial focus and Engineering360 aggregates and delivers the content.

FEATURES	DIRECT MAIL	LIST RENTAL	CO-BRANDED EMAIL	CO-BRANDED E-NEWSLETTERS
Customize mail list	X	X	X	X
Reporting		X	X	X
Co-branded template			X	X
Engineering360-branded "from" address			X	X
Full contact info for those who clicked			X	X
Editorial				X

Custom email products are only available to current IEEE Engineering360 clients as part of an integrated marketing campaign. Contact your account executive for details.