



Achieve Greater Reach While Staying Targeted

Put your company in front of highly targeted traffic with the IEEE Engineering360 Media Solutions Ad Network.

Interested in building brand awareness and exposure among your target audience? Look no further than the IEEE Engineering360 Media Solutions Ad Network.

About the Program

As the leading online banner advertising network for reaching manufacturing, industrial, technical, engineering and scientific professionals, only the IEEE Engineering360 Media Solutions Ad Network gives you the opportunity to deliver your message to a broad, yet specialized, audience across many sites.

By participating in our network, your banner ads can appear on more than 100 relevant sites, which can generate millions of targeted impressions a month. This ensures your message achieves the greatest reach while still staying focused.

What Does This Mean for You?

The IEEE Engineering360 Media Solutions Ad Network provides a combination of qualified traffic, branding and exposure, expert tracking technology and dedicated customer service, at attractive CPM rates. You'll also save time and resources by efficiently reaching this select audience across many sites, with a single buy.

Advantages of Participating

- Comprehensive campaign management, optimization and reporting
- Millions of targeted impressions on multiple sites available for just one buy
- Increase brand awareness; reach new markets; launch new products
- Flexible ad formats and sizes, including rich media and video
- Opportunities available for geo-targeting and native language translation

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Reach Your Target Market

Run your campaign across our entire highly-targeted network, or select from one of the industry-specific channels we have available:

- Aerospace & Defense
- Alternative & Renewable Energy & Environmental Technology
- Automotive & Transportation
- Building & Construction
- Electrical & Electronic Components
- Material Handling & Packaging
- Materials & Chemicals
- Motion Control & Process Automation
- Oil & Gas Technology

Rate Card		CPM (Cost Per Thousand) RATES					
		100,000 to 300,000 Impressions		300,001 to 500,000 Impressions		500,000+ Impressions	
Ad Type	Ad Dimensions	Run of Network	Run of Channel	Run of Network	Run of Channel	Run of Network	Run of Channel
Impression Driver	300 x 250	\$20	\$28	\$18	\$26	\$16	\$24
Package	728 x 90						
(Include all sizes)	160 x 600	Add \$4 CPM to any rate above if geo-targeting is required					

- Run of Network means the ad can appear anywhere on the IEEE Engineering360 Media Solutions Ad Network, including all channels, Engineering360.com and CR4 community areas for one low rate
- Run of Channel means you will be selecting from the list of available targets (channels) within the IEEE Engineering360 Media Solutions Ad Network
- Geography: There is a \$4 CPM upcharge for custom geo-targeting besides “worldwide”
- Language Translation services are available. Please request a custom quote
- All CPM rates are NET of any ad agency discounts
- Please allow two weeks for IEEE Engineering360 Media Solutions to approve and process orders prior to the start date of the campaign