

# IEEE Canada Publicity and Advertising Handbook 2015

## **Part 1 - General**

### IEEE Canada Advertising Media

IEEE Canada offers the following carriers/media to potential advertisers: IEEE Canadian Review (printed version), IEEE Canada e-Newsletter (advertisements embedded in the electronic newsletter), IEEE Canada website (includes IEEE Canada main page, IEEE Canadian Review home page, and e-Newsletter home page). It also offers advertising on-site (display banners and posters) at IEEE Canada conferences.

Detailed advertising policy and rates for each medium are presented in Part 2 of this document.

### IEEE Canada Educational and Technical Programs

All the above IEEE Canada media may provide free listing or advertising to promote educational and technical programs or events that are officially organized by IEEE Canada.

### Advertisement

- IEEE Canada provides paid advertising space for goods and services relevant to its members; including advertisement of educational and technical programs, events and conferences run by a third party.
- IEEE Canada will not provide any free advertising or listing for any third party events, goods or services.
- IEEE Canada reserves the right to refuse an advertisement whose content is deemed unsuitable for IEEE Canada members or the general public.
- Each of the IEEE Canada media has its specific advertising requirements and rates.
- All advertisements must be reviewed and approved by the Publicity and Advertising Chair and the Editor/Chair of the respective medium/carrier.

Detailed advertising policy and rates for each medium are presented in Part 2 of this document.

### IEEE Canada Logo

IEEE Canada Logo can only be used in events for which IEEE Canada is an official partner, sponsor, supporter or organizer, in part or in full. No third party is allowed to use IEEE Canada Logo without express authorization in writing by the IEEE Canada Executive.

### IEEE Canada Membership List

IEEE Canada will under no circumstance provide its membership list to any third party.

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## Document Review and Update

This document should be reviewed annually at the end of the year by the IEEE Canada Publicity and Advertising Chair. Any proposed change must be made and submitted to the Publication and Communications Group chair by the end of the year.

## **Part 2 - Media Specific Guidelines and Rates**

### IEEE Canadian Review (print version)

- o Publication Mandate  
To provide information about the Canadian electrical, electronics, communications and computer engineering and their associated academic and business communities to IEEE Canada members and the general public.
- o Advertising Guidelines  
The guidelines exist and are already in practice for a number of years. Detailed guidelines and rates are given in Appendix A.

### IEEE Canada e-Newsletter (electronic version)

- o Publication Mandate  
To provide the latest news regarding IEEE Canada activities, Canadian industry trends, etc. to the IEEE Canada members.
- o Advertising Guidelines  
Embedded advertising in the newsletter is a service introduced recently. The guidelines are similar to those of the IEEE Canada Review. Detailed guidelines and rates are given in Appendix B.

### IEEE Canada websites

- o Publication Mandate  
To provide information about IEEE Canada services, organizations, news and activities to IEEE Canada members and the general public.
- o Advertising Guidelines  
Web advertising is a relatively new service. The guidelines are similar to those of the IEEE Canada Review. Detailed guidelines and rates are given in Appendix C.
- o Third Party Advertising Service  
IEEE Canada may involve a trusted third party advertising agency to place advertisement on designated areas of IEEE Canada Web. Specific

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terms and conditions are found in Appendix D. They are subject to annual review and change.

### IEEE Canada Conferences (on-site display banners and posters)

- o Mandate  
IEEE Canada conferences provide forum for showcasing the technological achievements in the relevant engineering fields in Canada, and provide a forum for academic exchange among Canadian researchers in the above fields.
- o Advertising Guidelines  
Advertiser must be a sponsor of the conference. Advertisement must follow IEEE Canada by-laws and operational guidelines. The specific guidelines and requirements are set by respective conference organizers.

### Canadian Journal of Electrical and Computer Engineering (CJECE)

- o Mandate  
The IEEE Canadian Journal of Electrical and Computer Engineering (CJECE) provides an opportunity for the peer-reviewed publication of research results of its members in Canada and abroad. CJECE is of particular interest to anyone involved in research and development activities in the field of electrical and computer engineering.
- o Advertising Guidelines  
*CJECE* is an academic journal and does not carry advertisement.

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## Content of Appendices

APPENDIX A - Advertising with the IEEE Canadian Review General Information

APPENDIX B - Advertising with the IEEE Canada Electronic Newsletter General Information

APPENDIX C - Advertising with the IEEE Canada Web General Information

APPENDIX D - Additional Guidelines for Advertising in the IEEE Canada Web Media

APPENDIX E - Advertising with IEEE Canadian Review General Information and 2015 Rate for US Based Clients

APPENDIX F - Advertising with the IEEE Canada Newsletter General Information for US Based Clients

APPENDIX G - Advertising with IEEE Canada Web Media General Information for US Based Clients

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## APPENDIX A

### Advertising with the IEEE Canadian Review General Information

IEEE Canada, the Canadian arm of IEEE (Institute of Electrical and Electronic Engineers) publishes a magazine, the IEEE Canadian Review (referred to as “The Review” below) 3 times annually. The Review reaches IEEE Canada membership (over 17,000, in 2014), as well as many other professional, academic, governmental and business communities in Canada and abroad (such as libraries, student associations at Canadian universities, and international learned societies). It is also available in electronic form to the general public through the Internet.

Featuring the latest trends in technology and engineering science, the Review also engages readers through articles and regular columns on technological advances, industry news as well as education challenges of national and international interests. Items in the publication may appear in either of the two official languages (English or French). Advertising with the Review gives the advertiser exposure to a large and diversified audience of technology-oriented professionals. Ads appear in both the printed (4-colour) and on-line editions, the latter posted at [www.ieee.ca/canrev/index.html](http://www.ieee.ca/canrev/index.html).

#### Advertising Rates before tax (in Canadian dollars, or \$CAD)

- 1/8 page: (3 5/8" x 2.5") in 4-colors  
1 time \$600, 3 times \$500 / advertisement
- 1/4 page: horizontal (7 1/2" x 2.5") or vertical (1 13/16" x 10") in 4-colors  
1 time \$800, 3 times \$700 / advertisement
- 1/2 page: horizontal (7 1/2" x 5") or vertical (3 5/8" x 10") in 4-colors  
1 time \$1,500, 3 times \$1,350 / advertisement,
- Full page (8.5" x 11") in 4-colors (8.75" x 11.25" to allow for bleed).  
1 time \$2,400, 3 times \$2100 / advertisement
- Inside the back cover page (8.5" x 11") in 4-colors (8.625" x 11.25" to allow for bleed)  
1 time \$2,800, 3 times \$2,450 / advertisement
- Back cover page (8.5" x 11") in 4-colors (8.625" x 11.25" to allow for bleed)  
1 time \$3,500, 3 times \$3,000 / advertisement

#### Advertisement Submission Deadlines

The *Review* is published three times per year; deadlines for 2015 are shown below.

Issue	Distribution	Reservation Deadline	*Artwork Deadline
74	Apr. 15, 2015	Mar 1, 2015	Mar 15, 2015
75	Sep. 15, 2015	Aug 01, 2015	Aug.15, 2015
76	Nov. 15, 2015	Oct. 01, 2015	Oct. 15, 2015

\*Unless special arrangements made with Production Manager

#### Notes:

- Advertisements are sold on a “first come first served basis”, space permitting.
- The Editorial board reserves the right to refuse advertisements deemed unsuitable to the IEEE members or the general public.
- All IEEE entities / organizational units are eligible for a 25% discount on the above rates.
- Rates are subject to an annual review and adjustment.

#### For further information, contact:

IEEE Canada Publicity and Advertising Chair  
Email: [advertising@ieee.ca](mailto:advertising@ieee.ca)

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## APPENDIX B

### **Advertising in the IEEE Canada Electronic Newsletter General Information**

IEEE Canada, the Canadian arm of IEEE (Institute of Electrical and Electronic Engineers) publishes an Electronic Newsletter, e-Newsletter, on a monthly basis. They are e-mailed to the IEEE Canada membership (over 17,000 members, 2014). The e-Newsletter is also available to the general public through the IEEE Canada news web page.

The e-Newsletter provides the latest news regarding (IEEE and) IEEE Canada activities, industry trends, member services and benefits, etc. to the IEEE Canada members. The news articles may appear in any of the two Canadian official languages (English or French).

Advertising with the e-Newsletter gives the advertiser exposure to a large and diversified audience of technology-oriented professionals. The ads may be placed with text only messages under the section – Infomercial.

#### **Advertising Rates before tax (Canadian Currency)**

1 to 150-word text	\$400 per mail (monthly); \$800 per quarter (3-mails); \$1600 per year (10 - 12 e-mailings annually)
151 to 300-word text	\$600 per mail (monthly); \$1200 per quarter (3-mails); \$2400 per year (10 - 12 mails)

#### **Advertisement Submission Deadlines**

20<sup>th</sup> of each month.

#### **Notes:**

- Advertisements are sold on a first come first served basis, space permitting. The maximum advertising term is 12 months; resubmission after a full 12-month term will be accepted for consideration after 3 month cooling period.
- The e-Newsletter Editor reserves the right to refuse advertisements deemed unsuitable to IEEE Canada members or the general public.
- All IEEE organizational units/entities are eligible for a 25% discount on the above rates
- Rates are subject to annual review and adjustment.

#### **For further information, contact:**

IEEE Canada Publicity and Advertising Chair  
Email: [advertising@ieee.ca](mailto:advertising@ieee.ca)

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## APPENDIX C

### **Advertising on the IEEE Canada Web General Information**

The Institute of Electrical and Electronic Engineers Canada (IEEE Canada) uses its website as one of the main means for communication with its membership (over 17,000 members, 2014). The IEEE Canada website provides information, news and activities about IEEE Canada and its subsidiary entities or organizational units. IEEE Canada welcomes web advertising opportunities and collaborates with advertisers to create relevant information for its members and the general public.

All prospective advertisers must comply with the following:

An advertiser must be a business registered in the USA or Canada.

An advertiser must be able to demonstrate how the intended advertising content would benefit the IEEE Canada members.

An advertiser must provide the following information:

1. State or province where business is registered in and business registration number.
2. The owner of the agency. If privately owned, to provide names, addresses and phone numbers of the principal owners.
3. Statement of the categories to be advertised, e.g. travel, commercial, retail, industrial, job openings, training and educational, medical, etc.
4. Minimum of 3 references of existing clients with their contact information.

IEEE Canada accepts only static image / graphics with or without a link to the advertiser's web page. Other formats are not considered at this time. There are five boxes on the right side panel of every page on the IEEE Canada website. They are reserved to carry advertisement directly placed with IEEE Canada. Top and bottom banner spaces are reserved for advertisement placed through the designated third party advertising agency. There will be no top banner on the home page.

Rate per box before tax: \$400/month; \$800/quarter; \$1600/year

The maximum advertising term is one year; renewal submission is accepted for consideration after a 3-month cooling period.

#### **Notes:**

- Advertisements are sold on a first come first served basis, space permitting.
- The Editorial board reserves the right to refuse advertisements deemed unsuitable to the IEEE Canada members or the general public.
- All IEEE organizational units/ entities are eligible for a 25% discount on the above rates.
- All rates are in Canadian dollars (\$ CAD).
- Rates are subject to annual review and adjustment.

#### **For further information, contact:**

IEEE Canada Publicity and Advertising Chair

Email: [advertising@ieee.ca](mailto:advertising@ieee.ca)

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## APPENDIX D

### Additional Guidelines for Advertising on the IEEE Canada Web

IEEE Canada has entered (into) an agreement with Multiview Inc, an (third-party) advertising agency, in order to bring/increase advertisement for/to/on the IEEE Canada website. This agreement is renewable annually for the duration of three years (Jan. 1, 2014 to Dec. 31, 2016). The existing IEEE Canada guidelines and policies for web advertising remain valid. The advertisement agency, Multiview, or any such third-party agency, should IEEE Canada choose to enter agreement with in the future, will be required to operate within the IEEE Canada guidelines and policies.

IEEE Canada will retain all of its existing advertisers and will continue accepting advertisement directly, based on the availability of its advertising space.

On the newly redesigned IEEE Canada website, there will be 5 boxes on the right-hand side of a web page reserved for advertising. There will be a top banner space for advertisement on every web page except the Home web page. There will also be a bottom banner space for advertisement on every page including the Home web page. Three of the five right-hand side boxes will be reserved for IEEE Canada special announcements or advertisements placed directly with IEEE Canada. The remaining two right side boxes and the top and bottom banners will be allocated for the third-party advertising agencies to place their advertisements. ■

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## APPENDIX E

### Advertising with *IEEE Canadian Review* General Information and 2015 Rate for US Based Clients

The *IEEE Canadian Review* is a high quality general interest magazine distributed to the 17,000 Canadian members of the Institute of Electrical and Electronic Engineers. Featuring the latest trends in Power, Communications, Computers, and Electronics, it also engages readers through articles and regular columns on National and International Affairs, Industry and Education. Items in the publication (also known as the *Review*) may appear in either official language.

The *Review* is published 3 times per year, with a distribution reaching the academic, governmental and business communities. It is also distributed to libraries, student associations at Canadian universities and international learned societies. Advertising with the *Review* gives the advertiser exposure to a large and diversified audience of technology-oriented professionals. Ads appear in both the printed (4-colour) and on-line editions, the latter posted at [www.ieee.ca/canrev/index.html](http://www.ieee.ca/canrev/index.html).

#### Advertising Rates (2015 rate for US based clients)

- Magazine 1/8 page: (3 5/8" x 2.5") in 4-colors  
1 time US\$600, 3 times US\$500 / advert
- Magazine 1/4 page: horizontal (7 1/2" x 2.5") or vertical (1 13/16" x 10") in 4-colors  
1 time US\$800, 3 times US\$700 / advert
- Magazine 1/2 page: horizontal (7 1/2" x 5") or vertical (3 5/8" x 10") in 4-colors  
1 time US\$1,500, 3 times US\$1,350 / advert
- Magazine page (8.5" x 11") in 4-colours (8.75" x 11.25" to allow for bleed).  
1 time US\$2,400, 3 times US\$2100 / advert
- Inside the back cover page (8.5" x 11") in 4-colours (8.625" x 11.25" to allow for bleed)  
1 time US\$2,800, 3 times US\$2,450 / advert
- Back cover or inside front cover page (8.5" x 11") in 4-colours (8.625" x 11.25" to allow for bleed)  
1 time US\$3,500, 3 times US\$3,000 / advert

#### File Formats:

Acceptable file formats include high resolution PDF; Encapsulated Postscript (.eps); or Adobe InDesign CS4 or lower on the Macintosh platform.

#### Publication Deadlines:

The *Review* is published three times per year; deadlines for 2015 are shown below.

Issue	Distribution	Reservation Deadline	*Artwork Deadline
74	Apr. 15, 2015	Mar 1, 2015	Mar 15, 2015
75	Sep. 15, 2015	Aug 01, 2015	Aug.15, 2015
76	Nov. 15, 2015	Oct. 01, 2015	Oct. 15, 2015

\*Unless special arrangements made with Production Manager

#### Notes:

1. Advertisements are first come, first serve basis, space permitting.
2. The Editor reserves the right to refuse unacceptable advertisements.
3. IEEE entities are eligible for a 25% discount on the above published rates.

#### For further information, contact:

Advertising Manager, *IEEE Canadian Review*

Email: [advertising@ieee.ca](mailto:advertising@ieee.ca)

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## APPENDIX F

### **Advertising in the IEEE Canada Newsletter General Information for US Based Clients**

The Institute of Electrical and Electronic Engineers Canada (IEEE Canada) e-Newsletter, published every month, is sent via email to its 17,000 members. Through the IEEE Canada news website, it is also available to the general public and internet audience.

The newsletter provides the latest news regarding IEEE Canada activities, Canadian industry trends, and member service and benefit information, etc. to the IEEE Canada members. The articles may appear in either official language.

Advertising with the e-Newsletter gives the advertiser exposure to a large and diversified audience of technology-oriented professionals. The ads may be placed with text only messages under the section – Infomercial.

#### **Advertising Rates before tax (US Currency)**

1 to 150-word text only

US\$400 per mail (monthly); US\$800 per quarter (3-mails); US\$1600 per year (10 - 12 mails)

151 to 300-word text only

US\$600 per mail (monthly); US\$1200 per quarter (3-mails); US\$2400 per year (10 - 12 mails)

#### **Advertisement Submission Deadlines**

20<sup>th</sup> of each month

#### **Notes:**

4. Advertisements are sold on a first come first served basis, space permitting
5. The Editor reserves the right to refuse advertisements unsuitable to its members or the general public
6. IEEE entities are eligible for a 25% discount on the above rates
7. Maximum term is 12 months; renew submission accepted after 3 month cooling period
8. Rates are subject to annual review and adjustment

#### **For further information, contact:**

Advertising Manager, *IEEE Canadian Review*

Email: [advertising@ieee.ca](mailto:advertising@ieee.ca)

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## APPENDIX G

### **Advertising on the IEEE Canada Web General Information for US Based Clients**

The Institute of Electrical and Electronic Engineers Canada (IEEE Canada) uses its website as one of the major media to communicate with its 17,000 members by providing information about IEEE Canada services, organizations, news and activities. IEEE Canada welcomes web advertising opportunities and would like to collaborate with the advertisers to create proper commercial information for its members and the general public.

All prospective advertisers must comply with the following:

- Must be a business registered in the USA or Canada
- Must be able to identify how the intended advertising content may benefit IEEE Canada members
- Must provide the following:
  1. State or province where business is registered in and business registration number
  2. The owner of the agency. If privately owned, provide names, addresses and phone numbers of the principal owners
  3. Statement of the categories to be advertised, e.g. travel, commercial, retail, industrial, job openings, training and educational, medical, etc
  4. Minimum 3 references of existing clients with their contact information

IEEE Canada accepts only static image / graphics with or without a link to the advertiser's web page. Other formats are not considered at this time. There are three boxes on the right side of the page on the IEEE Canada website that are reserved to carry advertisement directly placed with IEEE Canada. All other spaces are reserved for advertisement placed through the designated third party advertising agency.

Rate per box before tax: US\$400/month; US\$800/quarter; US \$1600/year

The maximum advertising term is one year; renewal submission is accepted for consideration after a 3-month cooling period.

#### **Notes:**

1. Advertisements are sold on a first come first served basis, space permitting
2. The Editor reserves the right to refuse advertisements unsuitable to its members or the general public
3. IEEE entities are eligible for a 25% discount on the above rates
4. Maximum term is one year; renew submission accepted after a 3-month cooling period
5. All rates are in US dollars
6. Rates are subject to annual review and adjustment

#### **For further information, contact:**

Advertising Manager, *IEEE Canadian Review*

Email: [advertising@ieee.ca](mailto:advertising@ieee.ca)