

WHY ADVERTISE?



IEEE Industry Applications Magazine readers are leading innovators who explore how technology drives industry and impacts modern society and business — both today and in the future.

The magazine covers the development, design, manufacture and application of electrical systems, apparatus, devices, and controls..

Content Curated for the Industry Applications Audience



IA Readership:

82%

of readers have 10+ years experience in their profession

45%

of IA Magazine Readers are in Academia (Students, University/Independent Research)

59%

of readers are Engineers or are in Engineering Management.

Recent Trend: Continued Growth in the Asia Pacific Region.



The IEEE Industry Applications Magazine publishes articles concerning technical subjects and professional activities that are within the Scope of the Electrical and Electronics Engineering Industry, including:

- Emerging technologies
- Electrical history
- Industry standards
- Electrical workplace safety
- Technical learning
- Professional development
- Society awards
- Upcoming industry conferences
- Local chapter activity
- Reports of IAS activities

in all areas of Electrical and Electronics Engineering.

A Recent Survey Shows

7 out of 10 IAS Members access articles via the print magazine.

Nearly 50% have been members for over 10 years.

Over half of IAS Members read between 4 and 6 issues per year.

Over 35% of IAS Members read every issue.

Almost 45% of IAS members are in their mid or senior level career stage.

Industry Applications Online!

Industry Applications Online!



- IAS Society eNewsletter
- Newly Redesigned
- IEEE IAS Members' Preferred medium for Society Updates
- Advertises Paid and Free Technical Content as a Member Resource

IAS Online Resource Center



- Technical Webinars
- IEEE Young Professionals Webinars
- Paid Technical Content
- Content Archive


About IEEE Industry Applications Society

Mission: IEEE Industry Applications Society enables the advancement of theory and practice in the design, development, manufacturing and application of safe, sustainable, reliable, smart electrical systems, equipment and services.

Vision: IEEE Industry Applications Society will be a world leader in the advancement of science and technology linking theory and practice in the application of electrical and electronic systems for the benefit of humanity.

Values:

- The advancement of theory and practice of electrical and electronic engineering for the benefit of humanity;
- The promotion of safe, reliable, sustainable and economical installations;
- The sharing of knowledge in our domains;
- The creation of engineering standards and recommended practices;
- The professional development of our global membership.



Advertise to a \$225 Billion Industry
IEEE Industrial Applications Magazine is a Direct
Touch-Point into the Growing Electrical Industry

DISPLAY ADVERTISING

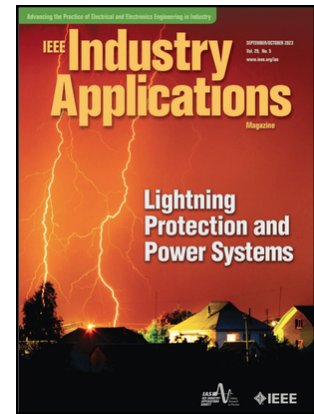
Advertise with IEEE Industry Applications Magazine

The IEEE Industry Applications Society comprises a global community of leading innovators who explore how technology drives industry and impacts modern society and business — both today and tomorrow.

IEEE Industry Applications Magazine covers the development, design, manufacture and application of electrical systems, apparatus, devices, and controls.

Reach decision-making industry professionals!

Rates are net and per insertion. Premium positions are an additional charge. Reservation is on a first-come, first-served basis.



In Every Issue: From the Editor's Desk, President's Message, Electrical Safety, History, Education News, Society Awards, Standard News, Chapter News, Conference News, Society News, Pathways (when available), Memoirs (when available), 6-8 Technical Articles (recommended by IAS Committees)

CURRENT RATES

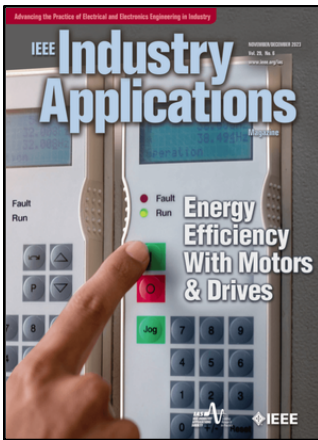
Ad Type	1x	2x	3x	4x	5x	6x
Full Page FC	\$3,160.00	\$3,069.50	\$3,069.50	\$2,969.50	\$2,969.50	\$2,879.50
2/3 Page FC	\$2,190.00	\$2,119.50	\$2,119.50	\$2,059.50	\$2,059.50	\$1,989.50
1/2 Page FC	\$1,660.00	\$1,609.50	\$1,609.50	\$1,559.50	\$1,559.50	\$1,509.50
1/2 Page FC Island	\$1,660.00	\$1,609.50	\$1,609.50	\$1,559.50	\$1,559.50	\$1,509.50
1/3 Page FC	\$1,100.00	\$1,069.50	\$1,069.50	\$1,029.50	\$1,029.50	\$999.50
1/4 Page FC	\$830.00	\$809.50	\$809.50	\$779.50	\$779.50	\$759.50
1/6 Page FC	\$530.00	\$509.50	\$509.50	\$499.50	\$499.50	\$479.50

Premium Position Upcharges

Inside Back Cover	\$630
Inside Front Cover	\$630
Outside Back Cover	\$1,390
Within First Quarter	15%
Within Fourth Quarter	15%
Within Second Quarter	15%
Within Third Quarter	15%

Supplementary Charges

Full Color	\$825	PMS	\$825
Index Listing	\$20	Process - Cyan	\$400
Match	\$550	Process - Magenta	\$400
Member Discount	5.00%	Process - Yellow	\$400



Editorial Calendar

Content Curated for the Electrical and Electronics Industry

Content Curated for the Electrical and Electronics Industry
 Our editorial philosophy is focused on helping industry professionals do their jobs more effectively, efficiently and profitably by providing a balance of business-and technical-related content.

*Editorial calendar is tentative and subject to change

In Every Issue

From the Editor's Desk; President's Message; Standards; Electrical Safety; History; Education; Chapter News; Society News; Conference Calendar; IAS Continuing Education Opportunities

Issue	Featured Theme	Ad Space Close	Material Due Date	Maildate
Jan/Feb	Standards	11/01/2024	11/05/2024	01/12/2024
Mar/April	Microgrids	12/30/2024	01/02/2025	01/02/2025
May/June	Electrical Safety	03/04/2025	03/07/2025	01/04/2025
July/Aug	System Protection Control	05/07/2025	05/09/2025	01/06/2025
Sept/Oct	Power Systems	07/02/2025	07/07/2025	01/08/2025
Nov/Dec	Motors and Drives	09/04/2025	09/08/2025	01/10/2025

DISPLAY ADVERTISING

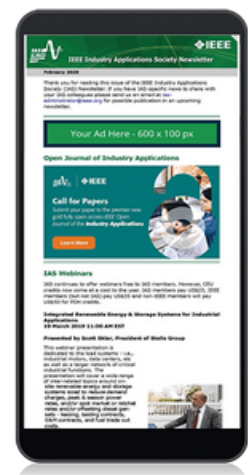
IEEE Industry Applications eNewsletter

Reach 14,000+ industry engineers every month!

The IEEE Industry Applications eNewsletter is delivered the last week of every month. We cover timely and newsworthy papers and articles from IEEE IAS journals, magazines, and conference proceedings. Subscribers look forward to technology and industry news, new standards, upcoming conferences, and committee volunteer opportunities.

Monthly, top of mind exposure to industry practitioners

- Market outreach to producers, consultants, and partner suppliers
- Users access content via the new IEEE mobile app
- Direct visitors to the landing page of your choice to facilitate qualified leads and the purchasing process
- Archives are accessible for unlimited online viewing



Headline Leaderboard

Frequency	Rate	Dimensions
12x per Year	\$10,500	600 x 100 px
6x per Year	\$5,775	600 x 100 px
2x per Year	\$2,100	600 x 100 px

Middle Leaderboard

Frequency	Rate	Dimensions
12x per Year	\$7,650	600 x 100 px
6x per Year	\$4,200	600 x 100 px
2x per Year	\$1,530	600 x 100 px

Bottom Leaderboard

Frequency	Rate	Dimensions
12x per Year	\$6,500	600 x 100 px
6x per Year	\$3,575	600 x 100 px
2x per Year	\$1,300	600 x 100 px

All advertisers will receive an invoice for the total amount, due upon activation.

Advertisements must be in JPG format (animation and Flash/SWF files are not accepted) and the total file size must not exceed 100kb. Contract advertisers may change their ad artwork once a month at no additional cost.

Advertisers will receive campaign performance reports that detail monthly ad impressions and click-throughs on an as-requested basis.

When renewing online ads, priority and first right-of-refusal will be given to advertisers who commit to 12 months. All other companies will be renewed on a first-come, first-served basis.

Disclaimer: Please note that the mockup shows overall newsletter layout, but exact ad location on the newsletter will vary based on the amount of editorial content supplied each issue.

IAS Bundles

Industry Applications Magazine + Newsletter Bundles

The IEEE Industrial Applications Bundle is the best way to connect yourself to Electrical and Electronic Engineering professionals!

IAS is a source of professional power to its nearly **14,000 worldwide** members. Through a network of over **370 chapters globally**, regional events and national and international conferences, the society keeps members abreast of current developments in the area of technology in electricity and electronics.

With the help of the Industry Applications Society Newsletter, IAS provides news on recent and upcoming events relevant to members of the Industry Applications Society.



Maximizing Your Reach: Bundle Advertising in Print and Online!

- IEEE Industry Applications
- Print & Digital IIA Society Newsletter
- Archived online for unlimited viewings

Full Page & Headliner Leaderboard Bundles



Options	Bundle Rate	Savings
1 Issue Print Full Page, Full Color & 2 Month Newsletter	\$3,945	\$1,315
3 Issue Print Full Page, Full Color & 6 Month Newsletter	\$10,510	\$3,995
Full Year: 6 Issue Print Full Page, Full Color & 12 Month Newsletter	\$18,625	\$7,985

Full Page & Middle Leaderboard Bundles

Options:	Bundle Rate	Savings
1 Issue Print Full Page, Full Color & 2 Month Newsletter	\$3,520	\$1,170
3 Issue Print Full Page, Full Color & 6 Month Newsletter	\$9,375	\$3,555
Full Year: 6 Issue Print Full Page, Full Color & 12 Month Newsletter	\$16,630	\$7,130



Half Page & Bottom Leaderboard Bundles



Options:	Bundle Rate	Savings
1 Issue Print 1/2 Page & 2 Month Newsletter	\$2,220	\$740
3 Issue print 1/2 Page & 6 Month Newsletter	\$5,920	\$2,245
Full Year: 6 Issue Print 1/2 Page & 12 Month Newsletter	\$10,470	\$4,490

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