



Advertising with *IEEE Canadian Review* General Information

The *IEEE Canadian Review* is a high quality general interest magazine distributed to the 15,000 Canadian members of the Institute of Electrical and Electronic Engineers. Giving a Canadian perspective on 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 three times per year, with a distribution reaching the academic, business and governmental communities. It is also distributed to student associations at Canadian universities, libraries and international learned societies. Advertising with the *Review* gives exposure to a large and wide audience, and enables targeting of specialty professional groups or communities. Ads appear in both the printed (4-colour) and on-line editions, the latter posted at <http://canrev.ieee.ca/>.

Advertising Rates

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

File Formats:

Acceptable file formats include high resolution PDF; Encapsulated Postscript (.eps); or Adobe InDesign CS5 or lower on the Macintosh platform.

Publication Deadlines:

The *Review* is published three times per year; deadlines for 2017 are shown below.

Distribution	Reservation Deadline	*Artwork Deadline
Mar. 31, 2017	Feb. 17, 2017	Mar. 3, 2017
June 30, 2017	May 19, 2017	June 2, 2017
Oct. 20, 2017	Sept. 8, 2017	Sept. 22, 2017

*Unless special arrangements made

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.

For further information, contact:

Tushar Sharma
Advertising Manager, *IEEE Canadian Review*
Email: sharma.tushar17@ieee.org

Bruce Van-Lane
Editor, *IEEE Canadian Review*
Email: vanlane@ieee.org