

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 IEEE.

The publication seeks to inform readers on issues related to the impacts of technology, its role in providing economic and societal benefits within Canada, and policy issues around its adoption. It recognizes the achievements of the people of IEEE Canada as represented through their diverse activities, events and awards, and reaches out to Canada's broader technology community — spanning industry, academia and government. Items in the publication (also known as the *Review*) may appear in either official language. It is published three times per year.

Advertising with the *Review* gives exposure to a large and wide audience. The technical expertise of IEEE members is represented by 46 technical societies and councils, with the *Review* reflecting reader interest in most. IEEE Canada also serves its members through its Young Professionals, Women in Engineering and Life Members groups, with related content regularly featured in the magazine. Ads appear in both the printed (4-colour) and electronic (digital and PDF) formats, the latter posted at <http://canrev.ieee.ca/>. Advertisers are given space in both the electronic formats and the print format for a total cost as shown below. A different Ad can be submitted for each format, though the size and placement within the magazine must be the same.

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")
 1 time \$1,500, 3 times \$1,350 / advert
- 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
 1 time \$2,800, 3 times \$2,450 / advert
- 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 2018 are shown below.

Distribution	Reservation Deadline	*Artwork Deadline (print)	*Artwork Deadline (digital)
Mar. 19, 2018	Feb. 5, 2018	Feb. 19, 2018	Mar. 5, 2018
June 29, 2018	May 18, 2018	June 1, 2018	June 15, 2018
Oct. 10, 2018	Aug. 29, 2018	Sept. 12, 2018	Sept. 26, 2018

*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:

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