

2025-2026

IEEE★USA
MARKETING
OPPORTUNITIES

Email Newsletter Ads
Website Display Ads
Webinar Sponsorship
Social Media Sponsored Posts
Other Opportunities

CONTACT: advertising@ieeeusa.org

EMAIL NEWSLETTERS

► IEEE-USA InSight E-Mail Update

This monthly newsletter notifies U.S. members and subscribers of new online content, news, products, services, and events from IEEE-USA and other parts of IEEE.

Circulation: 109,000+ U.S. members

Frequency: Monthly (12x)

Open Rate: 23%

Audience Demographics

Median Income: \$152K

91% male, 9% female

Age

20-29: 6%

30-39: 15%

40-49: 18%

50-59: 31%

60+: 30%

Years working:

0-9 years: 17%

10-19 years: 19%

20-29 years: 25%

30+ years: 40%

Workforce Sector

Private Industry: Defense 13.0%

Private Industry: Other than Defense or Utilities 47.8%

Utilities: 11.5%

Federal Government: Defense 3.6%

Federal Government: Other than Defense 3.4%

State or Local Government 1.3%

Educational Institution 13.6%

Nonprofit Institution: Except Education 2.6%

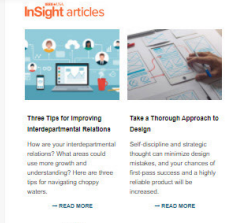
Other Sector 3.2%

RATES	1x	12x
Leader - 728x90	\$1500	\$15000
Top - 300x250	\$1500	\$15000
Middle - 300x250	\$1000	\$10000
Bottom - 300x250	\$800	\$8000

Leader
\$1500/month



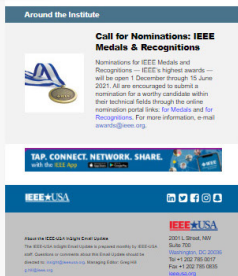
Top
\$1500/month



Middle
\$1000/month



Bottom
\$800/month



EMAIL NEWSLETTERS

▶ IEEE-USA Leadership Connection

This monthly update informs U.S. student members and Young Professional members about resources designed to help them build satisfying and sustainable careers.

Circulation: 28K+ U.S. student members and YPs

Frequency: Monthly (12x)

Open Rate: 28%

Audience Demographics

Median Income: \$90K

75% male, 23% female

Age

29 or younger

Years working:

0 to 1 years: 27%

2 to 4 years: 37%

5 to 8 years: 34%

9 to 11 years: 2%

Workforce Sector

Private Industry: Defense: 14%

Private Industry: Other than Defense or Utilities: 45%

Utilities: 21%

Federal Government: Defense: 5%

Federal Government: Other than Defense: 4%

State or Local Government: 2%

Educational Institution: 6%

Non-Profit Institution: 2%

Other Sector: 3%

Education: 2.6%

Other Sector: 3.2%

RATES	1x	12x
Leader - 728x90	\$1500	\$15000
Top - 300x250	\$1500	\$15000
Middle - 300x250	\$1000	\$10000
Bottom - 300x250	\$800	\$8000

EMAIL NEWSLETTERS

▶ IEEE-USA Conference Brief

The IEEE-USA Conference Brief provides information about IEEE-USA-sponsored or co-sponsored conferences and events where IEEE-USA will have a presence, including calls for papers, key dates and registration information.

Circulation: 109,000+ U.S. members

Frequency: Quarterly (4x)

Open Rate: 28%

Audience Demographics

Median Income: \$152K

91% male, 9% female

Age

- 20-29: 6%
- 30-39: 15%
- 40-49: 18%
- 50-59: 31%
- 60+: 30%

Years working:

- 0-9 years: 17%
- 10-19 years: 19%
- 20-29 years: 25%
- 30+ years: 40%

Workforce Sector

- Private Industry: Defense 13.0%
- Private Industry: Other than Defense or Utilities 47.8%
- Utilities: 11.5%
- Federal Government: Defense 3.6%
- Federal Government: Other than Defense 3.4%
- State or Local Government 1.3%
- Educational Institution 13.6%
- Nonprofit Institution: Except Education 2.6%
- Other Sector 3.2%

RATES	1x	4x
Leader - 728x90	\$1500	\$5000
Top - 300x250	\$1500	\$5000
Middle - 300x250	\$1000	\$3000
Bottom - 300x250	\$800	\$2500

Leader
\$1500/month

Top
\$1500/month

Middle
\$1000/month

Bottom
\$800/month

FEATURED CONFERENCES

EMAIL NEWSLETTERS

▶ AICN Newsletter

IEEE-USA's AICN provides information about IEEE-USA-sponsored or co-sponsored conferences and events where IEEE-USA will have a presence, including calls for papers, key dates and registration information.

Circulation: 7,184 U.S. member consultants

Frequency: Quarterly (4x)

Open Rate: 27.5%

Audience Demographics

92% male, 8% female

Age

20-29: 2%

30-39: 8%

40-49: 10%

50-59: 33%

60+: 47%

Years consulting:

0-9 years: 33%

10-19 years: 29%

20-24 years: 15%

25+ years: 23%

Workforce Sector

Private Industry: Defense 10%

Private Industry: Other than Defense or Utilities 59%

Utilities: 11%

Federal Government: Defense 2%

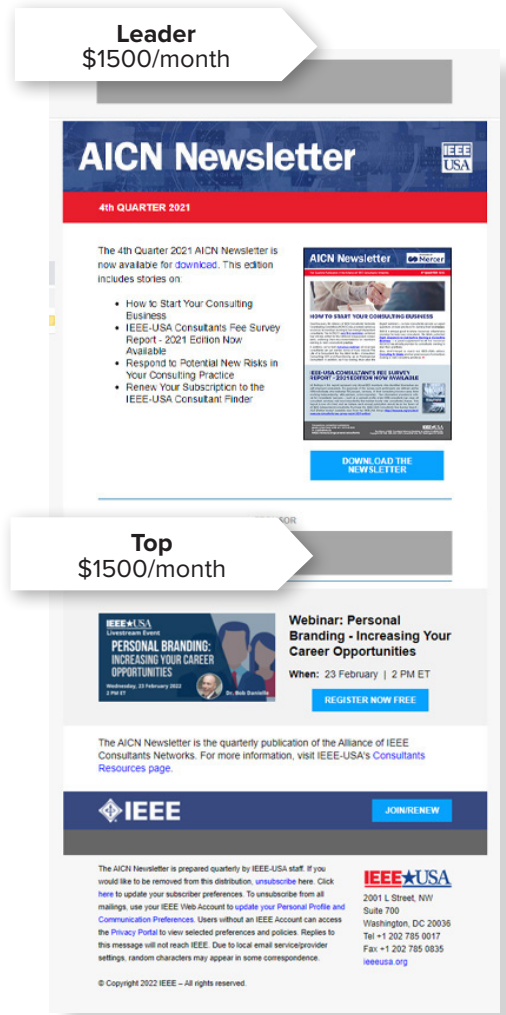
Federal Government: Other than Defense 2%

State or Local Government 2%

Educational Institution 6%

Nonprofit Institution: Except Education 2%

Other Sector 7%



RATES	1x	4x
Leader - 728x90	\$1500	\$5000
Top - 728x90	\$1500	\$5000

WEBSITE DISPLAY ADS

▶ IEEE-USA InSight

www.insight.ieeeusa.org

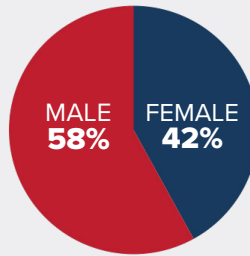
IEEE-USA *InSight* is IEEE-USA's flagship online publication, featuring articles and commentary on the topics that are shaping legislation and public policy, the technology workplace and the engineering world.

Users per month: 5,800
Sessions per month: 6,500
Pageviews per month: 8,000

Audience Demographics

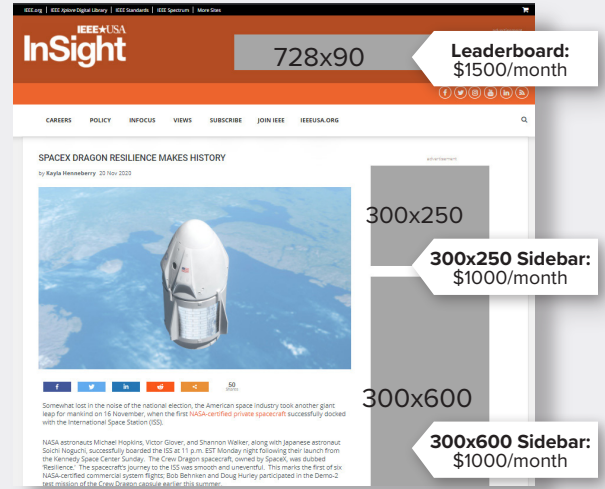
Age

18-24: 25%
 25-34: 26%
 35-44: 16%
 45-54: 15%
 55-64: 10%
 65+: 8%



RATES

	1 month	3 months	6 months
Leaderboard Banner - 728 x 90 pixels	\$1500	\$4000	\$8000
Rectangle 1 - 300 x 250 pixels	\$1200	\$3000	\$6000
Rectangle 2 - 300 x 600	\$1200	\$3000	\$3000



▶ IEEE-USA Consultant Finder

<https://ieee-collabrator.ieee.org/>
ieee-usa-consultants

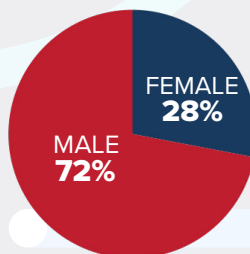
The IEEE-USA Consultant Finder is an online database where consultants can create profiles and clients can post assignments to find the perfect fit.

Subscribers: 277
Pageviews per month: 262
Unique pageviews per month: 243

Audience Demographics

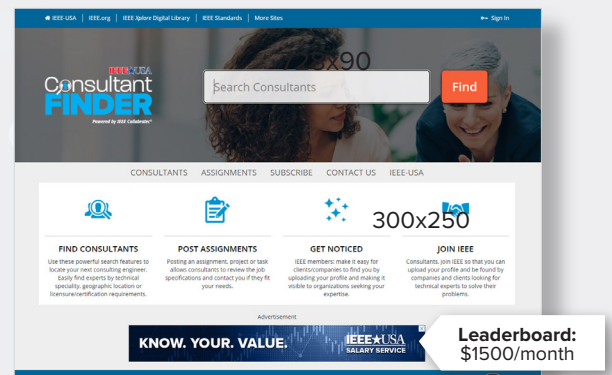
Age

18-24: 12%
 25-34: 22%
 35-44: 18%
 45-54: 16%
 55-64: 15%
 65+: 17%



RATES

	1 month	3 months	6 months
Leaderboard Banner - 728 x 90 pixels	\$1500	\$4000	\$8000
Rectangle - 300 x 250 pixels	\$1200	\$3000	\$6000



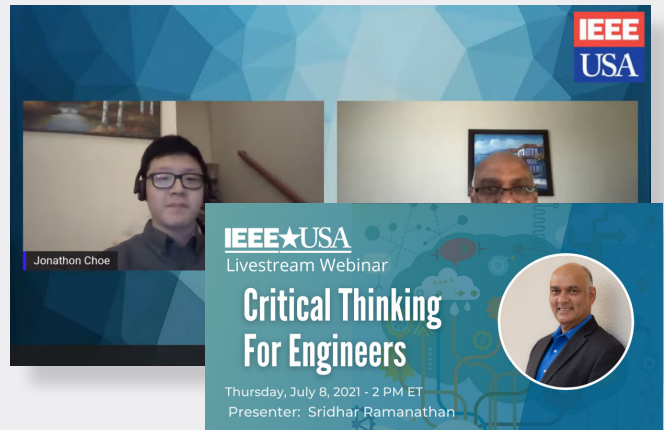
IEEE-USA WEBINAR ADVERTISING

► Career Webinars

ieeusa.org/calendar/career-webinars/

IEEE-USA Webinars are designed to help you find your next job, maintain your career, negotiate an appropriate salary, understand ethical considerations in the workplace and learn about other career-building strategies and public policy developments that affect your profession.

Average views per webinar: 1,279



► Government Relations Webinars

ieeusa.org/calendar/policy-webinars/

The bi-weekly IEEE-USA Washington Update livestream provides a timely overview of legislation is doing for, and to the profession.

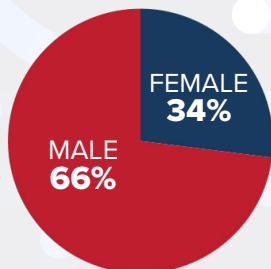
Average views per webinar: 142



Audience Demographics

Age

- 18-24: 21%
- 25-34: 31%
- 35-44: 20%
- 45-54: 12%
- 55-64: 9%
- 65+: 5%



RATES	15 sec	30 sec	60 sec
Pre-Roll	\$1500	\$4000	\$8000
Middle Coffee Break	\$1200	\$3000	\$6000
End-Roll	\$1200	\$3000	\$3000

SOCIAL MEDIA SPONSORED POSTS

▶ IEEE-USA is Social

IEEE-USA maintains an active presence on major social media channels.

Facebook: 21,630 Follower

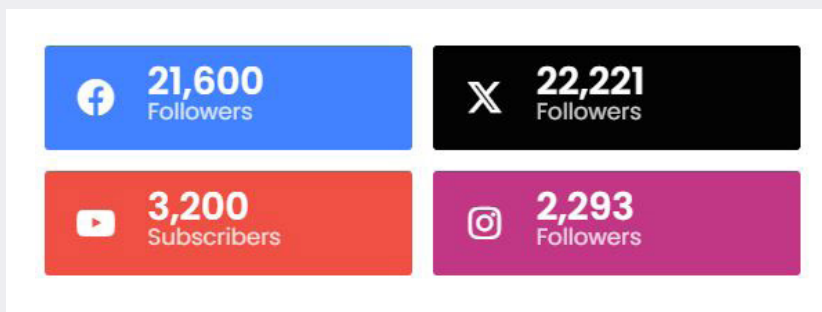
X: 22,221 Followers

YouTube: 3,207 Subscribers

Instagram: 2,293 Followers

LinkedIn: 4,015 Followers

TikTok: 665 Followers



For current rates, contact us at advertising@ieeeusa.org



OTHER OPPORTUNITIES

Reach U.S. IEEE members through these other vehicles:

- ▶ **IEEE-USA E-Books - 200+ career-oriented titles**
- ▶ **Specialty Compensation Reports**
 - **Annual Salary Survey Report**
 - **Full Report**
 - **Industry-Specific Salary Reports - targeted for YPs, Computers, Power & Energy**
 - **Consultants Fee Survey Report**
 - **Annual Employment Survey**
- ▶ **IEEE-USA Salary Service site**
- ▶ **IEEE-USA Awards**
 - **Awards ceremony sponsorship**
 - **Specific Awards Sponsorship - eg. The IEEE-USA Lifetime achievement award presented by Boeing**
- ▶ **Bundles**
 - **website & newsletter combined**
 - **all newsletters**
 - **all videocasts**

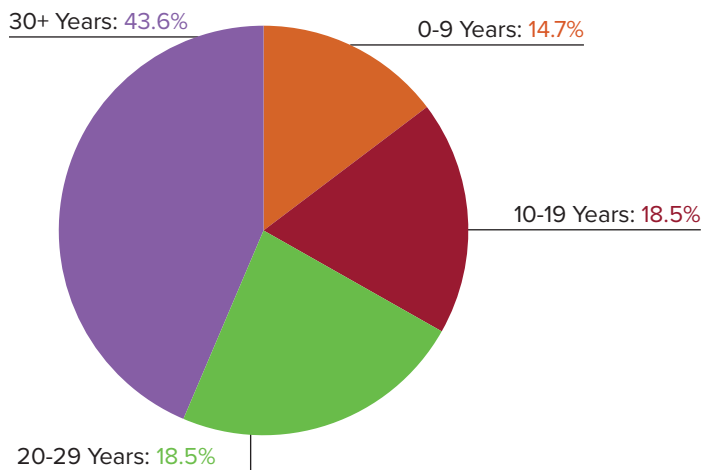
No ads on ieeusa.org - no other IEEE main site has them other than occasional self promotion.

ABOUT IEEE-USA

▶ IEEE-USA serves the public good and promotes the careers and public policy interests of nearly 150,000 engineering, computing and technology professionals who are U.S. members of IEEE.

IEEE-USA is an organizational unit of IEEE, created in 1973 to support the career and public policy interests of IEEE's U.S. members. Through its products and services, IEEE-USA serves as a resource for enhancing the professional growth and career advancement of U.S. IEEE Members.

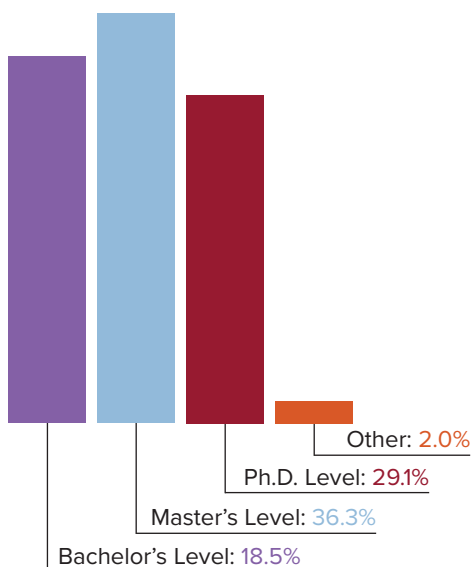
Time in Industry



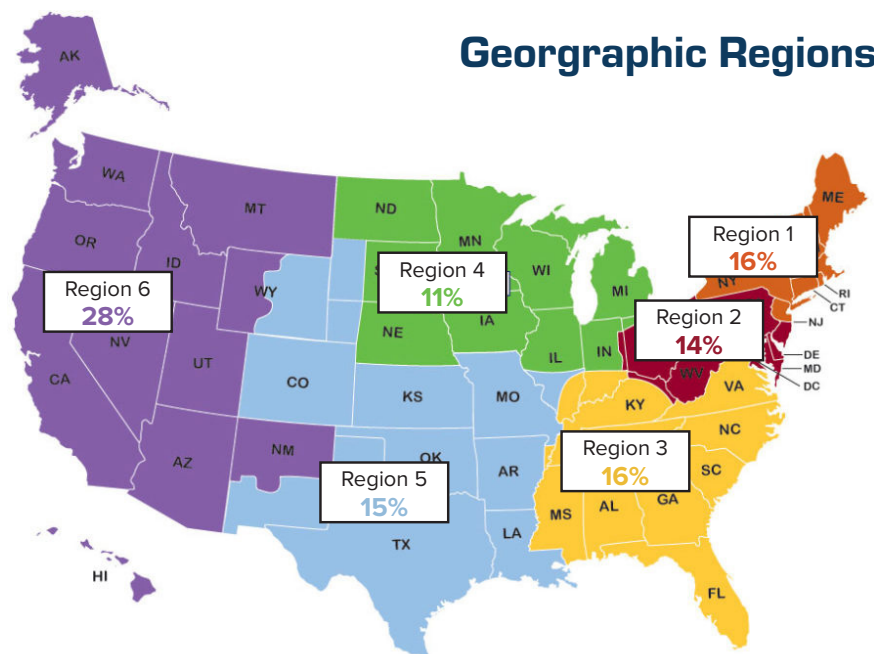
Primary Technical Competence

- Computer/Software Technology: **23.9%**
- Energy and Power Engineering: **18.4%**
- Circuits and Devices: **16.2%**
- Systems and Control: **8.6%**
- Signals and Applications: **8.0%**
- Electromagnetics and Radiation: **6.8%**
- Communications Technology: **6.5%**
- Industrial Applications: **4.1%**

Degree Held



Geographic Regions





IEEE-USA
2001 L Street, NW Suite 700
Washington, DC 20036
<https://ieeeusa.org>