

The *IEEE Scanner* is your Washington Area advertising best Buy

Here's why:

- *Educated, affluent, influential readership*
- *Wider Washington metro area circulation*
- *Strong publication recognition, readership, and retention*
- *Reasonable rates shown*
On reverse page

The Scanner is an advertising Bargain. Take advantage of it, before your competitor does.

The publication

The *IEEE Scanner* is the official bulletin for the National Capital Area Council of the Institute of Electrical and Electronics Engineers (IEEE), providing meeting information, editorial content, and items of general interest to more than 14,000 member engineers in the greater Washington Metropolitan Area. The newsletter is also delivered to company executives in related business areas and to the IEEE organizational leadership.

The readership

Engineers are a well-educated and influential group. The membership includes graduate engineers and information technology professionals who design products, teach in universities, develop information technology software and systems, engage in technical marketing, and management activities. They are engaged in the gamut of technologies, from power plants to microminiature devices and medical apparatus; with all forms of communication, from personal computers and programming to satellite telecommunications; and with products ranging from power tools to pacemakers.

Why you should advertise in the *Scanner*

Scanner demographics are excellent. Rather than a general readership you will reach a focused market of affluent, knowledgeable, and influential professionals. *Scanner* readers hold positions of responsibility and have considerable buying power, both as individuals and in their workplaces, where they may recommend vendor selection or actually approve purchases.

The Scanner is an undiscovered advertising bargain, and there is no better medium to reach this important readership at any cost. Take advantage of it, before your competitor does.

Frequency and format

The *Scanner* is published bimonthly, printed in black and white in a tabloid format. Advertising is interspersed with the text. Members tend to retain copies for at least two months, referring to calendar items and other information of interest.

Schedule

Ad reservations will be closed about six weeks before the target mail date, and copy may be delivered to the printer, either electronically formatted or as camera-ready copy, by the copy deadline.

Issue	Closing Date	Ad Copy Deadline
Jan-Feb	Nov 20	Nov 24
Mar-Apr	Jan 22	Jan 26
May-June	Mar 19	Mar 23
July-Aug	May 21	May 23
Sep-Oct	July 23	July 27
Nov-Dec	Sept 18	Sept 22

Rules and Regulations

Advertisers and their agencies assume liability for all contents of advertisements printed and are responsible for any claims arising therefrom made against the publisher. The publisher reserves the right to reject any advertising. The publisher's liability for any error will not exceed the charge for the advertisement in question. Cancellations cannot be accepted after the closing date.

Advertisers will be short rated if, within a 12-month period, they do not use the number of insertions upon which their billings are based. Rates are on the reverse.

Contact

For more information or to place your ad in the *Scanner*, contact:

Dave Booth
(phone) 540-364-1350
(fax) 540-364-4246
(email) dbooth@ieee.org