



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. Featuring 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 3 times per year, with a distribution reaching the academic, governmental and business communities. It is also distributed to libraries, student associations at Canadian universities 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 www.ieee.ca/canrev/index.html.

Advertising Rates

- Magazine 1/8 page: (3 5/8" x 2.5") in 4-colors
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") in 4-colors
1 time \$800, 3 times \$700 / advert
- Magazine 1/2 page: horizontal (7 1/2" x 5") or vertical (3 5/8" x 10") in 4-colors
1 time \$1,500, 3 times \$1,350 / advert
- Magazine page (8.5" x 11") in 4-colours (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") in 4-colours (8.625" 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") in 4-colours (8.625" 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 CS4 or lower on the Macintosh platform.

Publication Deadlines:

The *Review* is published three times per year; deadlines for 2013 are shown below.

Distribution	Reservation Deadline	*Artwork Deadline
Apr. 15, 2013	March 1, 2013	March 15, 2013
July 15, 2013	May 31, 2013	June 14, 2013
Oct. 15, 2013	September 3, 2013	Sept.16, 2013

*Unless special arrangements made with Production Manager

Notes:

1. Advertisements are first come, first serve basis, space permitting.
2. The Editor reserves the right to refuse unacceptable advertisements.
3. IEEE conferences are eligible for a 25% discount on these rates.

For further information, contact:

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