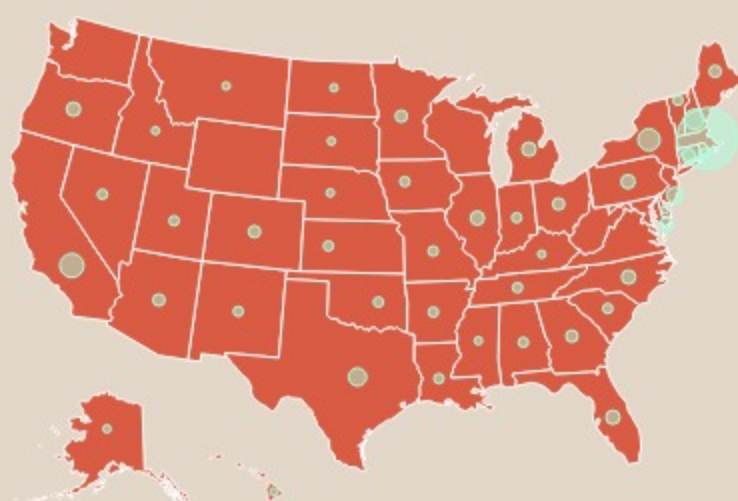
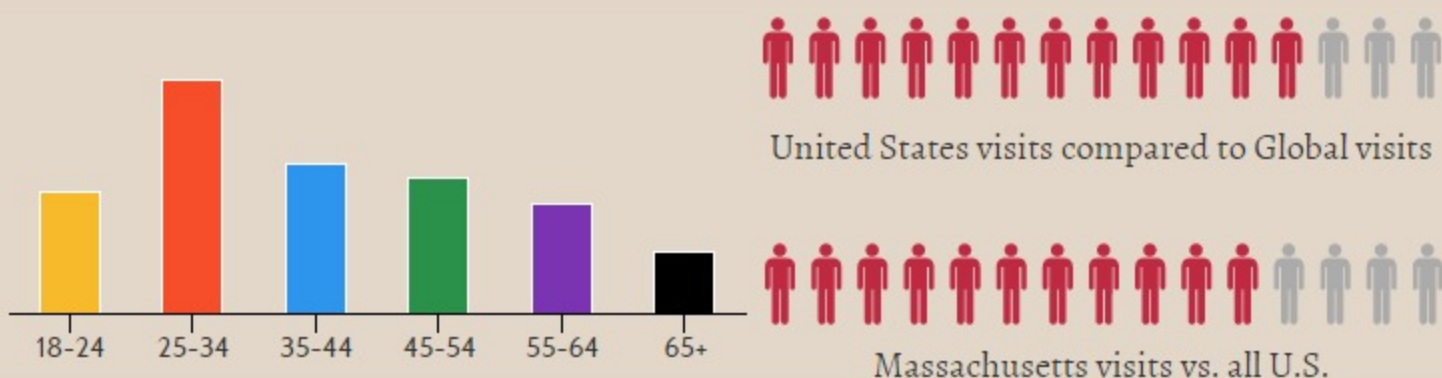


Most visits are from Massachusetts,  
and a significant number via organic search



## Web Visit Demographics



## Advertising Channels and Media

Reflector (print)  
8,000 subscribers

eReflector Newsletter  
8,000 subscribers

The 8,000+ subscribers are highly technical, employed in the high-technology, defense, medical device, and related industries. The Reflector provides meeting information for more than 35 chapters within the section, as well as editorial content, and items of general interest.

Social Media  
Sponsored Content

Digital Reflector  
All online magazine  
launched Dec 2015

IEEEBoston.org  
30,000+ visits

Year-over-year, almost 1,000 subscribers are undergraduate and graduate students at local universities, through which the broader student engineering marketing segment is reached.

Visit [ieeeboston.org](http://ieeeboston.org) for more information

## Paper Reflector Rates and Graphic Requirements

PRINT Black & White	H-Trim (in.)	W-Trim (in.)	1 issue	2 issues	4 issues	8 issues
2 Page Spread	20.63	27.00	\$3,548	\$3,194	\$3,016	\$2,839
Full Page	20.63	13.50	\$1,800	\$1,620	\$1,530	\$1,440
Half Page (vert)	20.63	6.75	\$926	\$834	\$787	\$741
Half Page (horiz)	10.31	13.50	\$926	\$834	\$787	\$741
1/4 Page (block)	10.31	6.75	\$489	\$440	\$416	\$392
1/8 Page (block)	5.16	6.75	\$271	\$244	\$230	\$217
1/8 Page (banner)	3.44	10.13	\$271	\$244	\$230	\$217
Business Card (vert)	3.63	3.13	\$124	\$111	\$105	\$99
Business Card (horiz)	3.13	3.00	\$111	\$100	\$95	\$89

## Digital Reflector Rates and Graphic Requirements

Digital Reflector - Color	H-Trim (in.)	W-Trim (in.)	1 issue	2 issues	4 issues	8 issues
2 Page Spread	13.5	20.63	\$1,800	\$1,620	\$1,530	\$1,440
Full Page	13.5	10.31	\$926	\$834	\$787	\$741
Half Page (vert)	13.5	5.16	\$489	\$440	\$416	\$392
Half Page (horiz)	6.75	10.31	\$489	\$440	\$416	\$392
1/4 Page (block)	6.75	5.16	\$271	\$244	\$230	\$217
1/8 Page (block)	3.44	3.13	\$124	\$111	\$105	\$99
1/8 Page (banner)	1.6875	10.31	\$124	\$111	\$105	\$99

## Web and Email Rates and Graphic Requirements

	Height (px)	Width (px)	1 issue	2 issues	4 issues	8 issues
Email Newsletter	200	200	\$275	\$245	\$210	\$165
			30 days	60 days	120 days	180 days
Website	180	468	\$540	\$486	\$413	\$330

Visit [ieeeboston.org](http://ieeeboston.org) for more information