

2025-2026

**IEEE★USA**  
**MARKETING**  
**OPPORTUNITIES**

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

**CONTACT:** [advertising@ieeeusa.org](mailto: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: 113,000+ U.S. members**

**Frequency: Monthly (12x)**

**Open Rate: 29%**

## 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

## 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: 30K+ 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: 111,000+ U.S. members**

**Frequency: Quarterly (4x)**

**Open Rate: 30%**

## 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

### ► Consultants Newsletter

IEEE-USA's Consultants Newsletter provides timely news to consultants and would-be consultants on how to start or improve their consulting practice.

**Circulation: 9K+ U.S. member consultants**

**Frequency: Quarterly (4x)**

**Open Rate: 39%**

### 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%

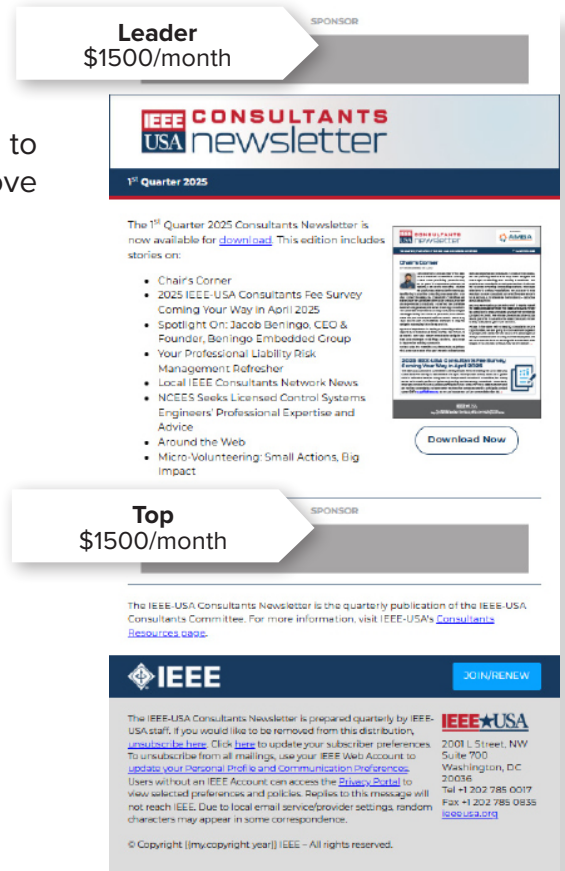
Federal Government: Other than Defense 2%

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](http://www.insight.ieeeusa.org)

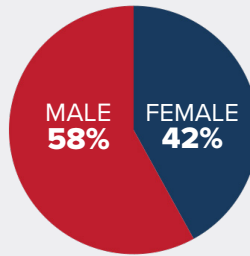
IEEE-USA *InSight* is IEEE-USA's flagship online publication, featuring articles and commentary on the topics that are shaping legislation and public policy, the technology workplace and the engineering world.

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

### Audience Demographics

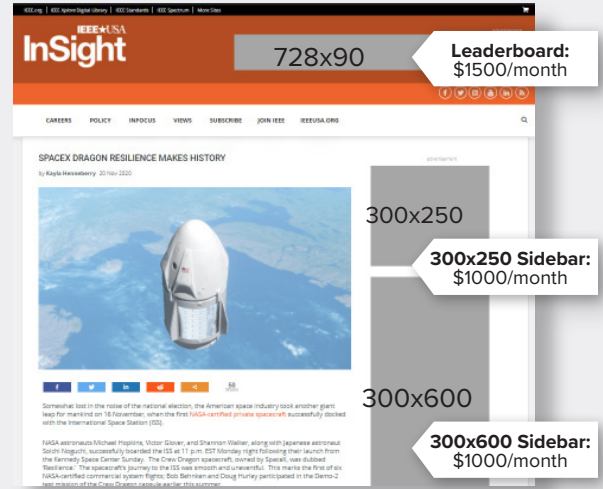
#### Age

- 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>

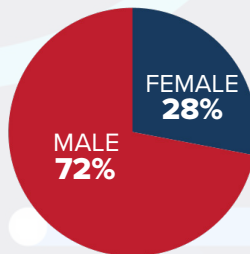
The IEEE-USA Consultant Finder is an online database where consultants can create profiles and clients can post assignments to find the perfect fit.

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

### Audience Demographics

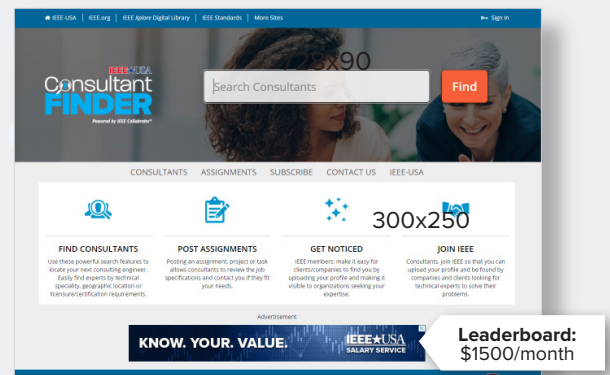
#### Age

- 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



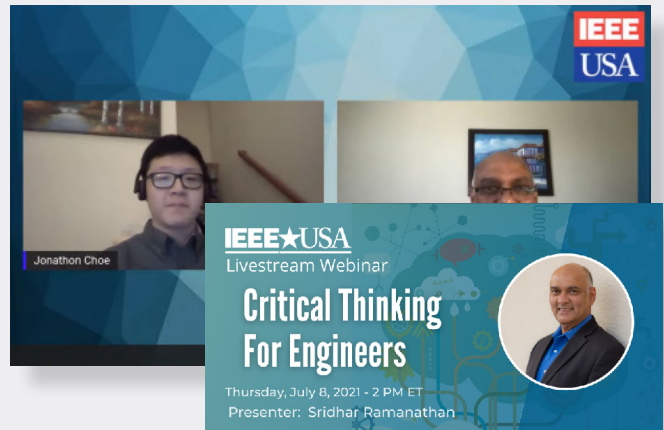
## IEEE-USA WEBINAR ADVERTISING

### ► Career Webinars

[ieeusa.org/calendar/career-webinars/](http://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/](http://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.

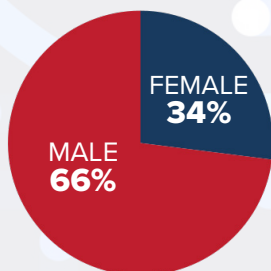
**Average views per webinar: 142**



## 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**

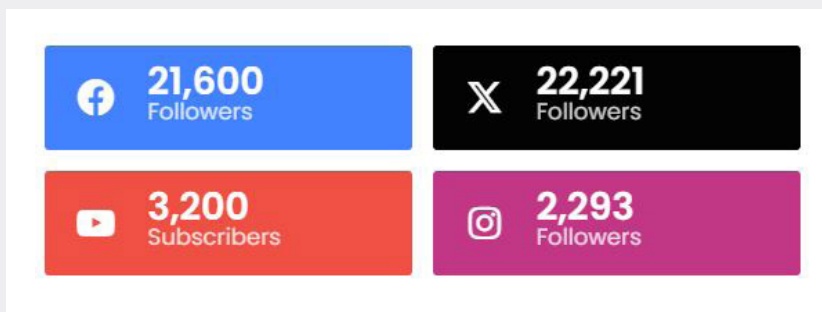
**X: 22,221 Followers**

**YouTube: 3,207 Subscribers**

**Instagram: 2,293 Followers**

**LinkedIn: 4,015 Followers**

**TikTok: 665 Followers**



For current rates, contact us at [advertising@ieeeusa.org](mailto:advertising@ieeeusa.org)



## OTHER OPPORTUNITIES

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

- ▶ **IEEE-USA E-Books - 250+ 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 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

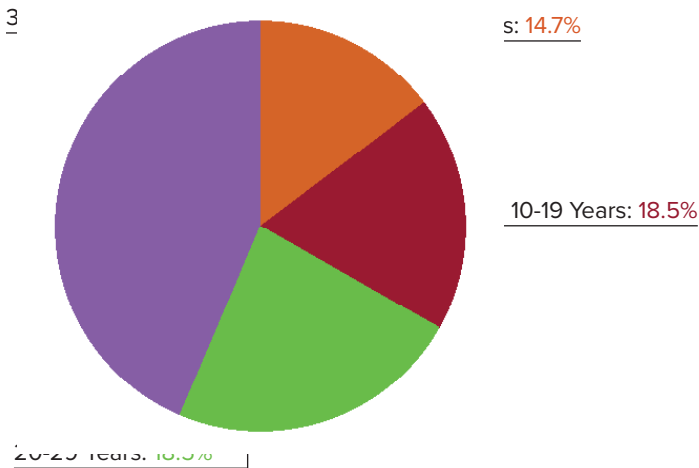
*No ads on [ieeusa.org](http://ieeusa.org) - no other IEEE main site has them other than occasional self promotion.*

## 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.

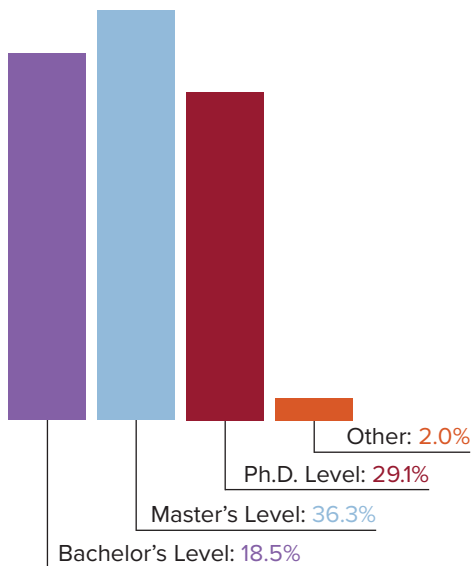
### Time in Industry



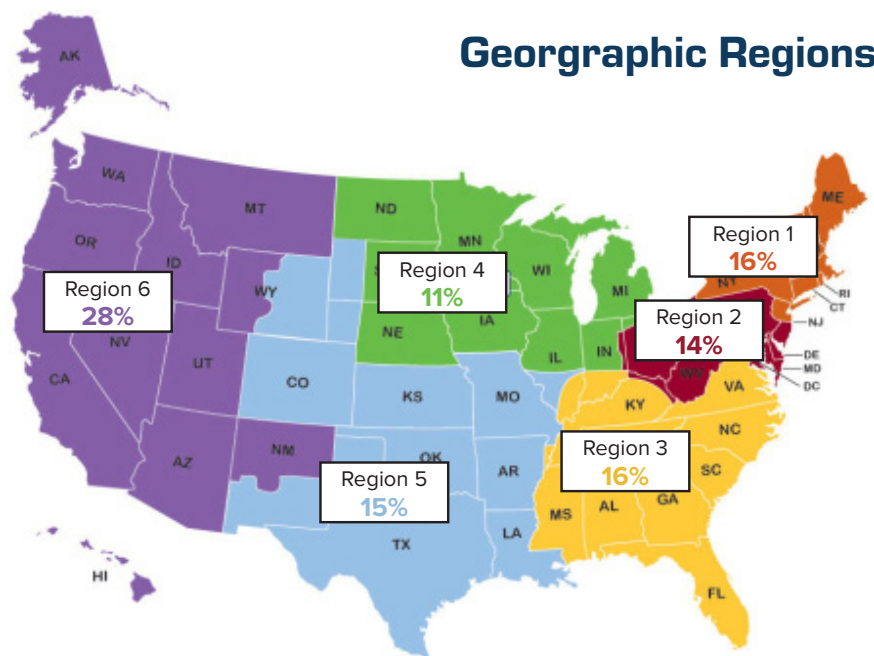
### Primary Technical Competence

- 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







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