



Your Partner in Promoting your services and products!



ADVERTISEMENTS in the IEEE GRID

Reach the key technical audience for your product or service

The IEEE publishes promotional ads for your product or service, bringing you to the attention of a cross-section of our 25,000+ Members and co-workers in the San Francisco Bay Area and Silicon Valley. We publish the monthly **GRID.pdf Magazine** (in PDF format), with details about the dozens of monthly Chapter meetings, courses, conferences and workshops. Our **website** draws engineers of all disciplines for information on our rich array of events. Our twice-monthly HTML-formatted **e-GRID** – emailed to our membership – highlights our Chapter meetings and seminars, plus upcoming Conferences and their Tutorials and Short Courses.

Our readership includes the “early adopters” of the internet, nano, and biotechnology age – engineers in Silicon Valley and surrounding areas. These professionals know how to access web-based sources (such as our IEEE Council’s website) and they appreciate the “push” technology of our **e-GRID** email newsletter that summarizes dozens of upcoming events. **Increase your exposure among these key engineers and technology managers!**

Our publicity channels can develop brand awareness, perform educational services for your products, and generate new business for you. See the following sheets for more information and details.

We invite you to review the placements available to you for one low bundled cost, and to contact our staff for artwork preparation and review!



Paul Wesling, GRID Editor and
 Council Communications Director
 Phone: SF area - 415-367-7323
 Oakland area - 510-500-0106
 Santa Clara Valley - 408-331-0114
 Fax: 408-904-6997
 Email: editor@e-grid.net

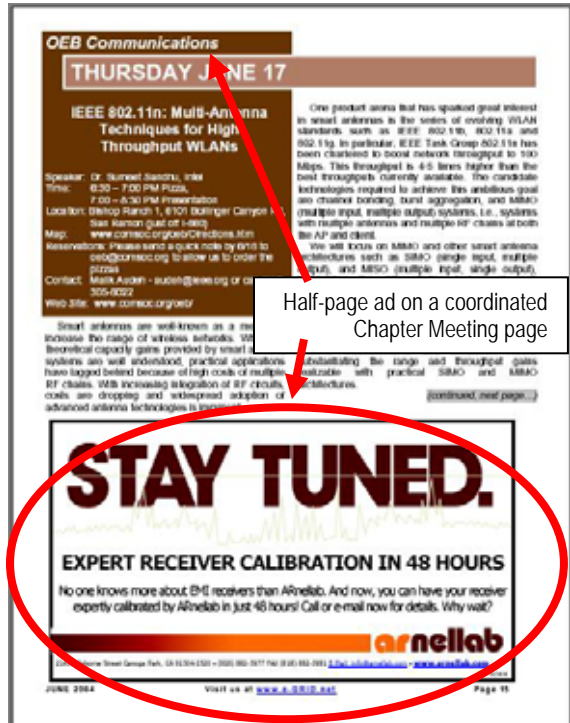
Publicize your services and products in the **GRID.pdf** and on our **website**. Reach professionals in Silicon Valley and the SF Bay Area, including 25,000+ engineers who are local Members of the Institute of Electrical and Electronics Engineers!

Your contract can include:

- Full- or half-page announcements in our **GRID.pdf** for your selected months
- Placement with associated Chapter meeting announcements, to attract your key audience
- Rotating banner ads on the Council website, with active link to your web pages



Banner ad on GRID Home Page



Half-page ad on a coordinated Chapter Meeting page

(prices in US\$)

Advertising in the GRID.pdf and on the Council Website:		Rate
#1	Special Annual Package: Three GRID.pdf half-pages with active link using single artwork; Home Page rotating banner ad (160x160 pixels) with active link. (add \$200/mo for full page; add \$600 per additional month) (if priced separately) → → →	\$2700 (\$3300)
#2	Special Annual Package: Two GRID.pdf half-pages with active link using single artwork; Home Page rotating banner ad (160x160 pixels) with active link. (add \$250/mo for full page) (if priced separately) → → →	\$1900 (\$2200)
Unbundled Services:		
	GRID.pdf half-page with active link (per month) (add \$300 for full page)	\$600
	GRID.pdf quarter-page with active link (per month)	\$350
	Fixed banner ad on Home Page + on a Chapter/Calendar page (/mo)	\$800
	e-GRID bimonthly Newsletter –product/event summary (1 month -- 2 issues)	\$600
	Rotating banner ad on Home Page + on QuickReference Calendar page (/mo)	\$500
Other options:		
	Add a business-card listing within our GRID.pdf Marketplace and on-line Marketplace to your Annual Package (Unbundled pricing: \$60/month, \$600/year) – see www.e-grid.net/docs/marketplace-flyer.pdf	\$400
	Add sponsorship for one of our Web Pages and receive acknowledgment, with active link – see www.e-grid.net/docs/sponsor-flyer.pdf	half rate

Notes:

1. All submissions can be camera-ready, such as PDF or WORD, or we will compose from your content or example. Banner ads and other graphic components should be JPG, GIF, TIFF, or PSD. Content must meet applicable deadlines. Banner ad (160 pixels wide, 130 - 160 pixels high) can be composed by submitter, or we will prepare this to your specification.
2. **GRID.pdf** page size is 7-3/8 x 9-1/2, half-page is 7-3/8 x 4-3/4, to allow for our format and borders.
3. Events wishing a SPECIAL ANNUAL PACKAGE may make arrangements directly with Paul Wesling, to determine the number/length of insertions.
4. Services on an annual contract will be invoiced against your Purchase Order or letter or agreement approximately quarterly, as advertising is produced in our GRID.
5. Contracting for publication services does not imply sponsorship of the product or service by the Council or by the IEEE, or allow use of the SFBAC or IEEE logos or names.

For a recent copy of our **e-GRID** meeting announcement email, use this URL:
www.e-grid.net/announcements/grid0705a.html

For a PDF of this **Advertising** flyer to circulate within your company, use this URL:
www.e-grid.net/docs/ad-flyer.pdf

more ...

Rev. C (6/6/07)

Rave reviews ...

I would like to comment on the great job you are doing to promote the CSB Conference. We will return next year!

Thank you.

Vicky Markstein, IEEE CS Bioinformatics
Technical Chair - 2004

I'm very happy with your service. It did a great job of kick-starting our registration. Thanks for all your help. You made it real easy....

Anne Watters, Treasurer
IEEE CS Hot Interconnects Symposium '04

Dear Paul,

I want to drop you a quick note to say how **wonderful** the new **e-GRID** looks! I really like the **easy-to-read formatting**, use of color, and previews linking to the actual articles, and I am confident that under your continued leadership, the **GRID** will be an even better communications forum for the Bay Area's IEEE members.

Best,

Clara Shih
Chair, Stanford IEEE

CONTACT US, TO GET STARTED:

Our staff is ready to assist you in preparing the correct content and wording. Paul Wesling, our webmaster and GRID editor, has 30+ years of experience in most aspects of electronic/photonics technology, design, reliability, and manufacturing, with EE and Materials Science degrees from Stanford – we understand the technology and can suggest how to make your content appealing to your targeted engineers.

WHAT WE NEED:

- Please discuss your needs with us and submit our **Advertising Worksheet** (next page).
- Page content can be in .doc, .rtf, .pdf, or in other familiar formats.
- If we are doing the layout and editing, we ask that you provide a rough layout of your desired content (such as a sketch sent to us by FAX), along with a text/WORD file with the key content (unformatted). A sample sheet showing desired design elements makes a useful guide.
- Logo artwork, if desired, should be a TIFF or JPG file of about 50 – 250kB, and a banner should be 100 to 200kB. Crisp, clear 2-D artwork looks better than drop-shade or intricate patterns when reproduced in our **GRID.pdf**. We will give you directions for emailing these files.
- We can “drop in” your PDF file (if provided). Since we prepare content in a formatting program prior to distilling to PDF, we prefer receiving your text and doing the layout for you (no charge). Pre-composed image files may not maintain the same text quality when distilled.
- Links on our website have embedded hyperlinks, for a direct jump to your website or to an email window. Advise us of the URL (either website or “mailto” email address) for this linking.
- We will FAX or email you a proof of the artwork(s) for approval.

SFBAC and GRID ADVERTISING WORKSHEET

Company Name	
Contact – Name & email	
Contact – Phone & FAX	
Package Selection	<input type="checkbox"/> Annual Package #1 <input type="checkbox"/> Annual Package #2 <input type="checkbox"/> plus Marketplace
or Individual Selections:	
Anticipated months for placements	
For approvals:	<input type="checkbox"/> FAX to _____ <input type="checkbox"/> Email PDF to: _____
Notes:	

FAX to Paul at +1-408-904-6997

Chapter Placement – Choices of Technology Area: We wish to run our ad in association with:
(choose up to three – rank “1”, “2”, and “3” if desired)

- | | |
|---|---|
| <ul style="list-style-type: none"> <input type="checkbox"/> Antennas & Propagation <input type="checkbox"/> Circuits and Systems <input type="checkbox"/> Communications (3) <input type="checkbox"/> Components, Packaging & Manufacturing Technology <input type="checkbox"/> Computer (2) <input type="checkbox"/> Computational Intelligence <input type="checkbox"/> Consultants Network of Silicon Valley <input type="checkbox"/> Consumer Electronics <input type="checkbox"/> Control Systems <input type="checkbox"/> Education <input type="checkbox"/> Electromagnetic Compatibility <input type="checkbox"/> Electron Devices <input type="checkbox"/> Engineering Management <input type="checkbox"/> Engineering in Medicine & Biology <input type="checkbox"/> GOLD: Graduates Of the Last Decade <input type="checkbox"/> Industry Applications <input type="checkbox"/> Information Theory <input type="checkbox"/> Instrumentation & Measurement | <ul style="list-style-type: none"> <input type="checkbox"/> Lasers & Electro-Optics <input type="checkbox"/> Magnetics <input type="checkbox"/> Microwave Theory & Techniques <input type="checkbox"/> Nanotechnology <input type="checkbox"/> Nuclear & Plasma Sciences <input type="checkbox"/> PACE (Professional Activities Committee for Engineers) <input type="checkbox"/> Power Electronics <input type="checkbox"/> Power Engineering <input type="checkbox"/> Product Safety Engineering <input type="checkbox"/> Reliability <input type="checkbox"/> Robotics and Automation <input type="checkbox"/> Signal Processing <input type="checkbox"/> Solid State Circuits <input type="checkbox"/> Vehicular Technology <input type="checkbox"/> Women in Engineering
 <input type="checkbox"/> Across All Groups |
|---|---|

For information on the Field of Interest of each, see www.ieee.org/web/societies/home/