



Your Partner in Promoting your Short Course or Workshop!



Chapter Advertisements for Courses, Tutorials, Workshops

Reach the key technical audience for your seminar, tutorial, or short course

Publicize your Chapter's upcoming Short Course, Workshop, Seminar, or Symposium in the **GRID.pdf**, on our Council **website**, and in our twice-monthly **e-GRID** announcements. 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! Build the modest cost of our wider publicity into the budget for your next event. Your contract can include:

- Basic publicity in our **e-GRID** bimonthly email, with a profile and calendar entry
- Full- or half-page announcements in our **GRID.pdf** for your selected months
- A **rotating banner ad** on the Council Home Page and Calendar Page
- Placement with associated Chapter meeting announcements, to attract your key audience

The rates for events not financially sponsored by a local Chapter/Section are twice that shown in this table (see Note 3)

e-GRID (to 26,000 IEEE Members, guests) and GRID.pdf (monthly PDF Magazine, posted on first day of month)		
Four appearances in e-GRID Calendar		\$ 400
Four e-GRID profiles and four appearances in e-GRID Calendar (over a two-month period)		\$ 600
Same, plus half page ad in GRID.pdf		\$ 800
Bundled Packages		
#1	Conference Special: 3 GRID.pdf pages (eg, Call for Papers; Advance Program; Final Notice); linked Home Page rotating banner ad (160x160 pixels); ad on selected Chapter Event page for three months; 2X/mo in e-GRID email (profiles plus Calendars). (if priced separately) =====>>	\$1700 (\$3550)
#2	Conference Special: Two GRID.pdf pages (eg, Advance Prgm; Final Notice); linked Home Page rotating banner ad (160x160 pixels); ad on selected Chapter Event page for two months; 2X/mo in e-GRID email. (if priced separately) =====>>	\$1250 (\$2100)
#2a	Conference Special: same as #2 except two half-page GRID.pdf ads	\$1000

Notes:

1. The GRID publicizes free Chapter events (such as lunch or evening meetings) without cost.
2. A low-cost course, workshop or symposium is publicized at no cost. If the non-member fee is less than \$70/day (\$80, if lunch is included), or \$40/half-day, then the event is not considered to be a fund-raising event, and GRID publicity is free (Bundle #2a).
3. The rates above apply only to events in which the Chapter/Section is the financial "owner" of the event or is a financial partner (>10%). Other rates apply to events where the Chapter is only a technical or nominal co-sponsor and another entity is the financial owner. The Council may request verification of the ownership arrangement.

For a complete Rate Sheet, and for examples of Conference announcements, see the full Flyer:

www.egrid.net/docs/conf-flyer.pdf

For a recent copy of our **e-GRID** meeting announcement email, use this URL:
www.e-grid.net/announcements/grid0606a.html

For a PDF of this **Chapter Events** flyer to circulate to your Event Committee, use this URL:
www.e-grid.net/docs/chap-flyer.pdf

Contact:

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Rave reviews ...

IEEE is a major force and with all the folks in the Bay Area that the Grid addresses, this needs to be a target.

Roger H. Grace, Chair, MEMS Technology Summit (at Stanford) - 2010

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

This [page layout] looks fantastic – thank you. I think you did a great job hitting the highlights of the event.

Best Regards,
Linsy Reese, CMP Conferences

We were positively overrun with participants. 2003: 196, 2004: 201, 2005: 195, **2006: 252!** Yikes! We ran out of proceedings. What an amazing turnout.

I'm all for strong attendance, but hope that things don't skyrocket by another 30% next year!

Cheers, Deborah (CS Symp on Security & Privacy'06)

Just a quick note to thank you for helping me remain subscribed to the GRID. It's good to be connected to the GRID. Just wanted to let you know that I found several events of interest next month that I have registered to attend, thanks to the GRID – otherwise I would not have known about them and would have missed them.

So, I greatly value your Editorship, and the personal attention you give to subscribers, such as myself. I wanted to send in my sincere "Thank you" for your efforts and work. I know it's a labor of love, and just wanted you to know that it is much appreciated.

Vishal Sharma, Ph.D.
Metanoia, Inc.

We asked at registration how the attendees heard about SNRC. I would say [the GRID] was about 5%. It worked out well for us – we anticipated a total of 300 attendees and ended up with 350. We will definitely be using IEEE's marketing for the 2006 Symposium.

Cristy Linares
Stanford Networking Research Center, EE Dept.

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/photonic 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 **Conference Publicity Worksheet** (next page).
- Full-page content can be in .doc, .rtf, .pdf, or in other familiar formats.
- If we are doing the layout and editing, we can normally select key graphics and facts from your conference website. You may provide a rough layout of your desired content – 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 500kB. 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.
- 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, a redirect link, or to an email window. Advise us of the URL (either website or "mailto" email address) for this linking.
- Upon request, we will FAX or email you a proof of the artwork(s) for approval.