

BOSTON SECTION

Publication Dates

- Ad insertions for the eReflector are due five days before the next issue
- Ad insertions for the website are flexible, but web Ad insertions require up to five days

The eReflector Is:

- **Technical & Social Events**
Including professional training and education courses that span weeks and months. Social Events include networking, informational, and marketing events.
- **Editorial & Educational**
Including technical trends, as well as news of interest to the readership.
- **General Interest**
Including announcements from National and Global IEEE offices, as well as announcements from local chapters within the Boston Section.

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Website Advertisement Options



Leaderboard 728w x 90h



Rectangle
(Positioned High or Low)
336w x 280h

	CPM@4K/mo	CPM@7K/mo	CPM@10K/mo
Leaderboard (low placement)	\$120	\$110	\$100
Rectangle (high placement)	\$180	\$170	\$160
Rectangle (low placement)	\$170	\$160	\$150

eReflector Advertisement Options



Banner (Positioned Mid or Low) 533w x 66h



Rectangle
(Positioned High or Mid)
180w x 150h

	CPM@4K/mo	CPM@7K/mo	CPM@10K/mo
Banner Mid	\$30	\$27	\$25
Banner Low	\$27	\$25	\$23
Rectangle (high placement)	\$33	\$30	\$27
Rectangle (mid placement)	\$30	\$27	\$25