

## BOSTON SECTION

### Publication Profile

- Circulation: 8,500+
- Eight Issues annually, Nov/Dec combined No June, July, August
- Black&White, Tabloid Newsprint, 20-36 pages

### The Reflector 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.

The Reflector is the official publication of the Boston Section of the IEEE, formerly the Institute of Electronics and Electrical Engineers. The Reflector provides meeting information for more than 35 chapters within the section, as well as editorial content, and items of general interest to its more than 8,000 members.

All members of the IEEE Boston Section receive The Reflector as part of their membership. The readers are geographically located within the area of eastern Massachusetts surrounding and including Boston.

Additional subscribers include local corporations, libraries, advertisers, and the national and global management of the IEEE.

The 8,000+ subscribers include graduates and undergraduates of engineering, usually electrical and/or computer engineering, but also other engineering disciplines. The readers are highly technical, employed in the high-technology, defense, medical device, and related industries. The readers include decision makers of these organizations and are typically more affluent and in stable employment situations. The employers are strongly correlated to electrical and electronics related industries, such as power and energy, microwave, computer and component manufacturing, communications, among others.

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.

Note: Subscribers save their copies of The Reflector for weeks after publication to refer to and to find important event information.

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### Publication Dates

- Ad insertions due the first of the preceding month, e.g. September Issue due August 1st
- Rates and Dimensions are on following page or opposite side of this sheet

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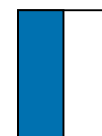
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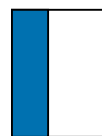
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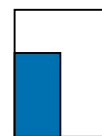
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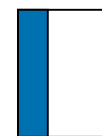
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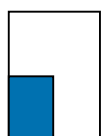
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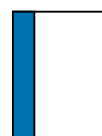
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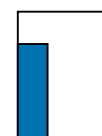
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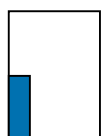
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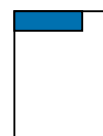
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Business Card

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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
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2/5 Page	20.63	5.40	\$ 752	\$ 676	\$ 639	\$ 601
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Bookends 2x 1/4 (vert)	20.63	6.75	\$ 874	\$ 787	\$ 743	\$ 699