

IEEE Transportation Electrification Council Vision & Mission

The IEEE Transportation Electrification Council coordinates broad and deep activities throughout the IEEE in the growing electrification revolution across transportation domains, including advances in electric and hybrid cars, more-electric ships and aircraft, rail systems, personal transport and the motive, storage, power grid, electronic

intelligence and control technologies that make them possible.

It's mission is to create leadership, professional development, standards development, and other opportunities for practitioners, researchers, students, and all IEEE members interested in electric transportation.

IEEE Transportation Electrification Council Sponsoring Societies

IEEE Aerospace and Electronic Systems Society

IEEE Computer Society

IEEE Control Systems Society

IEEE Dielectrics and Electrical Insulation Society

IEEE Electromagnetic Compatibility Society

IEEE Electronics Packaging Society

IEEE Industrial Electronics Society

IEEE Industry Applications Society

IEEE Instrumentation and Measurement Society

IEEE Intelligent Transportation Systems Society

IEEE Microwave Theory and Technology Society

IEEE Oceanic Engineering Society

IEEE Power & Energy Society

IEEE Power Electronics Society

IEEE Reliability Society

IEEE Solid-State Circuits Society

IEEE Vehicular Technology Society

IEEE Electrification Magazine Contacts

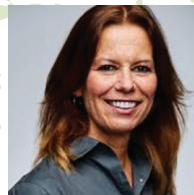


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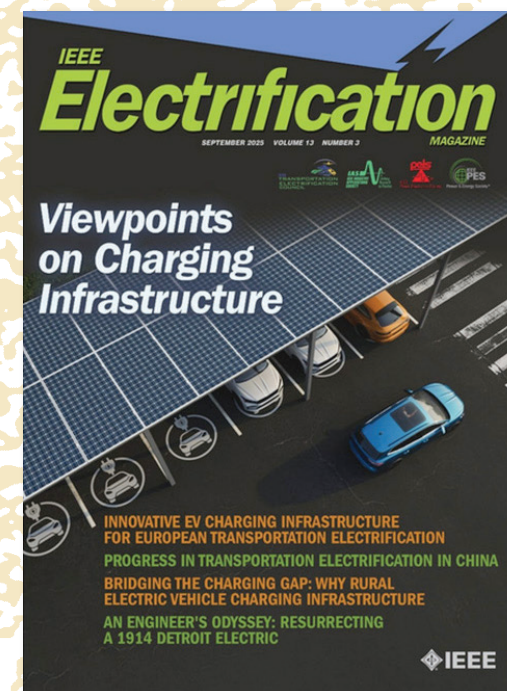
IEEE Transportation Electrification Council's Flagship Publication Announces Special 2026 Charter Advertiser Rates and Data

The IEEE Transportation Electrification Council (TEC) is a Technical Council within the IEEE that serves as "one voice" for Transportation Electrification and coordinates broad and deep activities in the growing electrification revolution across transportation domains.

TEC is sponsored by seventeen IEEE Technical Societies with a combined membership exceeding 120,000, all of whom are eligible to receive a free subscription to the IEEE Electrification Magazine, TEC's new quarterly flagship publication.

Relevant Content Directed to a Highly Qualified Audience

IEEE Electrification Magazine is dedicated to disseminating information on all matters related to electrification in vehicles, ships, trains, planes and spacecraft, and off-grid applications including microgrids. Feature articles in the magazine focus on advanced concepts, technologies, and practices associated with all aspects of electrification in the transportation and off-grid sectors from a technical perspective in synergy with nontechnical issues such as business, environmental and social concerns.



Global Transportation Electrification Market

According to Precidence Reasearch, the global electrification market size was valued at over USD 88 billion in 2024 and is anticipated to reach around USD 209 billion by 2034, expanding at a CAGR of 9% over the forecast period from 2024 to 2034

Permanently Locked Rates for Charter Advertisers

Electrification Magazine, now in its twelfth year, has in the past covered a wide range of electrical infrastructure topics from generation to microgrids. Starting in 2025, IEEE Electrification Magazine is now focused on the interests of members of the IEEE Transportation Electrification Council.

In recognition of this new alignment, 2026 charter advertisers in this essential publication will have rates permanently locked-in at 2026 rates.

A New Opportunity to Reach Transportation Electrification Influencers and Decision Makers

As the Transportation Electrification Council’s flagship quarterly publication, presenting peer-reviewed technical content, IEEE Electrification Magazine is an excellent vehicle to reach an exceptionally focused, global audience of academic and industry professionals engaged in the rapidly growing field of transportation electrification and off-grid technologies.

Digital Magazine

MELE is published in print form in small quantities for distribution at conferences and exhibits. The electronic version that is distributed to all subscribers mirrors the printed counterpart. All online ads link to relevant company web content prescribed by the advertiser.

Charter Advertiser Display Advertising Placement Rates (\$US)¹

Size	1x	2x	4x	8x
Cover 2 (Inside, Front)	\$3,400	\$3,300	\$3,200	\$3,000
Cover 3 (Inside, Back)	\$3,200	\$3,100	\$3,000	\$2,800
Cover 4 (Outside, Back)	\$3,800	\$3,700	\$3,600	\$3,200
Full Page	\$2,800	\$2,700	\$2,500	\$2,200
2/3 Page -V	\$2,300	\$2,200	\$2,100	\$1,900
Half Page - V or H	\$1,700	\$1,600	\$1,500	\$1,300
One-Third Page	\$1,300	\$1,250	\$1,200	\$1,000
One-Fourth Page	\$840	\$800	\$720	\$680

¹ All display advertising placed on behalf of clients by recognized agencies is commissionable (15%).

Exclusive IEEE Transportation Electronics Council Social Media Opportunities

IEEE Electrification Magaine advertisers have the exclusive opportunity to place tile and banner ads on the IEEE TEC website and in the TEC monthly e-newsletter.

Duration	3 Months	6 Months	8 Months	12 months
Website Tile Ad (200x200)	\$2,100	\$3,900	\$5,700	\$7,800
Newsletter Banner (600x90)	\$2,500	\$4,500	\$6,300	\$8,500

Tile ads on the IEEE Transportation Electronics Council website, ieee-tec.org, rotate among active advertisers. There are a limited number of ads available on the monthly news letter.

Display Advertising Closing Dates

2026 Issues	Publication Date ²	Insertion Order Deadline	Ad Media Deadline	Bonus Distribution
March	3/10/2026	1/28/2026	1/30/2026	APEC 2025, PCIM EU
June	6/12/2026	5/4/2026	5/8/2026	
September	9/9/2026	7/30/2026	8/3/2026	EV/Battery, ECCE NA/EU
December	12/8/2026	10/27/2026	10/30/2026	

² Estimated and subject to change



Specifications Magazine Advertising - Inches (mm)

Bleed
8 7⁄8 x 11 (206 x 279)
Trim
7 7⁄8 x 10 3⁄4 (200 x 273)
Live Area
7 1⁄2 x 10 1⁄4 (191 x 260)

Full Page (Bleed)

7 x 10
(178 x 254)

Full Page

4 5⁄8 x 10
(118 x 254)

2/3 Page

7 x 4 7⁄8
(178 x 124)

1/2 Page Horizontal

3 3⁄8 x 10
(86 x 254)

1/2 Page Vertical

4 5⁄8 x 4 7⁄8
(118 x 124)

1/3 Page Square

2 1⁄8 x 10
54 x 254

1/3 Page Vertical

7 x 3 1⁄4
(178 x 83)

1/3 Page Horizontal

3 3⁄8 x 4 7⁄8
86 x 124

1/4 Page

Specifications - Digital Advertising

Tile - 200 x 200 pixels (Web) Banner - 600 x 90 pixels (eNewsletter)

File Requirements (Print Advertising)

Press optimized PDF, 285dpi (min), all fonts embedded, CMYK (avoid spot colors) *(Due to unpredictability when printed, please avoid Roboto, Segoe, Rokkit, Lato, Coustard, Antonio, Kartika, Old Press, Kalinga fonts.)*