Reach IEEE-Eta Kappa Nu students, the brightest students in electrical and computer engineering and allied fields in the world.
Why HKN?

By working with IEEE-HKN, your company or university will reach a select group of high-achieving, service-oriented students from 268 university chapters around the world. These future leaders are actively involved in our conferences, events, and workshops, giving your company or university the opportunity to recruit, educate, and engage the best and the brightest.

“It has been a great experience working together with IEEE-HKN to organize learning opportunities for the student chapters through technical workshops and training. We are able to work closely with some of the most talented and motivated engineering students that can be found nationwide. The organization is such a valuable resource for students and industry.”

MARK EASLEY, Texas Instruments University Program

Engage with IEEE-HKN if you are looking for recent, high-potential Engineering and Technical talent or HKN alums.”

JOSEPH SLEVIN, Talent Acquisition Advisor, Southern California Edison

If you are looking to hire interns, entry level positions, or top-level young professionals (including graduate students), IEEE-HKN makes it easy for you.
More Than Just GPA
Beyond advanced technical skills, IEEE-HKN students possess the highly desired qualities of leadership, communication, and presentation skills. Their impeccable character and positive attitude are assessed by faculty and peers and are equally as important as their grades.

IEEE-HKN Students performed 60,000+ hours
COMMUNITY SERVICE
in 2020-2021

1,500+ SERVICE ACTIVITIES
completed by the Chapters including programming for STEM AND K-12 EDUCATION

The IEEE-HKN designation is a life-long designation—once IEEE-Eta Kappa Nu, always IEEE-Eta Kappa Nu.

About
3,000 STUDENTS are inducted every year

MORE CHAPTERS ARE STARTED EVERY YEAR
30,000 ACTIVE ALUMNI

“Students we meet through IEEE-HKN events are highly motivated and capable individuals.”

PAUL FRAZON, Ph.D., Fellow IEEE Director of Graduate Programs at North Carolina State University

Our students join the ranks of some of the world's greatest minds.

- MARY BARRA
  CEO General Motors
- VINT CERF
  "A Father of the Internet"
- MARTIN COOPER
  Inventor of the mobile telephone
- THELMA ESTRIN
  Creator of the WEIZAC computer
- DAVID FILO
  Co-founder of Yahoo!
- IRWIN JACOBS
  Founder of Qualcomm
- LEONARD KLEINROCK
  "A Father of the Internet"
- LARRY PAGE
  Co-founder of Google
- HENRY SAMUELI
  Co-founder of Broadcom
- STEVE WOZNIAK
  Co-founder of Apple

COVID taught our organization how powerful bonding time was. Our chapter learned we were a resilient group capable of powering through many obstacles such as only having access to virtual events. Our organization was able to design and host virtual office hours and review sessions, social events, and company info-sessions. We saw many officers rise up as leaders and take ownership in coming up with their own new initiatives to replace the in-person events from previous semesters.”

Reported by officers of the IEEE-HKN Mu Chapter at University of California at Berkeley

Only JUNIOR, SENIOR AND GRADUATE STUDENTS at the top of their class

IEEE-HKN STUDENTS are better prepared to enter the workforce

98 OF THE TOP 100 Engineering schools in the USA have IEEE-HKN Chapters

More than
265 CHAPTERS INCLUDING 25 INTERNATIONAL CHAPTERS

Who Will You Reach?

IEEE-Eta Kappa Nu
THE BRIDGE

Advertorial Packages and Rates

Recruit Talent and Reach IEEE-HKN’s Exclusive Audience of Top Electrical and Computer Engineers and Computer Scientists

FREQUENCY: Three times per year
READERSHIP: 30,000 of the top engineering students and practitioners

THE BRIDGE, the award-winning digital magazine of IEEE-Eta Kappa Nu, publishes three times a year. It’s a perfect platform to promote your company or university to IEEE-HKN members. Each issue is delivered via email to 30,000 of the top undergrad and graduate students and young and seasoned professionals in the IEEE fields of interest.

We have opportunities for advertorials and ads in the main publication and special opportunities in our Graduate Research Spotlight section.

In addition to the current circulation of THE BRIDGE, IEEE-HKN inducts over 3,000 new top engineering students each year, which increases the ability to impact an important—and ever growing—demographic.

THE BRIDGE is downloadable from the HKN.org website and the IEEE app. Year-round. (THE BRIDGE is the 2nd most downloaded publication on the IEEE app)

ALL CATEGORIES ALSO INCLUDE:

• A permanent link to your URL on the HKN.org THE BRIDGE page
• A direct link to your ad in the distribution email

• Your logo in the HKN Student newsletter distributed in the month after THE BRIDGE is published (if you purchase an ad in one issue, your logo and link is included in 1 newsletter; 2 issues = 2 newsletters; 3 issues = 3 newsletters)

THE BRIDGE ADVERTORIAL PACKAGES AND RATES

Recruit Talent and Reach IEEE-HKN’s Exclusive Audience of Top Electrical and Computer Engineers and Computer Scientists

ADVERTORIAL

500 TO 750 WORDS*

FULL-PAGE DISPLAY AD

HALF-PAGE DISPLAY AD

QUARTER-PAGE OR BANNER DISPLAY AD

with clickable link to URL of Advertiser’s choosing

FREQUENCY / COST PER ISSUE

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*Copy and photos provided by advertiser

Contact us to customize a package that meets your goals. Single- and multi-event sponsorships, and digital advertising opportunities are available. Contact Christine Cherevko at c.cherevko@ieee.org.
The 2021 Recruitment Fair will be held in conjunction with the 2021 Student Leadership Conference. Contact us to customize a package that meets your goals. Single- and multi-event sponsorships, and digital advertising opportunities are available. Contact Christine Cherevko at c.cherevko@ieee.org.
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