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

IEEE-HKN is dedicated to encouraging and recognizing academic and professional excellence, impeccable character and the positive attitude needed to lead and serve others. IEEE-HKN develops promising young professionals into resilient, collaborative, global citizens and is with them through every step of their professional journey. Your company has an opportunity to meet, recruit, and interact with this select and prestigious audience. IEEE-HKN virtual events attract over 300 attendees, representing more than 85 universities.

"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

WHO IS IEEE-HKN?

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electrical Engineers</td>
<td>46%</td>
</tr>
<tr>
<td>Computer Engineers</td>
<td>22%</td>
</tr>
<tr>
<td>Computer Scientists</td>
<td>20%</td>
</tr>
<tr>
<td>Other IEEE Technical Fields of Interest</td>
<td>12%</td>
</tr>
</tbody>
</table>

3,000 STUDENTS are inducted every year

MORE CHAPTERS ARE STARTED EVERY YEAR

30,000 ACTIVE ALUMNI

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
The Annual IEEE-HKN Student Leadership Conference (SLC) is a time-honored tradition that brings together leaders and members from HKN Chapters around the world. This three-day event will be held in Charlotte, North Carolina, and features tracks for leadership training, faculty advisor programming, technical presentations, professional development, labs, workshops, and a career and graduate school fair.

This is a unique opportunity for industry, technical societies, and graduate schools to interact with leaders and members from HKN Chapters around the world. The event is designed to give the ability to present, interact, recruit, and digital advertising opportunities are available. Contact Nancy Ostin at n.ostin@ieee.org.

Contact us to customize a package that meets your goals. Single- and multi-event sponsorships, and digital advertising opportunities are available. Contact Nancy Ostin at n.ostin@ieee.org.
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 page
• A direct link to your ad in the distribution email

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
1X 2X 3X 1X 2X 3X 1X 2X 3X 1X 2X 3X
$2622 $2522 $2422 $2272 $2172 $2072 $1188 $1138 $1088 $605 $580 $555

*Copy and photos provided by advertiser

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