



Enlightening perspectives on computing today and tomorrow

Bi-Annual ICT Technical Magazine

ADVERTISING GUIDE



Faculty of Computing
Sabaragamuwa University of Sri Lanka



About ComSpective

ComSpective is a bi-annual technical magazine published by the Faculty of Computing, Sabaragamuwa University of Sri Lanka. The magazine aims to explore cutting-edge sciences and technologies shaping the contemporary world in the domain of computing, by uniting with scholars, tech visionaries, industry professionals, and tech enthusiasts. Moreover, the magazine aims to bridge the gap between theoretical learning and practical application, offering a platform where students can explore the latest advancements, trends, and challenges in technology.

The inaugural issue of the bi-annual technical magazine was published in February 2021 in parallel to the 25th anniversary celebrations of the Sabaragamuwa University of Sri Lanka. Since its inception, ComSpective has been published regularly, and its widespread popularity among Sri Lankan scholars and professional communities manifests the resounding success it has achieved. For more details and past issues please visit: <https://www.sab.ac.lk/computing/comspective>

Advertising Opportunities

ComSpective is a free publication dedicated to empowering students, scholars, and tech enthusiasts with insights into the world of technology and innovation. It serves as a valuable resource for students, offering articles, tutorials, and industry updates tailored to their academic and career interests. While the magazine strives to expand its reach and impact, the editorial board is seeking financial support through sponsored advertising from esteemed organizations and interested parties to continue producing high-quality content and distributing it to students free of charge, ensuring accessibility to valuable educational resources regardless of financial constraints.

Advertisers can maximize the effectiveness of their advertising campaigns by placing advertisements that showcase organization profile to enhance brand recognition. Also, they can promote on their products or services, events, awards and achievements, careers opportunities, internship programs etc. Overall, content of the advertisement needs to resonate with the magazine's readership.





Why Advertise with ComSpective

The ComSpective being a well-recognized and popular magazine among the Sri Lanka university student and academic community, organizations may yield both short term and long-term rewards.

■ Brand Exposure

The organization will receive prominent brand exposure through multiple channels, including the magazine itself, the university's website, and social media platforms.

■ Targeted Audience Reach

By advertising within a nationally recognized technology magazine, the organization gains access to a highly targeted audience of tech-savvy students, scholars, and technocrats who are actively engaged in technology-related fields.

■ Recruitment Opportunities

Advertising within the magazine provides the organization with a direct channel to recruit top talent from the pool of students and graduates from national level universities. Organizations can use this opportunity to advertise on job openings, internship programs, and recruitment events.

■ Networking and Collaboration

The organization can build relationships with key stakeholders within the national university community, including faculty members, student organizations, and industry partners. This can lead to potential collaboration opportunities on research projects, events, and other initiatives.

■ Thought Leadership

By supporting a student tech magazine, the organization demonstrates its commitment to fostering innovation and knowledge-sharing within the technology sector. This helps establish the organization as a thought leader in its field and enhances its reputation among students, faculty, and industry peers.

■ Community Impact

Supporting a student tech magazine aligns the organization with initiatives that promote education, diversity, and inclusion in technology. This can enhance the organization's corporate social responsibility efforts and contribute to its positive impact within the local community and beyond.



Advertising Packages

PACKAGE	ADVERTISEMENT SIZE	COST
A	Front Page - Inner	Rs. 20 000.00
B	Back Cover Page - Full	Rs. 15 000.00
C	Back Inner Page - Full	Rs. 12 000.00
D	Back Inner Page - Half	Rs. 6 000.00
E	Inner Page - Full	Rs. 10 000.00
F	Inner Page - Half	Rs. 5 000.00

- Magazine is printed or digitally published in standard A4 size.
- Contact the editorial for detailed specifications for advertisement submissions, including dimensions and file format as well as payment guidelines. Note that in-house Ad design option is also available.

Contact Us

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<https://www.sab.ac.lk/computing/comspective>