

IMSA Journal

Information and Requirements



Rate Card Number 1* * Effective : Ywf Ufm'z&\$\$

Published six times yearly by IMSA

Marilyn Lawrence - Editor & Publisher

Sharon Earl - Assistant Editor & Advertising Manager

Circulation over 12,000, covering the United States, Canada and other countries

IMSA * 165 East Union St. * PO Box 539 * Newark, NY 14513

Phone: 800.723.4672 Fax: 315.331.8205 Email: SNE@IMSAsafety.org

Classified/Business Card Rates

PRICING SCALE FOR CLASSIFIED ADS:

\$ 50.00 for 0 – 50 words

\$ 75.00 for 50 – 75 words

\$100.00 for 75 – 100 words

\$125.00 for 100 – 150 words

\$150.00 for 150 – 200 words

\$175.00 for 200 – 250 words

\$200.00 for 250 – 300 words

\$225.00 for 300 – 350 words

\$250.00 for 350 – 400 words

\$275.00 for 400 – 450 words

\$300.00 for 450 – 500 words

\$325.00 for 500 – 550 words

\$350.00 for 550 – 600 words

\$375.00 for 600 – 650 words

If your ad has more than 650 words, the price increases \$25.00 for every 50 additional words.

With a paid classified ad for the *IMSA Journal*, we will post your help wanted ads on our IMSA web site under Job Opportunities at no extra cost. The job will remain posted on the web for four months. This will be posted as soon as possible after we receive the ad with your preferred method of payment.

Didn't make the Journal deadline listed on the editorial calendar? We can still place your ad on the web for the price listed above.

Please email your classified ad along with a Purchase Order, and the IMSA insertion order. Please make sure to include your billing address and phone number. (We also accept Visa and MasterCard.) ***Classified ads are not commissionable.***

PRICING SCALE FOR BUSINESS CARD ADS:

An IMSA advertising service similar to "Business Card" advertising is intended for consultants, small business, and specialty advertising. Dimensions for the business card ad are the standard size of **3 1/2" by 2"**.

Rates are \$50.00 per insertion and are not commissionable.

ADVERTISING SPACE RATES

General Advertising Rates: For Sustaining Members

	1 Time	3 Times	6 Times	12 Times
Full Page	\$.00	\$.00	\$.00	\$.00
2/3 Page00	.00	.00
1/2 Page00	.00	.00
1/3 Page00	.00	.00
1/4 Page00	.00	.00

Per issue – Does not include color rate

Sustaining Member Cover Prices

Inside Front	\$1, .00
Inside Back	1, .00
Back	1, .00

Sustaining Member Color Rates

One Standard	\$.00
One Matched	.00
Four-color	1, .00
Bleed:	25%

Registration marks on four sides with crop marks.

General Advertising Rates: Non-Sustaining Member

	1 Time	3 Times	6 Times	12 Times
Full Page	\$1, .00	\$1, .00	\$.00	\$.00
2/3 Page	.00	.0000
1/2 Page	.00	.0000
1/3 Page	.00	.0000
1/4 Page	.00	.0000

Per issue – Does not include color rate

Non-Sustaining Member Cover Prices

Inside Front	\$1, .00
Inside Back	1, .00
Back	1, .00

Non-Sustaining Member Color Rates

One Standard	\$.00
One Matched	.00
Four-color	1, .00
Bleed:	30%

Registration marks on four sides with crop marks.

Special Position: Publisher charges 15% for special position and reserves the right to accept or reject preferred position advertising and to establish necessary conditions such as size, color, location, etc.

Publisher is not responsible for color quality if progressive or other color proofs are not provided.

Commission and Terms: Agency commission is 15% of gross billing to recognized agencies if paid within 30 days from invoice date. Agency commission disallowed after 30 days from invoice. No commission on special charges. Service will be suspended on accounts over 60 days past due and will not resume until all balances have been paid in full. Publisher will initiate formal collection action on all amounts over 90 days old. Costs associated with formal collection procedures will be assumed by the advertiser or agency.

Mechanical Requirements on Back

Mechanical Requirements

Mechanical Requirements

- ❖ Reproduced by Offset
- ❖ Covers: Reproduced by Offset
- ❖ Trim Size: 8 ½" x 11"
- ❖ Binding Method: Saddle stitched

Units Accepted and Measurements

- ❖ **Full Page** 7 1/2" wide by 10" deep
- ❖ **2/3 Page** 4 7/8" wide by 10" deep
- ❖ **1/2 Page** 7 1/2" wide by 5" deep
- ❖ **Island** 5" wide by 7 1/2" deep
- ❖ **1/3 Page** 2 3/8" wide by 10" deep
4 7/8" wide by 4 7/8" deep
- ❖ **1/4 Page** 4 7/8" wide by 3 7/8" deep

Bleed Pages

- ❖ Single bleed page, either black and white or color pages: 8 5/8" wide by 11 ¼ deep
- ❖ Trim Size: 8 1/2" x 11"
- ❖ Spread bleed plates: 17 1/4" wide by 11 1/4" deep (Center spread plate size only; all others, single plate bleed size.)
- ❖ Vital matter should be kept at least 1/2" away from each edge.

Specifications

- ❖ Ad must be saved as a Acrobat PDF 6.0 or lower file.
- ❖ Embed all fonts (typefaces) used in the ad.
- ❖ Embed all artwork, photos and logos used.
- ❖ If ad is color, make sure all colors have been converted to CMYK.
- ❖ No Pantone or RGB spot colors may be used.
- ❖ File must not be larger than 1.4 MB.
- ❖ Bleeds must be included in PDF, Journal is 8.5 by 11 full page. Bleed needs to be 1/8" in on all sides making document size larger than 8.5 x 11.

OR (prefer PDF)

If you would like to send us your ad (Mac format only) on a disk, please provide the following:

- ❖ We can accept In-Design 3.0.1, Pagemaker 7.0, QuarkXpress 4.0, Adobe Illustrator 11.0 or Adobe Photoshop 8.0 files.
- ❖ Include all fonts (typefaces) used in the ad. Please include the font suitcase, as well as the printer font.
- ❖ If ad is color, please include all artwork, photos and logos used and convert all colors to CMYK. **No Pantone or RGB spot colors may be used.**

Serving Public Safety Personnel in the Fields of:

- ✚ FCC Licensing and Frequency Coordination
- ✚ Fire Alarm Systems
- ✚ Flagging and Traffic Safety
- ✚ Public Safety Telecommunications
- ✚ Roadway Lighting
- ✚ Signs and Markings
- ✚ Traffic Signal Systems
- ✚ Two-Way Radio Systems
- ✚ Wireless Data
- ✚ Wireless Traffic Control
- ✚ Work Zone Safety
- ✚ Wire and Cable Specifications

Mailing Information

Insertion orders, contracts, copy instruction, PDFs and other materials should be sent to:

Sharon Earl
165 East Union Street
PO Box 539
Newark, New York 14513

Toll Free: 800.723.4672
Fax: 315.331.8205
Email: SNE@IMSAsafety.org

Distribution

Our mailing list includes the currently active IMSA roster plus other persons legitimately affiliated with the Public Safety field. Recipients of the *IMSA Journal* are not simply interested in public safety, but are directly responsible in some manner for the installation, operation, maintenance, specification writing or purchasing of related equipment.

Issuance and Closing Dates

The *IMSA Journal* is published six times a year and is mailed the first week of the publication month: January, March, May, July, September, and November. See current editorial calendar for advertising and article closing dates. Extensions may be granted upon request. No cancellations are accepted after the closing date.

General Provisions

Publisher's copy protective clause: Advertiser and advertising agency assume liability for all content (including text, representation, and illustration of all types) of advertisements printed, and also assume responsibility for any claims arising there from made against the publisher. The publisher reserves the right to reject any advertising which they feel is not in keeping with the publication standards. Publication of advertising does not constitute official IMSA endorsement of products or services. IMSA is free to accept or reject advertisements at will for any reason, including for the reason that a product or service competes with a product or service offered or endorsed by IMSA.

The publisher reserves the right to place the word "advertisement" with copy, which in the publisher's opinion, closely resembles editorial matter.

Short rates and rebates: If more or less space is used within one year from date of first insertion under contract, the rate will be adjusted to the earned rate.

If and when new rates are announced, current contracts will be honored until they expire. Contracts are so protected for a maximum of one year.

Advertising in the IMSA Journal will be limited to those companies that have no outstanding indebtedness to the IMSA. "IMSA may in its sole discretion, at any time and for any reason cancel or refuse any advertisement, regardless of whether such advertisement previously was accepted by IMSA."



INSERTION ORDER FOR IMSA JOURNAL

DATE: _____ **P.O. #:** _____

ADVERTISING COMPANY: _____

PRODUCT: _____

DESCRIPTION/ID: _____

SPACE: _____ **PAGE** _____ **ADDITIONAL COLOR:** _____

4 COLOR: _____ **BLEED:** _____ **PMS MATCH:** _____

EXTRA: _____

SPECIAL INSTRUCTIONS: _____

ISSUE(S): _____

RATE: _____

CONTACT: _____ **PHONE:** _____

BILL TO: _____ **FAX:** _____

_____ **EMAIL:** _____

_____ **WEB:** _____

Outstanding invoices over 90 days past due will be turned over to a collection agency for payment. Advertiser agrees to pay for all collection costs and all attorney fees.

IMSA Journal

Editorial Calendar For 2010

Issue	Editorial Theme	Extra Circulation At These Shows:	Ad/Article Closings:	To Be Mailed
January/February, 2010	Wireless Issue	IWCE - Las Vegas, NV March 10-12, 2010	Deadline for Articles, Press Releases and Film... November 1, 2009 If extension is required for film, please call the International Office.	1/1/2010
March/April, 2010	Work Zone Traffic Control, Traffic Signals, Signs & Markings, Roadway Lighting ITS Systems	Work Zone Awareness April 5-7, 2010 ITS - Houston, TX May 3-5, 2010	Deadline for Articles and Press Releases and Film.. January 1, 2010 If extension is required for film, please call the International Office.	03/01/2010
May/June, 2010	Focus is on: Interior and Municipal Fire Alarm Systems Traffic Signals IMSA Conference Issue	NFPA - Las Vegas June 7-10, 2010 IMSA - Dallas, TX June 22 -29, 2010	Deadline for Articles, Press Releases and film... March 1, 2010 If extension is required for film, please call the International Office.	05/1/2010
July/August, 2010	Work Zone Traffic Control, Traffic Signals, Signs & Markings, Roadway Lighting	ITE - Vancouver, BC, Canada August 8 - 11, 2010 APWA - Boston, MA August 15 - 18, 2010 IAFC - Chicago, IL August 24 - 29, 2010	Deadline for Articles, Press Releases and Film... May 1, 2010 If extension for film is required, please call the International Office.	07/01/2010
September/October, 2010	Street & Area Lighting Issue	IESNA- Street & Area Lighting Huntington Beach, CA September 26 - 29, 2010	Deadline for Articles, Press Releases and Film... July 1, 2010 If extension for film is required, please call the International Office.	09/01/2010
November/December, 2010	Media Kit Informational Mailing		Deadline for Articles, Press Releases and Film... September 1, 2010 If extension for film is required, please call the International Office.	11/01/2010

The IMSA Journal will strive to feature articles in Work Zone Traffic Control, Traffic Signals, Signs and Markings, Roadway Lighting, Fire Alarm, and Public Safety Dispatch in every issue.