



JOURNAL

Your partner in public safety since 1896.

2021

Media Kit & Rate Card

International Municipal Signal Association
[IMSAsafety.org](https://imsasafety.org)

About the IMSA Journal

IMSA is the oldest known association of its kind in the world. It dates back to October 1896 and counts Thomas A. Edison and the Edison Electric Company among its esteemed members. Today IMSA certifies tens of thousands of technicians and stands as the most regarded name in public safety certification.

The IMSA Journal is published six-times annually and provides readers with industry news contributed by public safety professionals, as well as product spotlights, the IMSA Buyers Guide, certification program features, updates from IMSA leadership and members, and a calendar of events, job listings.

Distribution and Circulation

Subscription to the Journal is one of the benefits of IMSA membership. All members receive a mailed copy as well as access to the clickable, digital edition. Non-members also have the ability to subscribe.

Circulation: 8,700+

Across the U.S., Canada, and the Bahamas



Readership

8,700+

IMSA Members
Representing:

2700

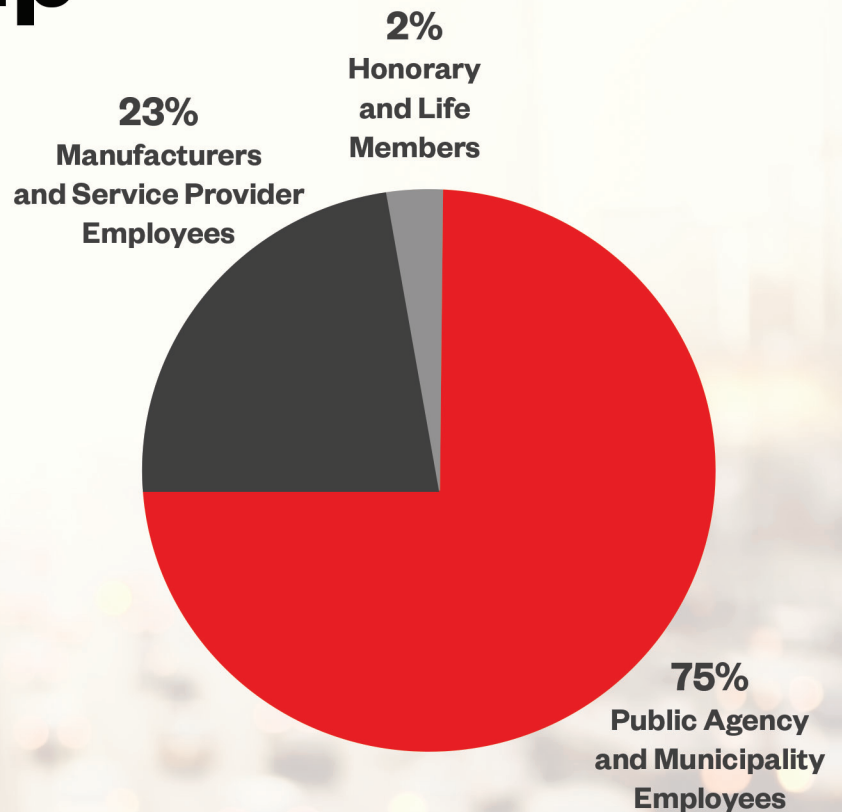
Public Agencies
and Municipalities

830

Manufacturers and
Service Providers

Public Agency Members Include:

State of Arizona
State of Virginia
State of Utah
State of Wyoming
New York City
Phoenix
Indianapolis
Austin
Mesa
Baton Rouge



Employed in the Fields of:

FCC Licensing and Frequency
Fiber Optics
Fire Alarm Systems
Intelligent Traffic Systems
Public Safety Communications
Roadway & Area Lighting
Signs and Pavement Markings
Traffic Signal Systems
Transportation Systems
Two-Way Radio Systems
Wireless Traffic Control
Wire and Cable Specifications
Workzone Safety

Advertising Rates

Interior Pages

All Journal pages, including advertising, are printed in full color. See size specifications on next page.

Sustaining Members (per issue pricing)

	1 Time	3 Times	6 Times
Full Page	\$2475	\$2355	\$2235
1/2 Page	1550	1475	1400
1/3 Page	1025	975	920
1/4 Page	825	785	745

Non-Members (per issue pricing)

	1 Time	3 Times	6 Times
Full Page	\$3330	\$3150	\$2985
1/2 Page	2100	1990	1890
1/3 Page	1400	1330	1260
1/4 Page	1110	1060	1010

2-page spread (center spread): \$3600

Inside Covers and Back Cover

Sustaining Members

Inside Front	\$2880
Inside Back	2880
Back	3360

Non-Members

Inside Front	\$3880
Inside Back	3880
Back	4530

Product Spotlight

Highlight your company's new or existing product in this special section for Sustaining Members.

Per issue:

Color logo with up to 250 words: \$800

Color logo and color photo/image with up to 500 words: \$1600

Product Spotlights are not commissionable.

Job Listings On IMSAsafety.org and in the Journal

Text only:	Public Agency	Company
Up to 250 words	\$200	\$250
250-500 words	\$350	\$500

Job listings are posted on the IMSA website at the above pricing. At no extra cost, an abbreviated version (the position, organization, location, and contact only) will also be published in the IMSA Journal. The job will remain posted on the web for four months. *Classified ads are not commissionable.*

E-Newsletter

IMSA is excited to launch a new e-newsletter in 2020. This new communication piece will include industry trends and association updates directly sent once a month to **over 23,000 (and counting) industry professionals and leaders (open rate of 26%, well above industry average)**. The list is comprised of IMSA members plus IMSA certification holders. The e-newsletter will provide companies online branding opportunities as well as positioning yourself as an industry thought leader. Space will be limited: prime display banner ads - \$3,495, rectangle banners - \$2,895; sponsored content (link to a thought leadership piece) - \$995.

For e-newsletter inquiries, please contact Katie White at kwhite@thewymancompany.com.

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.

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

- Reproduced by Offset
- Covers: Reproduced by Offset
- Trim Size: 8½" x 11"
- Binding Method: Saddle stitched

Measurements

- | | |
|-------------------------|------------------------------|
| • Full Page | 7-3/16" wide by 9-5/8" tall |
| (Full page with bleed) | 8-3/4" wide by 11-1/4" tall |
| • 1/2 Page - Horizontal | 7-3/16" wide by 4-5/8" tall |
| • 1/2 Page - Vertical | 3-7/16" wide by 9-5/8" tall |
| • 1/3 Page - Horizontal | 4-5/8" wide by 4-7/8" tall |
| • 1/3 Page - Vertical | 2-1/4" wide by 9-5/8" tall |
| • 1/4 Page - Horizontal | 7-3/16" wide by 2-7/16" tall |
| • 1/4 Page - Vertical | 3-7/16" wide by 4-5/8" tall |

Bleed Pages

- Single bleed page, 8-3/4" wide by 11-1/4" tall
- Trim Size: 8-1/2" wide by 11" tall
- Center spread ad: 17-1/4" wide by 11-1/4" tall
- Vital content should be kept at least ½" away from each edge.

Specs

- High resolution (300 dpi) CMYK PDF or JPG preferred.
- EPS or AI files may also be sent with fonts converted to outlines and colors converted to CMYK.
- Embed all fonts (typefaces) used.
- Embed all artwork, photos and logos used.
- No Pantone or RGB spot colors may be used.
- Bleeds must be included in PDF, Journal is 8½" by 11" full page.

Bleed needs to be 1/8" in on all sides making document size 83/4" by 11-1/4".

Email files to journal@imsasafety.org.

Mailing Information

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

IMSA
597 Haverty Court
Suite 100
Rockledge, FL 32955

Toll Free: 800.723.4672
Fax: 321.806.1400
Email: journal@IMSAsafety.org

Distribution

Our mailing list includes the currently active IMSA member 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 (mailing date subject to change at discretion of editor): 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 therefrom 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.

IMSA Journal Editorial

Calendar for 2021

Issue	Editorial Theme	Ad / Article Closing Dates	Scheduled Mailing Dates
January/February	Work Zone Temporary Traffic Control	Deadline for Articles, News and Ads December 21, 2021 Need an extension? Please contact the International office.	1/20/2021
March/April	Wireless	Deadline for Articles, News and Ads February 15, 2021 Need an extension? Please contact the International office.	3/17/2021
May/June	ITS Traffic Signals Signs & Markings	Deadline for Articles, News and Ads April 12, 2021 Need an extension? Please contact the International office.	5/19/2021
July/August	Fire Alarm Systems	Deadline for Articles, News and Ads June 14, 2021 Need an extension? Please contact the International office.	7/20/2021
September/October	Roadway & Area Lighting	Deadline for Articles, News and Ads August 16, 2021 Need an extension? Please contact the International office.	9/22/2021
November/December	Conference Wrap-up, News & Reviews	Deadline for Articles, News and Ads October 11, 2021 Need an extension? Please contact the International office.	11/17/2021

Editorial Submissions

The article should not include blatant commercial promotional elements.

Articles regarding the completion of one's latest project may be submitted.

Articles may describe a current and significant development in Traffic Signals, Fiber Optics, Intelligent Traffic Systems, Signs and Markings, Roadway Lighting, Work Zone Traffic Control, Fire Alarm or Dispatch.

Articles may describe a current and significant development in technology or management that has long-term relevance.

Articles may be submitted with an emphasis on theory and principles of operations.

It is suggested that feature articles should be 1,000 to 3,500 words in length (including biography, photo, and contact information), typed, single-spaced, in 12-point text. Pictures and graphics are encouraged and should be e-mailed as separate files clearly identified. (See image submission guidelines below.) It must be noted in the article where you prefer the photos placed. All text items should be submitted in MSWord (.doc) format. Editors reserve the right to edit articles, if necessary. Submissions should be e-mailed to journal@IMSAsafety.org or mailed on a disk with hard copy to: IMSA, 597 Haverty Court, Suite 100, Rockledge, FL 32955.

Editorial submissions should include a brief biography of the author(s) along with a current head-shot and contact information. See image submission guidelines below.

Our *News Around the Industry* column is used as a forum where commercial members of the industry may share press releases or news briefs.

The *Product Spotlight* section is reserved for IMSA Sustaining Members only and is considered advertising. See *Rate Sheet* for additional details.

IMSA sections and members are encouraged to provide regional updates. Releases should be formatted and submitted as above (no faxes please), with a maximum length of 300 words, including biography, contact information, and images. Editors reserve the right to edit news submissions, if necessary.

The Publisher reserves the right to reject any article that is not in keeping with the publication standards.

Event information should include event name, dates, location, 25-word description, and who to contact for more information.

Submitted articles will be reviewed by the editor and are subject to editing for style, format, clarity, and length.

IMSA is free to accept or reject articles 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.

Publication of article does not constitute official IMSA endorsement of products or services.

Article Image Guidelines

Black and white and color photographs or artwork (charts, graphs, etc.) are acceptable, but not guaranteed for publication. Photographs and art must be submitted as JPG, EPS, AI or PDF files at 300 dpi or higher. PDF files must be saved with fonts included; EPS or AI files must have all fonts converted to outlines. INTERNET/WEBSITE FILES AT 72 dpi WILL NOT BE ACCEPTED.

Remember to include captions for each image, the appropriate photo courtesy, and clearly identify the photo as well as its position within an article.

In addition to articles, IMSA welcomes the following submissions under these guidelines:

	Product Spotlight	News Around the Industry	Photo
Company logo included	Yes	No	No
Describes specific product/service	Yes	2-3 sentences	No
References industry changes/updates	No	Yes	Yes
Could be published in newspaper	No	Yes	Yes
Unusual or fun	No	No	Yes
Describes benefits of product use	Yes	No	No
Includes testimonial	Yes	No	No
Shows unique situation in public safety	No	Yes	Yes

Photo

- Is print resolution (minimum 300 dpi)
- Shows unusual or funny situations related to traffic signs/signals, roadway lighting, fire alarm, etc.
- Does not blatantly promote one specific company/product
- Directly relates to the editorial theme of a specific issue (hi-res photos will also be considered for the cover)

Product Spotlight

- Describes your company, product, service
- Highlights benefits, strengths of your product(s)
- Announces new products or updates to products
- Is a product advertorial
- Can include logo or photo
- Short story about installation or specific use of your product
- Includes a testimonial

News Around the Industry

- Press release that is not product-centric
- Talks about the use of a product in an industry setting but not solely the product itself
- Describes industry situations that have changed or are noteworthy
- An announcement that impacts public safety and those who work in the field
- Would be printed in a newspaper or industry trade magazine as an article (not ad)



CLASSIFIED AD

DATE: _____

COMPANY: _____

AD TITLE: _____

Please email this form along with the ad as a Word document to: jobopps@imsasafety.org

Notes or special instructions:

CONTACT: _____ PHONE: _____

FAX: _____ EMAIL: _____



Your Partner in PUBLIC SAFETY

JOURNAL INSERTION ORDER

DATE: _____ P.O. #: _____

COMPANY: _____ AD AGENCY: _____

WEBSITE: _____

PRODUCT ADVERTISED: _____

Product Spotlight

AD SIZE: Full page Half Page (Horiz) Half Page (Vert) 1/3 Page (Horiz) 1/3 Page (Vert) 1/4 Page (Horiz) 1/4 Page (Vert)

2021 ISSUES: **6 All** JAN/FEB MAR/APR MAY/JUNE JULY/AUG SEPT/OCT NOV/DEC

SPECIAL INSTRUCTIONS:

MARKETING : _____ BILL TO: _____ CHECK HERE IF SAME AS MARKETING

CONTACT: _____ CONTACT: _____

PHONE: _____ PHONE: _____

ADDRESS: _____ ADDRESS: _____

EMAIL: _____ EMAIL: _____

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.

FOR IMSA USE ONLY

JAN/FEB: Pickup New Title: _____

MAR/APR: Pickup New Title: _____

MAY/JUNE: Pickup New Title: _____

JULY/AUG: Pickup New Title: _____

SEPT/OCT: Pickup New Title: _____

NOV/DEC: Pickup New Title: _____