



Your Partner in PUBLIC SAFETY



International Municipal Signal Association

ADVERTISING
RATE CARD
2021

About IMSA and 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 bi-monthly and provides readers with industry news contributed by public safety professionals and IMSA members. We offer product spotlights, IMSA Buyers Guide, certification program features, calendar of events, job listings and IMSA sections and leadership content.

Distribution and Circulation

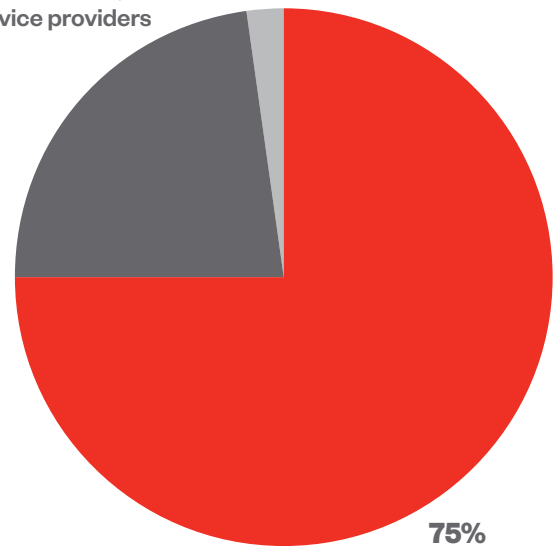
The IMSA Journal is a benefit of IMSA membership. All members receive a printed copy as well as access to the clickable, digital edition. Our circulation is 8,800+ individuals across the US and Canada.



READERSHIP

23%
manufacturers,
distributors,
service providers

2%
other



75%
public agency
and municipality
employees

Fields IMSA members are employed in:

- 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



EDITORIAL CALENDAR AND THEMES FOR 2021

Issue	Editorial Them	Space Reservations	Ad Materials
March/April	Wireless	March 5, 2021	March 15, 2021
May/June	ITS, Traffic Signals, Signs & Markings	April 5, 2021	April 12, 2021
July/August	125th Anniversary Special Issue	June 4, 2021	June 11, 2021
September/October	Roadway & Area Lighting	August 6, 2021	August 13, 2021
November/December	Fire Alarm Systems	October 1, 2021	October 8, 2021

ADVERTISING RATES AND CONTENT OPPORTUNITIES

rates as of January 1, 2021

Interior Pages

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

IMSA Sustaining Members Rates are per insertion.

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

2-page spread: \$3600

Other IMSA Members and Non-Members Rates are per insertion.

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

Inside Covers and Back Cover

IMSA Sustaining Members Rates are per insertion.

Inside Front	\$2880
Inside Back	2880
Back	3360

Other IMSA Members and Non-Members Rates are per insertion.

Inside Front	\$3880
Inside Back	3880
Back	4530

Product Spotlight

Available to IMSA Sustaining Members only, highlight your company's new or existing product in this special section.

Per issue:

Color logo with up to 250 words: \$ 800

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

Suggestions: Describe your company, product and or service. Highlight the benefits and strengths of your product/s. Announce a new product or update to a current product. Can be a product advertorial and include logo and photo. Testimonials are good to include as well.

Job Listings on IMSAsafety.org and in the Journal

	IMSA Sustaining Member	Public Agency and Contractor
Per Job Post	\$200	\$250

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.

Use the Order Insertion form to submit a job listing. Reach out to Hayley Marlow with questions - hmarlow@imsasafety.org.



Editorial Content and News Submissions

IMSA will consider adding articles that are not commercial or promotional in manner but prove to educate and inform the readers. The article may discuss the use of a product in the industry or show how a product was developed to address a need from a municipality. Announcements that impact public safety and those who work in the field or situations that have changed and are noteworthy to our readership will be considered.

Suggested content should be between 1000 and 3500 words in length. Pictures and graphics are encouraged and should be emailed as a separate file clearly identified. Editors reserve the right to edit articles if necessary. Include a biography of the author/s along with a current head shot and contact information.

ADVERTISING SPECIFICATIONS

Mechanical Requirements / Measurements

• Reproduced by Offset	Full Page	7-3/16" wide by 9-5/8" tall
• Covers: Reproduced by Offset	(Full page with bleed)	8-3/4" wide by 11-1/4" tall
• Trim Size: 8½" x 11"	1/2 Page - Horizontal	7-3/16" wide by 4-5/8" tall
• Binding Method: Saddle stitched	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
- Two-page 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 8-3/4" by 11-1/4".

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 protected for a maximum of one year.



2021 IMSA JOURNAL

Insertion Order

Your Partner in PUBLIC SAFETY

Date:

P.O. #:

This Insertion Order is for:

(check all that apply)

Journal Advertisement

Job Posting

Product Spotlight

Company:

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:

Total Advertising: Interior Pages \$ Inside Covers and Back Cover \$

Product Spotlight \$ Job Posting \$ Grand Total to be invoiced \$

**Note IMSA membership will be verified before invoicing. You must be a member in good standing to receive member discounts.*

Job Postings

Company Name

Job Title:

Contact Person for Advertisement

Bill to: Check here if same

Name:

Name:

Phone:

Phone:

Address:

Address:

Email:

Email:

Exact wording for job you want posted:

City and State where job is located:

Payment Type: AMEX VISA MasterCard Discover Check: Check #

Name on Card: Card #: Exp. Date:

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.

IMSA Insertion Orders: Bill Spilman imsajournal@imsasafety.org | Questions, call (309) 483-6467

Job Postings: Hayley Marlow hmarlow@imsasafety.org or call (321) 349-3564

Mail check and form to: IMSA | Journal Ad | 597 Haverty Court, Suite 100 | Rockledge, FL 32955