



INTERNATIONAL MUNICIPAL SIGNAL ASSOCIATION

*Your Partner in Public Safety*

# 2022 Advertising Rate Card

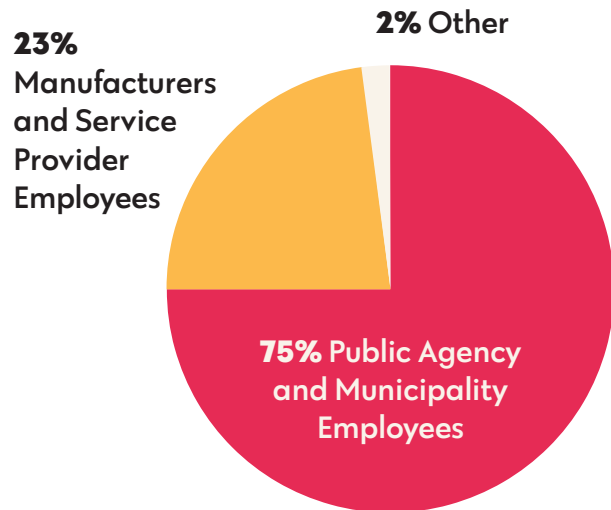
## The IMSA Journal

The IMSA Journal is published bi-monthly and provides readers with industry news and articles contributed by public safety professionals and IMSA Members. We offer our readers product spotlights, job opportunities, a calendar of events, industry photos, and IMSA sections and leadership content.

**Circulation: 9,300+**



## Journal Readership Demographics



*IMSA members are employed in these fields:*

- 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 2022

Issue	Editorial Themes	Space Reservations	Ad Materials Due
January/February	Transportation Technology & Trends	January 7, 2022	January 14, 2022
March/April	Traffic Signals & Work Zone Safety	March 7, 2022	March 14, 2022
May/June	ITS & Smart Cities	May 6, 2022	May 12, 2022
July/August	Wireless & Fiber Optics	July 7, 2022	July 14, 2022
September/October	Roadway Lighting & Traffic Safety	September 7, 2022	September 14, 2022
November/December	Signs & Markings	November 7, 2022	November 14, 2022

To discuss an extension, please call the international office.

## ADVERTISING RATES AND CONTENT OPPORTUNITIES

Rates as of October 1, 2021. Rates are net, per insertion.

### Interior Pages

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

IMSA Sustaining Members Rates				Other IMSA Members and Non-Members Rates			
	1x	3x	6x		1x	3x	6x
Full Page	\$2,850	\$2,700	\$2,550	Full Page	\$3,850	\$3,600	\$3,450
1/2 Page	\$1,800	\$1,700	\$1,600	1/2 Page	\$2,400	\$2,300	\$2,150
1/3 Page	\$1,200	\$1,100	\$1,050	1/3 Page	\$1,600	\$1,550	\$1,450
1/4 Page	\$950	\$900	\$850	1/4 Page	\$1,300	\$1,200	\$1,150
2-Page Spread	\$4,150			2-Page Spread	\$5,150		

### Inside Covers and Back Covers

IMSA Sustaining Members Rates			Other IMSA Members and Non-Members Rates		
Inside Front		\$3,500	Inside Front		\$4,500
Inside Back		\$3,300	Inside Back		\$4,300
Back		\$3,800	Back		\$5,200

### 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:	\$900
Color logo and color photo/image with up to 500 words:	\$1,850

Suggestions: Describe your company, product, and or service. Highlight the benefits and strengths of your product/s. Announce a new product or an 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	\$250	\$300

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 Job Posting Order Form found on [imsasafety.org/jobs](https://imsasafety.org/jobs) to submit a job listing.

Reach out to Hayley Marlow with job listing questions - [hmarlow@imsasafety.org](mailto:hmarlow@imsasafety.org)

### EDITORIAL CONTENT AND ART SUBMISSIONS

IMSA will consider adding articles that are not commercial or promotional in manner but prove to educate and inform our readers. The article may discuss the use of a product in the industry or show how a product was developed to address a municipality need. 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 800 to 1,500 words in length. Pictures and graphics are highly encouraged and should be emailed in a separate file clearly identified. Editors reserve the right to edit articles if necessary. Include a current head shot and contact information of the author/s.

### ADVERTISING SPECIFICATIONS

#### Mechanical Requirements / Measurements

- Reproduced by Offset
- Covers: Reproduced by Offset
- Trim Size: 8 1/2" x 11
- Binding Method: Saddle stitched

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
Two-page ad: .....	17 1/4" wide by 11 1/4" tall

*Vital content should be kept at least 1/2" away from each edge.*

### SPECIFICATIONS

- 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 8 1/2" 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.





Your Partner in Public Safety

## 2022 IMSA JOURNAL

### Insertion Order

Date: \_\_\_\_\_ P.O. #: \_\_\_\_\_

This Insertion Order is for:

(check all that apply) ☐ Journal Advertisement ☐ Job Posting ☐ Product Spotlight

Company: \_\_\_\_\_

Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

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) ☐ 2 Page Spread

2022 Issues: ☐ All (6 total) ☐ 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 sustaining 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 # \_\_\_\_\_

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](mailto:imsajournal@imsasafety.org) • Questions, call (309) 483-6467

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

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