

Advancing the Future of Public Safety



2023

MEDIA KIT

- ▶ **IMSA E-newsletter**
- ▶ ***The IMSA Journal***
- ▶ **Webinar Sponsorships**
- ▶ **imsasafety.org Website Advertising**
- ▶ **Thought Leadership E-blasts**

- ▶ The oldest known association of its kind in the world stands as the most regarded name in public safety certification.
- ▶ IMSA represents **9,700 members with 745 public agencies and 158 manufacturers and service providers.**
- ▶ **3 out of 4 members** are public agency employees.

Members work on these types of projects:

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

imsasafety.org

INTERNATIONAL MUNICIPAL SIGNAL ASSOCIATION

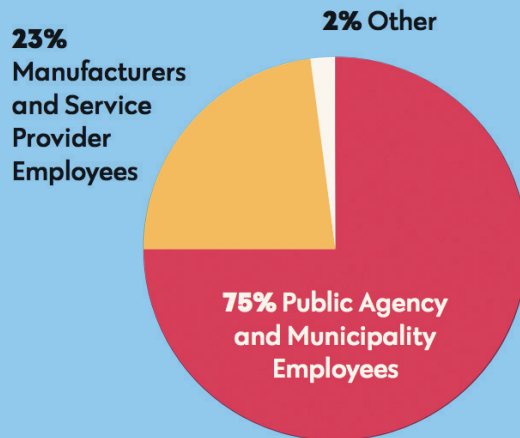


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The *IMSA Journal*

Reach 9,700+ IMSA members and public safety professionals on a bi-monthly basis. The *IMSA Journal* is a reliable source that keeps readers up-to-date with industry news, product highlights, job opportunities, issues that affect the industry, IMSA sections and more.

Journal Readership Demographics



Sustaining Member Rates

	1-2 x	3-5 x	6 x
Outside Back Cover	\$4,400	\$4,200	\$3,800
Inside Front/Inside Back	\$4,050	\$3,800	\$3,500
Double-Page Spread	\$4,150	\$3,750	\$3,400
Full Page	\$2,850	\$2,700	\$2,550
1/2 Page	\$1,800	\$1,700	\$1,600
1/3 Page	\$1,200	\$1,100	\$1,050
1/4 Page	\$950	\$900	\$850

Other IMSA Members & Non-Member Rates

	1-2 x	3-5 x	6 x
Outside Back Cover	\$5,200	\$4,700	\$4,250
Inside Front/Inside Back	\$4,500	\$4,050	\$3,650
Double-Page Spread	\$5,150	\$4,650	\$4,200
Full Page	\$3,850	\$3,600	\$3,450
1/2 Page	\$2,400	\$2,300	\$2,150
1/3 Page	\$1,600	\$1,550	\$1,450
1/4 Page	\$1,300	\$1,200	\$1,150

Product Spotlight:

Opportunity to highlight the strengths and benefits of your company's new or existing product. *(Sustaining members only.)*

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

Color logo with up to 250 words:
\$900 per issue

Proofing assistance and writing services available.
\$375 fee



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The 2023 IMSA Journal Calendar

Issue	Ad Copy Deadline	Mailed to Members
January/February	1/6/23	February 2023
March/April	3/3/23	April 2023
May/June	4/21/23	June 2023
July/August	6/16/23	August 2023
September/October	8/4/23	October 2023
November/December	9/22/23	December 2023



Specs

Full Page w/Bleed

8.625" x 11.125"

1/2 Page Horizontal

7" x 4.583"

Full Page (no Bleed)

7" x 9.5"

1/3 Page Vertical

2.166" x 9.5"

Double Page Spread w/Bleed

17" x 11.125"

1/4 Page Vertical

3.333" x 4.583"



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Webinar Sponsorships

Promote your company as a thought leader and educator to the IMSA membership.

- ▶ Webinar registration link and company name included on the webinar calendar on IMSAsafety.org.
- ▶ Social media post on IMSA LinkedIn, Twitter, and Facebook including company name and registration link.
- ▶ Mention on IMSA E-newsletter a month prior to your webinar. Company name and link included.
- ▶ One email campaign exclusively promoting your webinar to more than 20,000 IMSA members and certificate holders.
- ▶ Ownership of webinar registration list.

\$3,000 for one webinar or \$5,000 for two (Sustaining members)

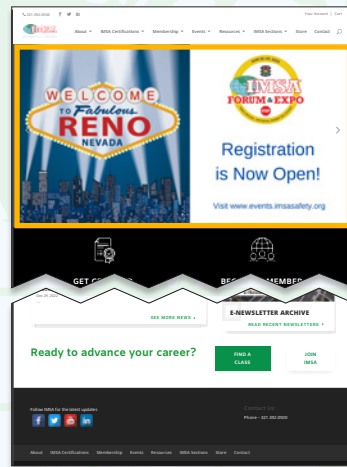
\$4,500 per webinar (Other IMSA members and non-members)

Website Advertising - New in 2023!!

Average page views per month

- Homepage: 9,000+
- Select subpages: 8,400+

HOMEPAGE



Sustaining member rates:

- ▶ Homepage Carousel Rotation 1 - \$4,500
- ▶ Homepage Carousel Rotation 2 - \$3,500
- ▶ Homepage Carousel Rotation 3 - \$2,500
- ▶ Leaderboard (select subpages) (one spot with two rotations) - \$1,995

Other IMSA members and Non-member rates:

- ▶ Homepage Carousel Rotation 1 - \$5,200
- ▶ Homepage Carousel Rotation 2 - \$4,100
- ▶ Homepage Carousel Rotation 3 - \$3,000
- ▶ Leaderboard (select subpages) (one spot with two rotations) - \$2,300

Homepage Carousel: 2500x1309 pixels; jpg/png only

Leaderboard: 1280x150 pixels; jpg/png on

Note: Homepage Carousel will have six rotations - three for IMSA and three for ads. Seven will display if absolutely necessary.

SUBPAGE SAMPLE



Thought Leadership E-blasts

Share your insights with 30,000+ public safety professionals and position yourself as a thought leader in the industry.

- ▶ Must be educational and not promote a product, service or company

- ▶ Exclusive to one company per month
- ▶ Max two purchases in a calendar year; cannot run in consecutive months

\$1,950 (Sustaining members)

\$2,900 (Other IMSA members and non-members)