TIMSA

Advancing the Future of Public Safety



- 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

2023

MEDIA KIT

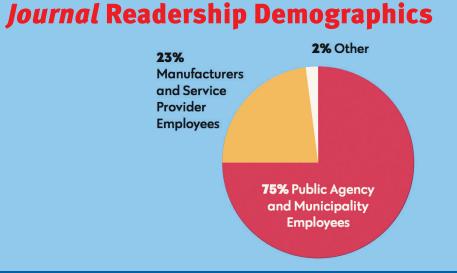
- IMSA E-newsletter
- The IMSA Journal
- Webinar Sponsorships
- imsasafety.org Website Advertising
 - Thought Leadership E-blasts



Advancing the Future of Public Salety

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.



Su			
	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



Advancing the Future of Public Safety



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"

Full Page (no Bleed) 7" x 9.5"

Double Page Spread w/Bleed 17" x 11.125" **1/2 Page Horizontal** 7" x 4.583"

- **1/3 Page Vertical** 2.166" x 9.5"
- 1/4 Page Vertical 3.333" x 4.583"

IMSA E-Newsletter Advertising



Headline Leaderboard

Section Leadership Blog - New Certs

From IMSA Executive Director Toby Curr



as we continue down the path to new certifications, 16 IMSA 5 joined Robin Henff of Change by Design, board members and staff for a Section Leadership Update on Sept. 21. The interactive format allowed Robin and IMSA leadership to provide up to the minute dates and solicit input while giving our section leaders the unity to ask questions

our subject matter experts are reviewing and built aestions for the five certifications we plan to releas to gather immediately after to look at the gu events or guine menualization and to look at the globalizets of vance, accuracy and language. That's the light at the end of the ele moment because after the reviews are complete for all five plines, we will enter the questions into the Learning Manageme tem to give us a chance to thoroughly beta-test and adjust them ing the new exams



IMSA Journal

all for Content - November/December Jesur

ke an impact in today's industry with your voice. Each issue of the MASA Journa/fe mitted by IMSA members or Public Safety professionals. Contributed articles provi h issue's edit rial theme. The u e is Signs & Markings. If you are interested in submit ration, contact Hayley Marlow.

Members, Share your Story with Us

ue of the IMSA Journal you have the unique opportunity to be featured. Our IMSA Member t offers you the opportunity to highlight your team or submit a story about a time you went d beyond. Help IMSA celebrate our members by sharing your story today. Contact <u>Hayley</u> to submit your story today.

rve your ad space in the 2022 IMSA Journal

Looking to advertise before the end of the year? Reserve your space in the Nov/Dec issue of the MSA Journal. The public safety industry is an essential workforce, and constantly purchasing products and services for their dayl-budy operations. We have a variety of advertising and expose opportunities to get you notoced by our \$5:00⁺ members. Plan and reserve your spot by emailing <u>BB</u> Beliman Learners (from our mode) as J.

Read the IMSA Journal Online

A reminder that IMSA members can enjoy the electronic edition of the Journal with clickable link Want access? Sign in

Prefer not to receive the print version? Opt-out in your profile online or by contacting Hayley Marlo



Unparalleled Reach

- Delivers monthly to 30,000+ public safety professionals including IMSA members and certification holders
- ▶ 29% open rate: well above the industry average
- Provides members with industry news, trends and association updates

Banner Advertising

- Six positions, no rotation
- High visibility within content
- Headline Leaderboard: \$3,785 Member; \$4,320 Non-member
- Rectangles 1 & 2: \$3,350 Member; \$3,900 Non-member
- Leaderboard 2: \$3,150 Member; \$3,700 Non-member
- ▶ Rectangles 3 & 4: \$2,575 Member; \$3,150 Non-member
- Ability to update artwork frequently to keep your message relevant
- All positions and rates run annually

Partner Content

- Exclusive, one per issue
- Thought leadership opportunity designed to be informative, educational and contain best practices. Content should not promote a specific product/service
- Proofing assistance and writing services available: \$375 fee
- Includes logo/headshot, 75-word lead-in, author contact and link to content
- \$1,050 (per month) Member; \$1,150 (per month) Non-member
- Max two purchases in a calendar year; cannot run in consecutive months

Company or Product Spotlight

- Exclusive, one per issue
- Includes a 300x300 image, 100-word description and link
- Will appear after the sponsored content
- \$1,250 (per month) Member; \$1,375 (per month) Non-member

*IMSA Sustaining members receive a discount off e-newsletter advertising.



Advancing the Future of Public Safety

Webinar Sponsorships

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

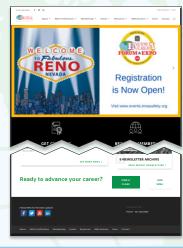
- Webinar registration link and company name included on the webinar calendar on IMSAsafety.org.
- Social media post on IMSA LinkedIn, Twitter, and Facebook including company name and registration link.
- Mention on IMSA E-newsletter a month prior to your webinar. Company name and link included.
- One 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



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

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

Consistent f w is	Your Annuert Care			
Market Alexand * Mark Contributions * Membership * Devis * Desarrate * Mark Indians * Dare Cantast				
IMSA NEWS The Latest News & Headfines from I				
LEADERBOARD - 1280	x 150			
IMSA Executive Director Resigns, Interim Executive Director Named	IMSA E-Newsletter Archive			
May 24, 2023 MIA News MIA Executive Director Today Commings has announced his resignation effective June 30, 2023.	May 2023			
Typen Toola, former precident of the Baard of Directors, will serve as interim measurine director. "We extend our deepend assessions for Toda's dedication to (MAS)	April 2023			
the entropy of any provident of the state of the second	March 2023 February 2023			
101201220000000	January 2023			
Traffic Signal	December 2022			
Maintenance Handbook	November 2022			
SECOND EDITION	Octuber 2022			
	September 2022			
	August 2022			
	july 2022			
	june 2022			
1000	May 2022			
100	April 2022			
Second Edition of the Traffic Signal Maintenance	March 2022 February 2022			
Handbook Released	January 2022			
Mar 20, 2023 (1055 Annue MAS members restore discuss) on parchase The Tudly Spind Manteware Handbook, 2nd	December 2021			
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diesel 2015 Confidencies Mondenship Davids Productive MAS Socilitates Barry				

- 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)