

Advancing the Future of Public Safety

# 2024

## 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 **9,800+ members with 720 public agencies and 160 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

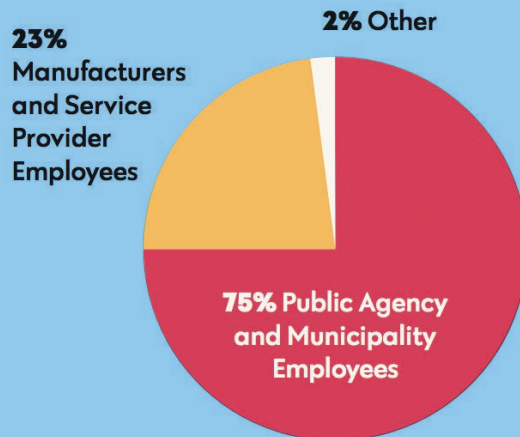


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## The *IMSA Journal*

Reach 9,800+ 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	\$4,620	\$4,410	\$3,990
Inside Front/Inside Back	\$4,250	\$3,990	\$3,680
Double-Page Spread	\$4,150	\$3,750	\$3,400
Full Page	\$2,990	\$2,840	\$2,680
1/2 Page	\$1,890	\$1,790	\$1,680
1/3 Page	\$1,260	\$1,160	\$1,100
1/4 Page	\$1,000	\$950	\$890

### Other IMSA Members & Non-Member Rates

	1-2 x	3-5 x	6 x
Outside Back Cover	\$5,460	\$4,940	\$4,460
Inside Front/Inside Back	\$4,730	\$4,250	\$3,830
Double-Page Spread	\$5,150	\$4,650	\$4,200
Full Page	\$4,040	\$3,780	\$3,620
1/2 Page	\$2,520	\$2,420	\$2,260
1/3 Page	\$1,680	\$1,630	\$1,520
1/4 Page	\$1,370	\$1,260	\$1,210

### 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:  
\$1,950 per issue

Color logo with up to 250 words:  
\$950 per issue

Proofing assistance and writing services available.  
\$375 fee



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## The 2024 IMSA Journal Calendar

Issue	Ad Copy Deadline	Mailed to Members
January/February	12/11/23	February 2024
March/April	2/12/24	April 2024
May/June	4/14/24	June 2024
July/August	6/17/24	August 2024
September/October	8/19/24	October 2024
November/December	10/21/24	December 2024



## Specs

**Double Page Spread w/Bleed**  
17" x 11.125"

**Full Page w/Bleed**  
8.625" x 11.125"

**Full Page (no Bleed)**  
7" x 9.5"

**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



## Unparalleled Reach

- ▶ Delivered monthly to 8,500+ public safety professionals including IMSA members and certification holders
- ▶ 40% open rate: well above the industry average and an increase of 11% over last year
- ▶ Provides members with industry news, trends and association updates

## Banner Advertising

- ▶ Six positions, no rotation
- ▶ High visibility within content
- ▶ Headline Leaderboard: \$3,970 Member; \$4,540 Non-member
- ▶ Rectangles 1 & 2: \$3,510 Member; \$4,100 Non-member
- ▶ Leaderboard 2: \$3,310 Member; \$3,890 Non-member
- ▶ Rectangles 3 & 4: \$2,700 Member; \$3,310 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
- ▶ \$1,310 (per month) Member; \$1,440 (per month) Non-member

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

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The screenshot displays the IMSA e-Newsletter layout. At the top is the IMSA logo and tagline. Below it is a 'Headline Leaderboard' section. The main content area is titled 'IMSA News' and features a 'Section Leadership Blog - New Certs' article. Below the article are two 'Rectangle' ad spots. The bottom section is titled 'IMSA Journal' and contains information about the November/December issue, including a call for content, members' stories, and a reserve ad space notice. The footer shows a 'Partner Content' section with a sponsored article and a 'Product Spotlight' section for the HES® 630REL Enclosure Lock.

**IMSA e-Newsletter**

**Headline Leaderboard**

**IMSA News**

**Section Leadership Blog - New Certs**

From IMSA Executive Director Toby Cummings' series of blogs.

As we continue down the path to new certifications, 16 IMSA Sections joined Robin Herif 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 updates and solicit input while giving our section leaders the opportunity to ask questions.

On the exam creation side, we are currently in the 'Item Writing' stage where our subject matter experts are reviewing and building the initial test questions for the five certifications we plan to release first. Frankly, it has been more challenging than we'd hoped because many of our experts are volunteers who have limited time and lives away from IMSA. So, recognizing that we have a hard deadline to complete this stage, we're planning to fly a dozen plus experts into Orlando on Oct. 11 to work exclusively on this project. We are already soliciting reviewers to gather immediately after to look at the questions for relevance, accuracy and language. That's the light at the end of the tunnel moment because after the reviews are complete for all five disciplines, we will enter the questions into the Learning Management System to give us a chance to thoroughly beta-test and adjust them before launching the new exams.

**Rectangle 1**

**Rectangle 2**

**IMSA Journal**

**Call for Content - November/December Issue**

Make an impact in today's industry with your voice. Each issue of the *IMSA Journal* features articles submitted by IMSA members or Public Safety professionals. Contributed articles provide readers with industry updates and information regarding each issue's editorial theme. The upcoming November/December editorial theme is Signs & Markings. If you are interested in submitting content for consideration, contact [Hayley Marlow](#).

**Members, Share your Story with Us**

Each issue of the *IMSA Journal* you have the unique opportunity to be featured. Our **IMSA Member Spotlight** offers you the opportunity to highlight your team or submit a story about a time you went above and beyond. Help IMSA celebrate our members by sharing your story today. Contact [Hayley Marlow](#) to submit your story today.

**Reserve 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 *IMSA Journal*. The public safety industry is an essential workforce, and constantly purchasing products and services for their day-to-day operations. We have a variety of advertising and exposure opportunities to get you noticed by our 9,500+ members. Plan and reserve your spot by emailing [Bill Sullivan](#). [Learn more](#) from our media kit.

**Read the IMSA Journal Online**

A reminder that IMSA members can enjoy the electronic edition of the *Journal* with clickable links. Want access? [Sign In](#).

Prefer not to receive the print version? Opt-out in your profile online or by contacting [Hayley Marlow](#).

**Intelligent Traffic System Leaderboard 2**

**Partner Content**

**Sponsored Content w/image and Link to URL**

Securing Unmanned Infrastructure at the Network Edge

Our country's unmanned infrastructure systems include... secured with... physical and cyber attacks. [Learn more](#).

**Product Spotlight**

**HES® 630REL Enclosure Lock**

The HES® 630REL Enclosure Lock delivers real-time access and monitoring for secure traffic cabinet doors used in unmanned infrastructure. It provides managers greater flexibility and control as lock and manage who is accessing their enclosures. Designed to be a direct replacement for traditional CR2 mechanical locks, the 630REL comes standard with monitoring and key override. It is for use with most enclosures controlled by a cam-activated three-point latching mechanism and is surface-mounted easily with minimal tools. This fail-secure lock is hard powered by 24 VDC and integrates with existing electronic access control systems. [Learn more](#).



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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 [IMSAafety.org](http://IMSAafety.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)

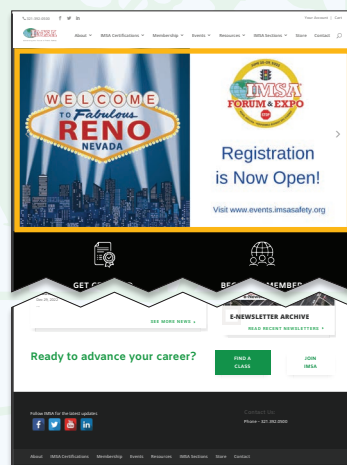
\$4,500 per webinar (Other IMSA members and non-members)

## 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:

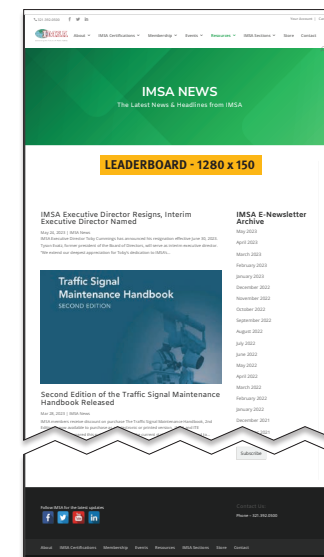
- ▶ Homepage Carousel Rotation 1 - \$5,200
- ▶ Homepage Carousel Rotation 2 - \$4,100
- ▶ Homepage Carousel Rotation 3 - \$3,000
- ▶ Leaderboard (select subpages) (one spot with two rotations) - \$2,300

**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 8,500+ 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)