



Advancing the Future of Public Safety

2025 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 stands as the most regarded name in public safety certification.
- » IMSA represents **9,000+ members with 744 public agencies and 188 manufacturers and service providers.**
- » **3 out of 4 members** are public agency employees.

MEMBERS WORK ON THESE TYPES OF PROJECTS:

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

The *IMSA Journal*

Reach 9,000+ IMSA members and public safety professionals on a bi-monthly basis. The *IMSA Journal* is a reliable source keeping readers up to date with industry news, product highlights, job opportunities, issues that impact the industry, IMSA sections and more.

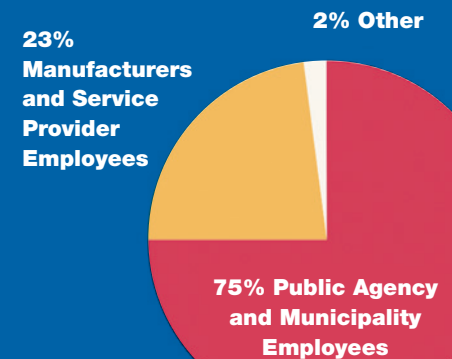
Sustaining Member Rates			
	1-2 x	3-5 x	6 x
Outside Back Cover	\$4,620	\$4,410	\$3,990
Inside Front/Inside Back	\$4,250	\$3,990	\$3,680
Double-Page Spread	\$4,150	\$3,750	\$3,400
Full Page	\$2,990	\$2,840	\$2,680
1/2 Page	\$1,890	\$1,790	\$1,680
1/3 Page	\$1,260	\$1,160	\$1,100
1/4 Page	\$1,000	\$950	\$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



Journal Readership Demographics

Source: IMSA



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The 2025 *IMSA Journal* Calendar

Issue	Theme	Ad Copy Deadline	Mailed to Members
January/February	Year Outlook, Member Projects, Women in Industry	12/9/2024	February 2025
March/April	Work Zone Safety, Public Safety, Women in the Industry	2/3/2025	April 2025
May/June	IMSA Forum & Expo Special Edition, Exhibitor Showcase, Employee Recognition, New Products, Women in Industry	3/31/2025	May 2025
July/August	AI, Technology, Innovation, Fiber Optics, Women in Industry	5/26/2025	July 2025
September/October	Pedestrian Safety, Roadway Lighting, Signs and markings, Forum and Expo Wrap-up, Women in Industry	7/21/2025	September 2025
November/December	Year in Review, Women in Industry	9/15/2025	November 2025

Additional *IMSA Journal* options: Sponsored Content

- » Must be educational and not promote a product, service or company.
- » Available to only two companies per issue.

Double-Page Spread: \$4,750 (Sustaining member only.)

Full Page: \$3,450 (Sustaining member only.)

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



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

Headline Leaderboard


IMSA News

Section Leadership Blog – New Certs

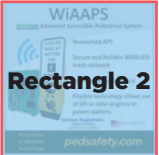
From IMSA Executive Director Taty Cummings' series of blogs.

As we continue down the path to new certifications, 16 IMSA Sections joined Robin Head 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 solid 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 Colorado 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 review is 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 [Harley Matlock](#).

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 [Harley Matlock](#) 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 6,000+ members. Plan and reserve your spot by emailing [Bill Seelman](#). [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 [Harley Matlock](#).

Intelligent Traffic Systems

Leaderboard 2

Partner Content

Partner Content w/image and Link to URL

Product Spotlight

Product Spotlight



IMSA E-Newsletter Advertising

UNPARALLELED REACH

- » Delivered monthly to **9,000+ public safety professionals** including IMSA members and certification holders.
- » **40% open rate:** well above the industry average.
- » Provides members with industry news, trends and association updates.

BANNER ADVERTISING

- » Six positions, no rotation.
- » Ability to update artwork frequently to keep your message relevant.
- » All positions and rates run annually.

	Member	Non-member
Headline Leaderboard	\$3,970	\$4,540
Leaderboard 2	\$3,310	\$3,890
Rectangles 1 & 2	\$3,510	\$4,100
Rectangles 3 & 4	\$2,700	\$3,310

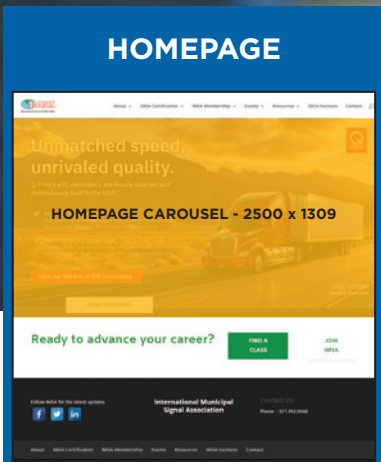
Leaderboard positions are 600 x 100 pixels; jpg only.
Rectangle positions are 500 x 500 pixels; jpg only.

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.
- » Max two purchases in a calendar year; cannot run in consecutive months.
- » \$1,050 (per month) Sustaining members; \$1,150 (per month) Other IMSA members and non-members.

COMPANY OR PRODUCT SPOTLIGHT

- » Exclusive, one per issue.
- » Includes a 300x300 image, 100-word description and link.
- » Will appear after the Partner content.
- » \$1,310 (per month) Sustaining members; \$1,440 (per month) Other IMSA members and non-members.



Website Advertising

» **Select subpages** received an **average of 19,700+ page views per month.**
This is more than double the page views from the previous year.

» **The imsasafety.org homepage** receives nearly **2,000 page views per month.**

(Stats from 7/23/23 - 7/22/24)

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 only

Note: Homepage Carousel will have six rotations - three for IMSA and three for ads.



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](https://www.IMSAsafety.org).
- » Social media post on IMSA LinkedIn, Twitter, and Facebook including company name and registration link.
- » Mention in *IMSA E-newsletter* a month prior to your webinar. Company name and link included.
- » One email campaign exclusively promoting your webinar to more than 9,000+ IMSA members and certificate holders.
- » Ownership of webinar registration list.
- » The webinar is recorded with presenter permission and made available for future viewing.

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

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

Thought Leadership E-Blasts

Share your insights with 9,000+ 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)



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