



Advancing the Future of Public Safety

2026

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 **9,800 members including more than 2,600 municipalities and 750+ 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 9,800 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.

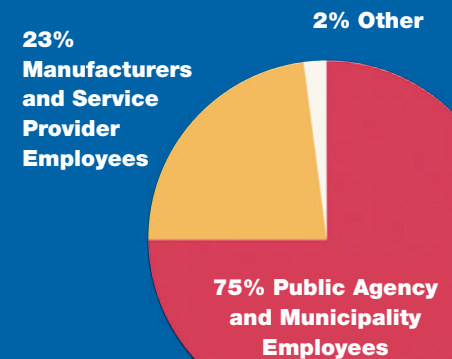
Sustaining Member Rates			
	1-2 x	3-5 x	6 x
Outside Back Cover	\$4,620	\$4,410	\$3,990
Inside Front/Inside Back	\$4,250	\$3,990	\$3,680
Double-Page Spread	\$4,150	\$3,750	\$3,400
Full Page	\$2,990	\$2,840	\$2,680
1/2 Page	\$1,890	\$1,790	\$1,680
1/3 Page	\$1,260	\$1,160	\$1,100
1/4 Page	\$1,000	\$950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



The 2026 *IMSA Journal* Calendar

Issue	Theme	Ad Copy Deadline	Mailed to Members
January/February	Year Outlook, Member Projects, Workforce Development, Women in Industry	11/14/2025	January 2026
March/April	Work Zone Safety, Public Safety, Women in the Industry	1/9/2026	March 2026
May/June	AI, Technology, Innovation, Fiber Optics, New Products, Women in Industry	3/11/2026	May 2026
July/August	IMSA Forum & Expo Special Edition, Exhibitor Showcase, New Products, Women in Industry	5/8/2026	July 2026
September/October	Pedestrian Safety, Roadway Lighting, Signs and Markings, Forum and Expo Wrap-up, Women in Industry	7/14/2026	September 2026
November/December	Year in Review, Special Event Activities, Women in Industry	9/11/2026	November 2026

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"

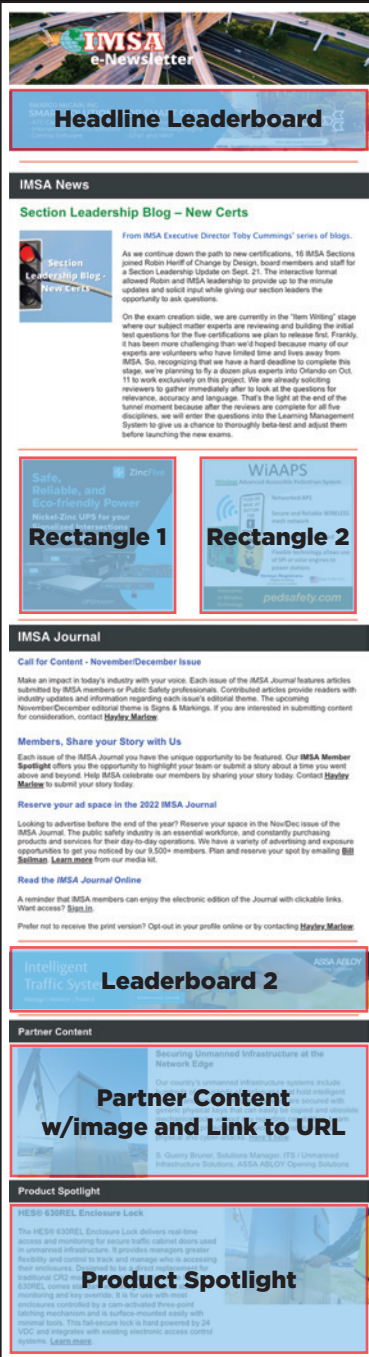
Full Page w/Bleed
8.625" x 11.125"

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 Advertising

UNPARALLELED REACH

- » Delivered monthly to **an average of 8,700 public safety professionals** including IMSA members and certification holders.
- » **44% 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 monthly 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	\$2,500	\$3,120

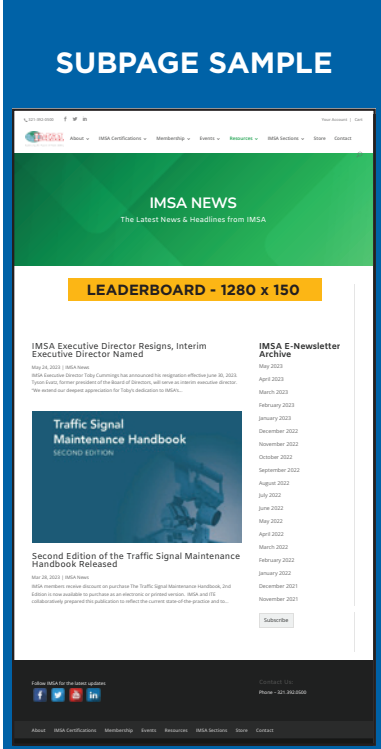
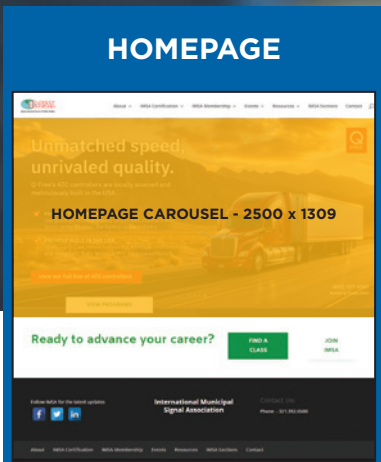
Leaderboard positions are 600 x 100 pixels; jpg only.
Rectangle positions are 500 x 500 pixels; jpg only.

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.
- » \$750 (per month) Sustaining members; \$825 (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 10,700+ page views per month.**
- » **The imsasafety.org homepage** receives **10,000+ page views per month.**

(Average analytics from July 2024 - June 2025)

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

All rates represent a 12-month run.

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, X, 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 9,800 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 9,800 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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