

Advancing the Future of Public Safety

2026 MEDIA KIT

- » IMSA E-newsletter
- » The IMSA Journal
- » Webinar Sponsorships
 - » imsasafety.orgWebsite 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
- » 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

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

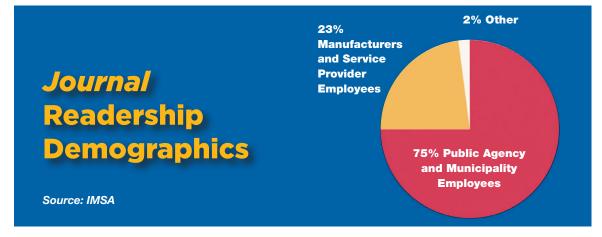
industry, IMSA sections and more.

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		







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 1/9/202		March 2026
May/June	May/June Al, Technology, Innovation, Fiber Optics, New Products, Women in Industry 3/11/2026		May 2026
July/August	July/August IMSA Forum & Expo Special Edition, Exhibitor Showcase, New Products, Women in Industry		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







IMSA News

Section Leadership Blog - New Certs



As ser confinue down the path to new certifications, 16 IMSA Sections oined Robbi Heriff of Change by Design, board members and staff for Section Leadership Update on Sept. 21. The interactive format blowed Robin and IMSA leadership to provide up to the minute potables and solid input white giving our section leaders the potables and solid input white giving our section leaders the

On the season creation side, we are currently in the "Time Writings" staginers over subject entire expension are invention and building the side in the side of the stage, ever in planning to the side of the side of the side of the stage, and in planning to the side of the side of





MSA Journal

Call for Content - November/December Issue

Make an impact in today's industry with your voice. Each issue of the MESA Journal features articles submitted by MISA members or Public Safety prefessionals. Contributed articles provide readers with industry updates and information reparting each is seu's editional theres. The upcoming devember/December editorial theme is Signs & Markings. If you are interested in submitting content for consideration, contact lighty's Markings.

Members, Share your Story with Us

Each issue of the IMSA, Journal you have the unique opportunity to be featured. Our IMSA Membel figoritight officer you the opportunity to highlight your team or submit a story about a time your above and beyond. Help IMSA celebrate our members by sharing your story today. Contact <u>Hayler</u> and extra the control of the story of t

Reserve your ad space in the 2022 IMSA Journ

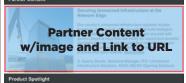
coking to advertise before the end of the year? Reserve your space in the Novilbec issue of the MSA Journal. The public safety industry is an essential workforce, and constantly purchasing eroborts and services for their day-to-day operations. We have a variety of advertising and exposspontanties to get you need to you will be served to the services of the ser

Read the IMSA Journal Online

A reminder that IMSA members can enjoy the electronic edition of the Journal with clickable Nant access? <u>Sign.in</u>.

refer not to receive the print version? Opt-out in your profile online or by contacting **Hayley Marie**

Leaderboard 2



Product Spotlight

led by a cam-activated three-point
m and is surface-mounted easily with
fail-secure lock is hard powered by 24
s with existing electronic access control



Advancing the Future of Public Safety

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.

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, 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)



