

IMARK NOW

IMARK
GROUP
Member Owned, Member Governed



2012 MEDIA KIT

MORE TARGETED MARKET REACH TO BUILD MORE SALES... NOW!

In the electrical distributor's world—your world—there has never been a greater thirst for market knowledge and product information as the rapid pace of change in the industry continues to accelerate.

That's why *IMARK Now* magazine is valued by suppliers as a laser-targeted advertising opportunity to reach, engage and sell to distributors nationwide:

- A must-read for 1,140 member distributor decision-makers generating \$11 Billion in annual sales
- Reaches mid-level distributors—a tough market for suppliers to solicit cost-effectively
- A go-to knowledge resource for over 8,000 electroindustry professionals
- A multiple award-winning design/editorial showcase for advertising results
- High-impact coverage of news, trends and new products that distributors read cover-to-cover

The publication's dynamic advertising and editorial environment includes regular features on management strategy, key growth opportunities, sustainable technologies and marketing. *IMARK Now* profiles member and supplier manufacturer businesses, showcases new products and industry news as well as promoting IMARK's sales-generating partnership programs between members and suppliers.

MORE OPPORTUNITIES WITH PRINT AND DIGITAL EDITIONS... NOW

In addition to highly targeted advertising opportunities in the print edition of *IMARK Now*, a digital edition is available on the IMARK website providing convenient online viewing. Your print edition advertising also appears in the digital edition with a direct link to your website—at no additional cost.

This interactive advantage stretches your ability to digitally engage industrial/MRO, commercial, residential and lighting specialist distributors nationwide and a unique and complimentary benefit of your advertising investment.

MORE OPTIONS TO GO FOR THE GOLD... NOW

The IMARK Gold/Platinum program recognizes suppliers for active engagement with IMARK and its members. Advertising in two or more issues of *IMARK Now* is among the criteria for prestigious Gold/Platinum status.

INVEST IN IMARK... NOW

***IMARK Now* is a hard-hitting advertising opportunity to profitably tap into a distributor audience uniquely receptive to your products and services—and enthusiastic about deploying them in the marketplace.**

INSERTION INFORMATION

Advertising Rates (all ads four color)

Ad size	1X	4X
	(per insertion)	(per insertion)
Full Page	\$3,750	\$3,410
2/3 Page	\$3,284	\$2,949
1/2 Page	\$3,050	\$2,785
Spread	\$6,408	\$6,158
Premium Placements:		
Cover II	10%	
Cover III	10%	
Cover IV	15%	

- All rates published are net rates. Any agency commission required must be added to these rates by the agency.
- The *IMARK Now* is a four color publication. All rates are for four color ads.
- Invoices will be sent upon publishing of the issue and are net 15.
- All accounts must be in good standing for acceptance of insertion orders.
- Inserts/Tip-ins are billed at the applicable four color, full page rates, plus a tip-in charge that is based on the size and weight of the insert.
- Content changes made by the publisher to already-submitted artwork will result in an additional fee.

GET YOUR MESSAGE ACROSS NOW – WITH

IMARK NOW

IMARK Now EDITORIAL STAFF

The staff includes seasoned publication and editorial professionals who have years of experience working in the electrical industry.

Executive Editor

Steve Ruane
SRuane@imarkgroup.com
1.301.281.8118

Publisher

Jeffrey Barnhart
JBarnhart@cmasolutions.com

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Erin Higgins
EHiggins@cmasolutions.com

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DSherwood@cmasolutions.com

Production Manager

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DChristmas@cmasolutions.com

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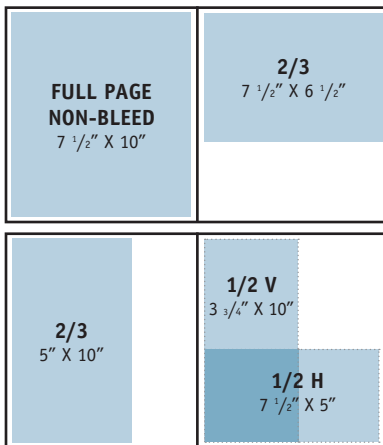
Standard Advertising Dimensions

- Live area is 7 1/2" wide X 10" deep.
- Files for bleed ads should measure 8 7/8" X 11 3/8" on the outside edge to allow for trim size of 8 1/2" X 11". All live matter should be kept 1/4" from trim on all sides.

Artwork Guidelines (ONLY ELECTRONIC FILES ACCEPTED)

- Color ads may be sent on CD or DVD, or via FTP Internet upload (see <http://www.cmasolutions.com/services/uploadart.htm>).
- The preferred format is a PDF file. The file must be Press Optimized PDF. Be sure to include any fonts and images linked to your file. All photos must be high resolution (at least 300dpi). All color ads must be saved as CMYK not RGB. All bleed ads must have the appropriate bleed supplied on file.
- Sending a hard copy color proof is encouraged and is the only way we can ensure color accuracy.
- Files larger than 3 MB in size should NOT be sent via e-mail. Please send these either on CD, DVD or via FTP.
- **IMARK Now** is printed on a high-speed sheet-fed offset press, 4-color process.
- If we have not received your artwork by the published deadline, we reserve the right to use artwork submitted for a previous advertisement, or to cancel the ad.

Creative Marketing Alliance, the magazine's publisher, can provide design services for an additional charge. Contact Erin Higgins at EHiggins@cmasolutions.com for more information.



2012 Advertising Closing Dates

Publication Date	Ad Space Closing	Ad Material Due
February	January 6	January 13
May	April 6	April 13
August	July 6	July 13
November	October 5	October 12

SPECIAL SALES-BUILDING OPPORTUNITIES

Premium Placements

Inside front, back and outside cover ad placements are available for reservation:

- Cover II (inside front cover) +10%
- Cover III (inside back cover) +10%
- Cover IV (outside back cover) +15%

(Premium cover position charge is added to the cost of space.)

All premium cover positions will be sold on a first-come, first-served basis. We will attempt to place ads in requested positions, but such placement is not guaranteed without payment of premium cover position. Front cover is not available.

Polybag Inserts

Why not have your product brochure or sales flyer be prominently displayed for your audience to see? Your information can be included with the magazine as a polybagged insert and mailed to a specified distribution list. All polybag inserts are considered the same as an ad placement for 2012 **IMARK Gold** recognition. We are currently limiting the inserts to two non-competing companies on a first-come, first-served basis. Please contact Erin Higgins at EHiggins@cmasolutions.com for details and pricing.

Article Reprints

Reprints make great, inexpensive sales and marketing tools. Reprints can be used many ways, from prospect mailings to tradeshow handouts. PDF reprints of specific articles can be obtained and reprints of articles can also be requested and are priced individually. Please contact Erin Higgins at EHiggins@cmasolutions.com for details and pricing.

Online

This Media Kit is available on the **IMARK** website. To download, go to **IMARK Now** Media Kit on the home page.

Terms

Ads are invoiced on the published date and are net 15. Materials will not be returned unless requested and a shipping number is provided. CMA will hold advertising material for 18 months.

Cancellation Policy

If you cancel space reservations more than one week after the reservation due date, you will be charged the full rate for the space originally contracted.

Back Issues of **IMARK Now**

Back issues from February 2010 can be viewed by **IMARK** members and suppliers on the **IMARK** website. Go to Communications, **IMARK Now** Magazine.

INSERTION ORDER FORM 2012

IMARK NOW

Send completed space reservation form to Erin Higgins, Advertising Manager

Phone: 609.297.2221

Fax: 609.799.7032

E-mail: EHiggins@cmasolutions.com

Please complete the following mandatory information.

Advertiser Information:

Company: _____

Contact: _____ Title: _____

Address: _____

City: _____ State: _____ ZIP: _____

Telephone: _____ Fax: _____

Email: _____

Please send me _____ additional copies of the magazine (limit 3).

Please use this web address _____ for our ad link.

Billing Information:

Same as above

Company (or Agency): _____

Contact: _____ Title: _____

Address: _____

City: _____ State: _____ ZIP: _____

Telephone: _____ Fax: _____

Email: _____

Ad Information:

New Ad Pick up existing ad (Issue month/year) _____

Ad headline: _____ Size: _____

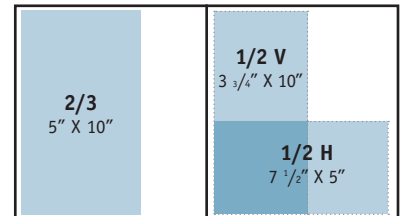
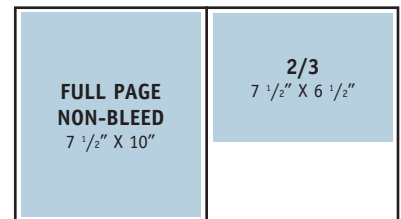
Frequency:

February May August November Cost: _____

Please contact (name) _____ at (phone/email) _____ prior to ALL ad deadlines for new materials

I will be running the same ad for ALL issues indicated, no need to contact

Ad Mechanicals:



To upload files:

Go to FTP upload www.cmasolutions.com/services/uploadart.htm.

Send all ad materials and insertions to:

Erin Higgins, Advertising Manager
IMARK Now
c/o Creative Marketing Alliance
191 Clarksville Road
Princeton Junction, NJ 08550
Phone: 609.297.2221

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