Take Advantage of New Advertising Opportunities NOW!
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 key executives at IMARK member distributors that operate nearly 3,000 branches in the U.S., generating $16 billion in annual sales
- Reaches mid-level distributors—a tough market for suppliers to solicit cost-effectively
- A go-to knowledge resource for more than 8,000 electrical industry 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, market focus, sustainable technologies and marketing. IMARK Now profiles member and supplier manufacturer businesses, showcases new products and industry news as well as promotes 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 is a unique and complimentary benefit of your advertising investment.

MORE OPTIONS TO GO FOR PLATINUM STATUS...NOW!

IMARK suppliers that advertise in IMARK Now will earn points toward the achievement of 2017 Gold or Platinum status. The higher the number of insertions, the more points that are earned. Advertising in IMARK Now is also criterion used to select the IMARK 2017 Supplier of the Year award.

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 into the marketplace.

INSERTION INFORMATION

Advertising Rates (all ads four color)

<table>
<thead>
<tr>
<th>Ad size</th>
<th>1X (per insertion)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$4,385</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$3,841</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$3,567</td>
</tr>
<tr>
<td>2 Page Spread</td>
<td>$7,519</td>
</tr>
</tbody>
</table>

Premium Placements:

- Cover II: SOLD OUT
- Cover III: SOLD OUT
- Cover IV: SOLD OUT

PREMIUM OPPORTUNITIES

Rates

<table>
<thead>
<tr>
<th>Size</th>
<th>1X</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Page Premium Card Stock Insert</td>
<td>$11,950</td>
</tr>
<tr>
<td>Premium Showcase Brochure Insert Multiple Pages up to 12</td>
<td>Call Jude for Special Pricing</td>
</tr>
</tbody>
</table>

Printing and Production Costs Not Included Limit 3 Per Issue

- 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.
Standard Advertising Dimensions

- Live area is 7 1/2” wide X 10” deep.
- Files for bleed ads should measure 8 3/4” X 11 1/4” on the outside edge to allow for trim size of 8 1/2” X 11”.
- All live matter should be kept 3/4” 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://cmasolutions.com/upload-artwork/).
  - 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, extending 1/8” beyond crop marks that are set to the trim size of 8 1/2” X 11”.
  - 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 Jude Martin-Cianfano at JCianfano@cmasolutions.com for more information.

2017 Advertising Closing Dates

<table>
<thead>
<tr>
<th>Publication Date</th>
<th>Ad Space Closing</th>
<th>Ad Material Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring</td>
<td>February 24</td>
<td>March 3</td>
</tr>
<tr>
<td>Summer</td>
<td>July 7</td>
<td>July 14</td>
</tr>
<tr>
<td>Fall</td>
<td>October 6</td>
<td>October 13</td>
</tr>
</tbody>
</table>

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.

Premium Inserts NEW!

Why not have your product brochure or sales flyer prominently displayed for your audience to see? Take advantage of our new advertising opportunities! Go beyond traditional advertising with our premium inserts. Stand out in IMARK Now with a double-sided ad printed on card stock or a premium showcase insert that has up to 12 pages. We are currently limiting the number of inserts in each issue. They are being sold on a first-come, first-served basis. Please contact Jude Martin-Cianfano at JCianfano@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 Jude Martin-Cianfano at JCianfano@cmasolutions.com for details and pricing.

Online

The Media Kit is available in the “Supplier Marketing Tools, IMARK Now magazine” section of the IMARK website.

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 April 2014 can be viewed by IMARK members and suppliers on the IMARK website. Go to Supplier Marketing Tools, IMARK Now magazine.
ADD THE WOW FACTOR TO YOUR ADVERTISING

Advertising that WOWs!

Truly WOW your customers with our new targeted ad placement opportunities.

Banner Ads*

A banner ad placed prominently throughout the digital edition of IMARK Now will enable you to:

- Standout in the Inbox of more than 8,000 of your electrical industry peers.
- Leverage the established reputation and customer base of IMARK.
- Maximize online promotional efforts with a direct link to your website.
- Get more buzz for your advertising buck.

Space is limited, with only three digital issues sent each year.

Artwork Guidelines

Ad Dimensions: 576px wide by 101px high
File Format: jpg files only
File Size: Cannot exceed 40KB
Cost: $2,500 per issue (no consecutive advertising)

Premium Inserts*

Capture the attention of our readers by including your unique marketing piece in IMARK Now. Unlike traditional advertising, an insert is double-sided, produced on card stock and comes in various sizes. These inserts are bound or tipped (glued) into the magazine and can be perforated for easy removal.

Make a bolder statement or promote a new product with a premium showcase insert that can be up to 12 pages. This advertising opportunity can be used for product brochures, sell sheets and much more.

Pricing does not include the printing and production costs of the insert.

The number of inserts allowed per issue is limited. Inserts will be sold on a first-come basis.

*Banner ads and Premium Inserts can not be canceled.
INSERTION ORDER FORM 2017

Send completed space reservation form to Jude Martin-Cianfano, Advertising Coordinator
Phone: 609.297.2212
Fax: 609.799.7032
E-mail: JCianfano@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).

Billing Information:
Accounts Payable Contact (or Agency):
Contact: __________________________________________ Title: ______________________
Address: ________________________________________________________________
City: __________________ State: _______ ZIP: ______________
Telephone: __________________ Fax: __________________
Email: ________________________________________________________________
Purchase Order #: _______________________________ Confirm CMA vendor set up: ☐ Yes ☐ No

Ad Information & Frequency
☐ 1x ☐ All 3 issues Total Cost: ______________________

Spring
☐ New Ad ☐ Pick up existing ad (issue month/year) __________________________ size: __________
Ad Headline ____________________________________________________________
Please use this Web Address __________________________________________ for our ad link.
Summer
☐ New Ad ☐ Pick up existing ad (issue month/year) __________________________ size: __________
Ad Headline ____________________________________________________________
Please use this Web Address __________________________________________ for our ad link.
Fall
☐ New Ad ☐ Pick up existing ad (issue month/year) __________________________ size: __________
Ad Headline ____________________________________________________________
Please use this Web Address __________________________________________ for our ad link.

Banner Advertising in Digital Issue
☐ Spring ☐ Summer ☐ Fall ☐ Pick up existing ad
Ad Headline ____________________________________________________________

Premium Insert
☐ Spring ☐ Summer ☐ Fall
Brief Description ________________________________________________________