

IMARK NOW



A PREMIER OPPORTUNITY

FOR IMARK SUPPLIERS AND SERVICE PROVIDERS

2019

MEDIA KIT

IMARK Now — Your direct wire to leading electrical distributors

IMARK Now is the leading publication for electrical distributors across North America. Our award-winning magazine features the latest electrical industry news, trends, and products, as well as articles on management strategy, market focus, marketing, innovative technologies and member profiles.

About our audience:

IMARK Now is the go-to resource for executives and other electrical industry professionals.

Who we reach:

Read by

8,000+

**influential IMARK
member employees**

IMARK distributors have more than

**\$16 billion
in annual revenue**

IMARK distributors operate

3,000+

branches in North America

**PRINT
and digital editions**

Advertising:

Joe Morris

Email: JMorris@cmasolutions.com

Phone: 609.297.2212

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

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SRuane@imarkgroup.com
1.301.281.8118

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EKlebaur@cmasolutions.com

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Production Manager

Scott Elgart
SElgart@cmasolutions.com

Accounts Receivables

Todd DeFilippis
TDeFilippis@cmasolutions.com

Back Issues of IMARK Now

Back issues from April 2015 can be viewed by IMARK members and suppliers on the IMARK website. Go to Marketing Tools, *IMARK Now* Magazine.

The Value of Advertising in IMARK Now

- Access to a highly-targeted and engaged audience of electrical industry professionals. *IMARK Now* readers make the purchasing decisions for their companies.
- **Earn points toward IMARK Platinum or Gold status and the coveted IMARK Supplier of the Year award.**
- Maximize your marketing budget when your ads appear in both the print and digital editions of *IMARK Now*. Ads in the digital edition are clickable, linking to your website.

Advertising:
 Joe Morris
 Email: JMorris@cmasolutions.com
 Phone: 609.297.2212

What our readers say:

“I just read the Spring issue from cover to cover. Great job! It is one of the best issues ever! Great information for any size member.”

IMARK Now is a potent vehicle for reaching a targeted audience of electrical distributors receptive to your products and services. Here are three great ways to get your company in front of IMARK distributor members:

Print Insertions

Present your products or services in beautiful full color ads throughout the magazine. We pair ads with complementary editorial content for maximum marketing effectiveness.

Premium Opportunities

Go beyond traditional advertising with premium inserts—a double-sided ad printed on heavy card stock or a showcase brochure of up to 12 pages. These ads literally stand out in the printed magazine and draw attention with their heavier paper printing. Like other ads in the digital edition, these inserts are included and are clickable. Premium inserts are limited to three per issue.

2019 Advertising Closing Dates

Publication Date	Ad Space Closing	Ad Material Due
Spring	February 15	February 22
Summer	June 21	June 28
Fall	September 27	October 4

Advertising Rates (all ads four-color)

Ad size	1X
(per insertion)	
2 Page Spread	\$9,485
Full Page	\$4,652
2/3 Page	\$4,075
1/2 Page	\$3,785
Premium Placements:	
Page 5 placement	\$5,350
Special Request placement	+ 15%
All Covers	SOLD OUT

Premium Opportunities

Type	
2 Page Premium Card Stock Insert	Call Joe for Special Pricing
Premium Showcase Brochure Insert Multiple Pages up to 12	

Note: Printing and Production Costs Not Included Limit 3 Per Issue

Digital Edition Opportunities

Digital Banners

Banner ads are prominently placed in the digital edition eblast of *IMARK Now*, putting you at the top of the inbox of more than 8,000 electrical industry professionals. Print ad is required with banner placement.

Artwork Guidelines

Ad Dimensions: 576 px wide by 101 px high

File Format: jpg files only

File Size: Cannot exceed 40KB

INSERTION INFORMATION

Banner Advertising Rates

Ad size	1X
	(per insertion)
A. Leaderboard - Top	\$2,800
B. Leaderboard	\$2,700

Advertising:

Joe Morris

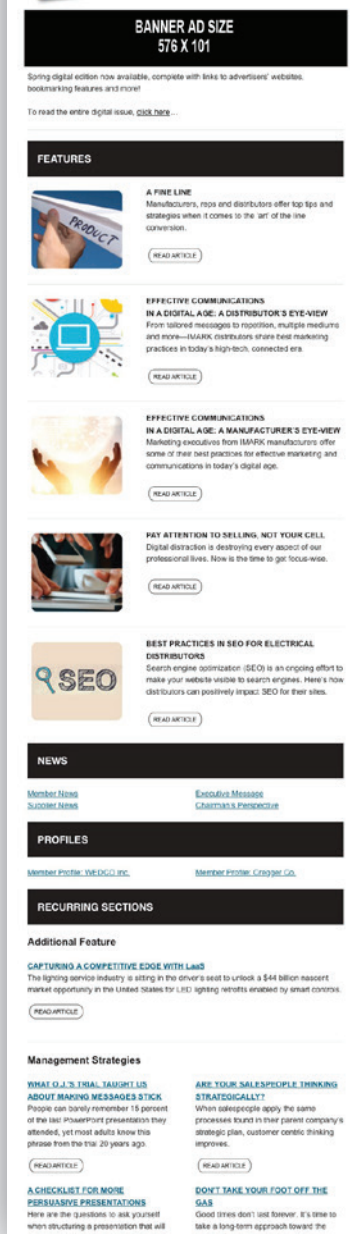
Email: JMorris@cmasolutions.com

Phone: 609.297.2212

A.



B.



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)

- FTP 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 less than 3 MB in size can be sent via e-mail to JMorris@cmasolutions.com.
- *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.

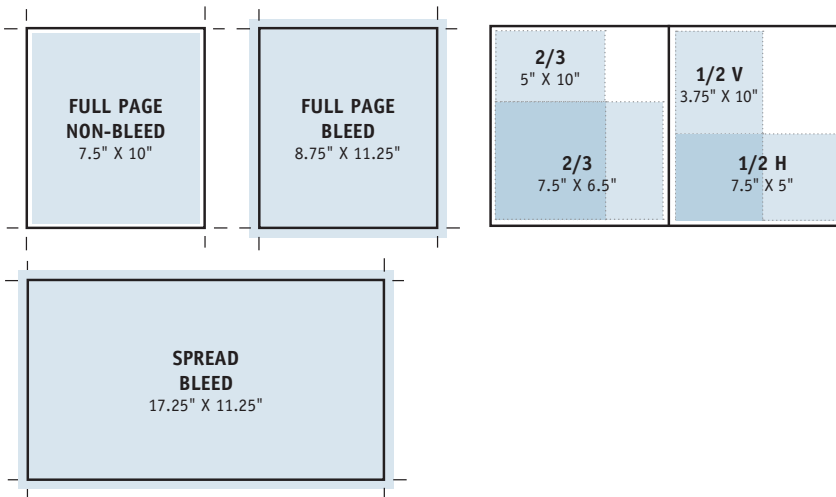


Advertising:

Joe Morris

Email: JMorris@cmasolutions.com

Phone: 609.297.2212



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

INSERTION ORDER FORM 2019

IMARK NOW

IMARK NOW

IS A POWERFUL TOOL FOR YOUR MEDIA SCHEDULE

Send completed space reservation form to Joe Morris, Advertising Manager

Phone: 609.297.2212

Fax: 609.799.7032

E-mail: JMorris@cmasolutions.com

Please complete the following mandatory information.

Advertiser Information: (Please specify company name as it is to appear in ad index)

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) _____

Brand Name for Advertiser Index _____ size _____

Please use this Web Address _____ for our ad link.

Summer

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

Brand Name for Advertiser Index _____ size _____

Please use this Web Address _____ for our ad link.

Fall

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

Brand Name for Advertiser Index _____ size _____

Please use this Web Address _____ for our ad link.

Banner Advertising in Digital Issue

Spring Summer Fall Pick up existing ad

Leaderboard Top Leaderboard

Brand Name for Advertiser Index _____

Premium Insert

Spring Summer Fall

Brief Description _____

Print ad is required with Banner placement

Signed _____ Date _____

To upload files:

Go to FTP upload www.cmasolutions.com/upload-artwork/.

**Send all ad materials
and insertions to:**

Joe Morris

Advertising Manager

IMARK Now

c/o Creative Marketing Alliance

191 Clarksville Road

Princeton Junction, NJ 08550

Phone: 609.297.2212

Billing Contact:

Todd DeFilippis

TDeFilippis@cmasolutions.com

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.

IMARK
GROUP
Member Owned, Member Governed

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Fax: 301.567.7893

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