

OFFICIAL PUBLICATION OF **IMARK** **ELECTRICAL**



2022 AD SPECS

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and request access to our private groups

Print Ad Specs

- 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 email to imarkelectricalads@cmasolutions.com.
- *IMARK Electrical Now* is printed on a high-speed sheet-fed offset press, 4-color process.

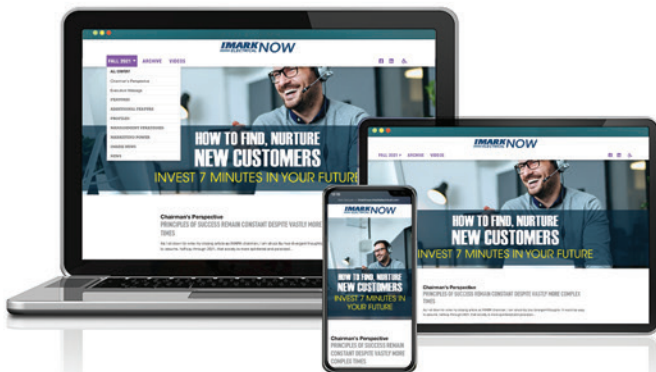


<p>SPREAD BLEED 17.25" X 11.25"</p>	<p>FULL PAGE NON-BLEED 7.5" X 10"</p>	<p>FULL PAGE BLEED 8.75" X 11.25"</p>	<table><tr><td><p>2/3 5" X 10"</p></td><td><p>1/2 V 3.75" X 10"</p></td></tr><tr><td><p>2/3 7.5" X 6.5"</p></td><td><p>1/2 H 7.5" X 5"</p></td></tr></table>	<p>2/3 5" X 10"</p>	<p>1/2 V 3.75" X 10"</p>	<p>2/3 7.5" X 6.5"</p>	<p>1/2 H 7.5" X 5"</p>
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<p>2/3 7.5" X 6.5"</p>	<p>1/2 H 7.5" X 5"</p>						

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

Submit IO and Ad Materials:

imarkelectricalads@cmasolutions.com



Website Banner Ad Specs

- Appear on all pages of the web issue
- Rotate every 4 seconds
- Must be jpg files, cannot exceed 40kb
- Will be replaced with current advertisers when next issue is posted

BANNER AD
728 px wide by 101 px high

Sponsor Ads

Companies that want their ad to remain with specific content in an online issue of the magazine have the opportunity to purchase a sponsor ad along with their print ad spend for an additional \$1,750.

Sponsor Ad Specs

- Appear with the article indefinitely
- Do not rotate
- Must be jpg files, cannot exceed 80kb

SPONSOR AD
728 px wide by 202 px high

Call to Action

Every website banner ad will link to a call-to-action form on imarkgroup.com, which IMARK members can access and review to earn points toward Gold/Platinum status throughout 2022.

Please fill out the entire IO and return to imakelectricalads@cmasolutions.com to maximize your magazine website marketing effectiveness.

Call to Action Example.

CALL TO ACTION

ABC Electric Webinar on LEDSmart Controls – January 16, 2019 at 2 PM Eastern

Member Feedback

How did the relevance of this webinar compare to your current projects?

☐ Highly Relevant
☐ Somewhat Relevant
☐ Not Relevant

How did you personally benefit from this webinar?

☐ Yes
☐ No

☐ Yes, I will be personally implementing this in my company's projects
☐ No, I will not be personally implementing this in my company's projects

Resources

[Webinar](#)
[Webinar Download](#)
[PDF](#)
[Printable](#)
[Share](#)

Digital Impact Member 'Ratings'

IMARK member employees are asked to assess your company's Call to Action based on its relevance to both themselves and their fellow company employees.

The name, company, location, and e-mail address for each voter is included in the list below.

Please see responses below. This list can be exported to an excel spreadsheet.

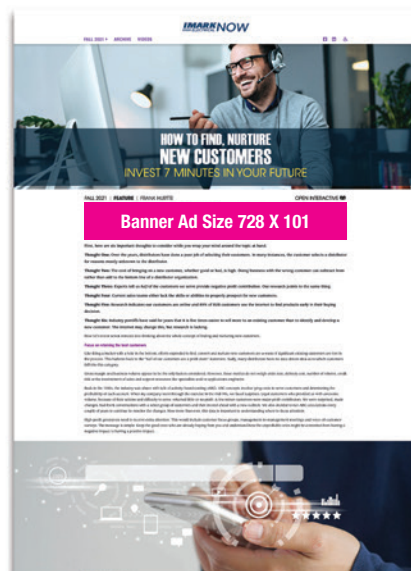
Vote	Name	Company	Location	Total Responses	Total Votes	Total Ratings	Export to Excel
Active Member - Not Logged In	John	ABC Electric	1/1/2020	1	1	1	Export to Excel

Sponsor

Submit IO and Ad Materials:

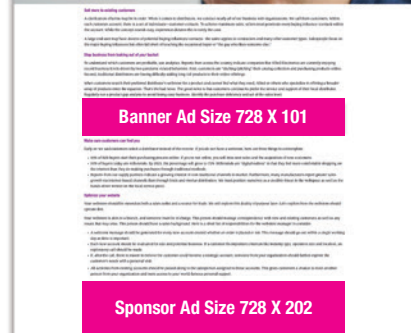
imakelectricalads@cmasolutions.com

A



Banner Ad Size 728 X 101

B



Banner Ad Size 728 X 101

C



Banner Ad Size 728 X 101



To view a short video tutorial showing ad placements and function on the IMARK Website. <https://bit.ly/IMARKweb>

Social Media and Google Retargeting Ad Specs

For every full page ad purchased in the print edition, advertisers will receive a Facebook or LinkedIn ad for the duration of one week and a Google retargeting ad off of imarkelectricalnow.imarkgroup.com for the duration of one week.

Social Media Ad Specs

Facebook: 940 px wide by 788 px high

LinkedIn: 1024 px wide by 512 px high

Copy should be 500 words or less.

Join our private Facebook group at:

www.facebook.com/groups/imarkelectricalnow/

Like our public Facebook page at:

<https://www.facebook.com/imarkelectricalnow>

Join our member-only LinkedIn group at:

<https://www.linkedin.com/groups/12460195/>

Find our public LinkedIn page at:

<https://www.linkedin.com/company/imarkelectrical>

Google Retargeting Ad Specs

Five (5) ad unit images necessary:

300 px wide by 200 px high

300 px wide by 50 px high

300 px wide x 100 px high

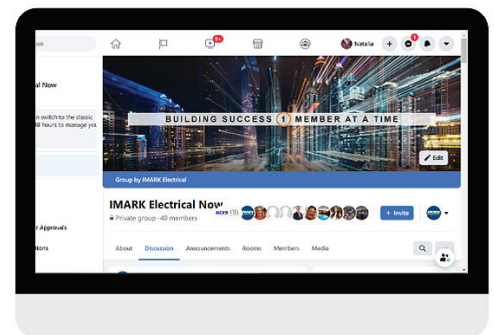
250 px wide x 250 px high

200 px wide x 200 px high

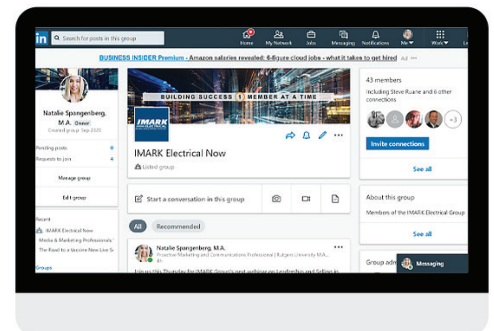
Send your social media ad graphic, copy and link and Google retargeting images to imarkelectricalads@cmasolutions.com.

Submit IO and Ad Materials:

imarkelectricalads@cmasolutions.com



Private Group



Private Group

Additional Advertising Opportunity

Digital Banners

Banner ads are prominently placed in the *IMARK Electrical Now* e-newsletter, putting you at the top of the inbox of more than 8,000 electrical industry professionals. The e-newsletter announces the publication of each issue of the print magazine after the magazine hits mailboxes. There are four banner placements in each issue of the e-newsletter, which goes out three times each year.

Artwork Guidelines

Ad Dimensions: 576 px wide by 101 px high

File Format: jpg files only

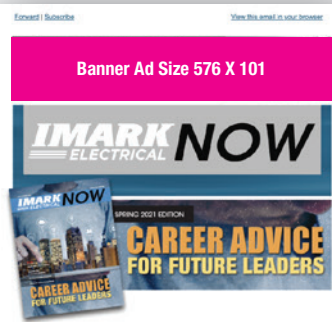
File Size: Cannot exceed 40KB

BANNER AD
576 px wide by 101 px high

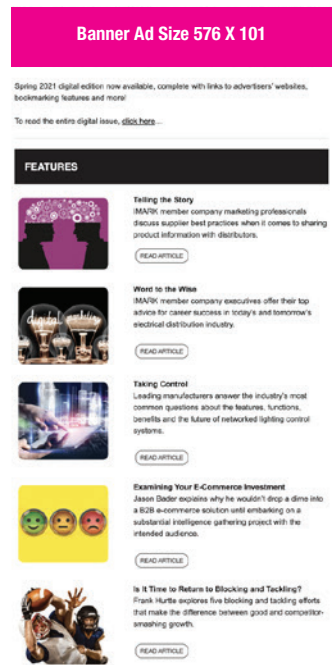
Maximum two ads sold per position. In the event two ads are sold for an e-newsletter position, they will be stacked in that position in accordance to the frequency and order they are received.

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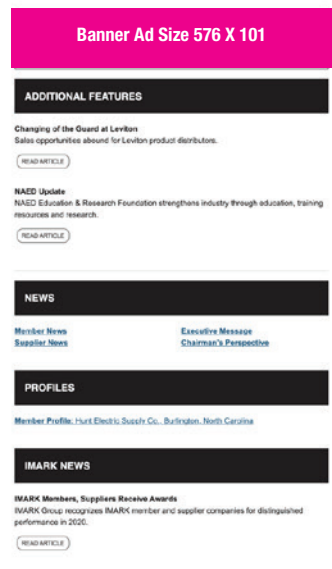
A.



B.



C.



D.

