



IMARK

# ELECTRICAL NOW

# 2024

## MEDIA KIT



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# IMARK Electrical Now — The Official Publication of IMARK Electrical

IMARK Electrical 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 strategies, marketing tactics, innovative technologies and member profiles.

About our audience:

## Who we reach:



Read in print and online by  
**7,000+**  
IMARK member  
employees annually



IMARK distributors  
have more than  
**\$14 billion**  
in annual revenue



E-newsletter read by  
**6,000+**  
IMARK members

## Why advertise:

IMARK Electrical Now offers a total marketing solution with print and digital advertising packages to fit any ad spend budget. We connect your company to those who can help your brand and business grow. For your complimentary website banner ad, fill out and return the Call to Action Form on page 5 and submit it to [www.cmasolutions.com/upload-artwork/](http://www.cmasolutions.com/upload-artwork/).

## Advertising Packages

PLACEMENT AND AD SIZE	FREQUENCY	PRICE PER ISSUE	WEBSITE BANNER AD POSITION	SOCIAL MEDIA	RETARGETING
Full Page	1X	\$5,946	A		
	3X	\$5,549	A	✓	✓
2/3 Page	1X	\$5,390	B		
	3X	\$5,207	B	✓	✓
1/2 Page	1X	\$5,029	C		
	3X	\$4,960	C	✓	✓
Page 5 First Ad	1X	\$7,106	A		
	3X	\$6,715	A	✓	✓
Inside Front/Back Cover	1X	\$7,354	A		
	3X	\$6,900	A	✓	✓
Back Cover	1X	\$7,528	A		
	3X	\$7,065	A	✓	✓
2-Page Spread	1X	\$11,241	A & C		
	3X	\$11,060	A & C	✓	✓
2-Sided Card Insert	1X	\$13,300	A & C		
	3X	\$12,700	A & C	✓	✓

For ad sizes and specs, visit [imarkelectricalnow.imarkgroup.com](http://imarkelectricalnow.imarkgroup.com).

## 2024 Advertising Closing Dates

PUBLICATION DATE	IO DUE	AD MATERIAL DUE
April	March 20	<b>March 27</b>
August	July 17	<b>July 24</b>
December	November 13	<b>November 20</b>

## Earn Points Toward IMARK Gold, Platinum Status

PRINT AND DIGITAL	POINTS
Advertise in <b>ONE</b> issue	<b>10</b>
Advertise in <b>TWO</b> issues	<b>15</b>
Advertise in <b>THREE</b> issues	<b>20</b>

## Additional Advertising Opportunities

### E-Newsletter Ads

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.

## E-Newsletter Advertising Rates

AD SIZE	1X
	(per insertion)
<b>A.</b> Header	\$2,380
<b>B.</b> Leaderboard	\$2,295
<b>C.</b> Middleboard	\$2,040
<b>D.</b> Lowerboard	\$1,530

## Website 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 on [imarkelectricalnow@imarkgroup.com](mailto:imarkelectricalnow@imarkgroup.com) along with their print ad spend for an additional \$1,750. For all website sponsor ads, please fill out and return the Call to Action Form on page 5.

**For ad sizes and specs, visit [imarkelectricalnow.imarkgroup.com](http://imarkelectricalnow.imarkgroup.com).**

# INSERTION ORDER FORM 2024

Please provide the following mandatory information.

## Advertiser Billing Information:

Company: \_\_\_\_\_  
Contact: \_\_\_\_\_ Title: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_  
Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email: \_\_\_\_\_  
Purchase Order #: \_\_\_\_\_ Confirm CMA Vendor Set Up:  Yes  No  
Accounts Payable Contact (or Agency): \_\_\_\_\_  
Phone #: \_\_\_\_\_ Invoice email address: \_\_\_\_\_

## Print Ad Information

Spring  Fall  Winter  
 New Ad  Pick Up Existing Ad (issue month/year) \_\_\_\_\_  
Ad Size: \_\_\_\_\_  
Total Print Advertising Cost: \_\_\_\_\_

## E-Newsletter Ad Information

Spring  Fall  Winter  
 Header  Leaderboard  Middleboard  Lowerboard\*  
 New Ad  Pick Up Existing Ad (issue/month/year) \_\_\_\_\_  
URL Address: \_\_\_\_\_

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

Total E-Newsletter Cost: \_\_\_\_\_

## Website Sponsor Ad Information

Spring  Fall  Winter  
URL Address: \_\_\_\_\_  
Total Website Sponsor Ad Cost: \_\_\_\_\_

## Website Banner Ad Information - Complimentary

Spring  Fall  Winter  
 New Ad  Pick Up Existing Ad (issue/month/year) \_\_\_\_\_

Fill out and return the Call to Action Form on page 5 for all website ads.

## 3X IMARK Electrical Now Magazine Advertisers - Complimentary

Social Media Platform Choice  Facebook or  LinkedIn

For social media, Google retargeting and all other ad specs, visit [imarkelectricalnow.imarkgroup.com](http://imarkelectricalnow.imarkgroup.com).

Total Advertising Cost: \_\_\_\_\_  
Signed \_\_\_\_\_ Date \_\_\_\_\_

**IMARK**  
**ELECTRICAL**  
**NOW**

For all ad sales, contact:

Donna Latham

Email: [DLatham@cmasolutions.com](mailto:DLatham@cmasolutions.com)

Phone: 609.297.2227

Submit your IO, artwork and Call to Action Form via the portal at:



For more information about submitting ad materials, email [imarkelectricalads@cmasolutions.com](mailto:imarkelectricalads@cmasolutions.com).

## Billing Contact:

Todd DeFilippis

[TDeFilippis@cmasolutions.com](mailto: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**  
**ELECTRICAL**  
Member Owned, Member Governed

1997 Annapolis Exchange Parkway  
Suite 300

Annapolis, MD 21401

Voice: 301.567.8888

Fax: 301.567.7893

[www.imarkgroup.com](http://www.imarkgroup.com)

# CALL TO ACTION FORM

Fill out and return this form for all website banner and sponsor ads to be placed on the magazine website at [imarkelectricalnow@imarkgroup.com](mailto:imarkelectricalnow@imarkgroup.com).

Please attach your company logo and banner ad when submitting your information.

**Company Logo:**

Must be a vector, jpg or png file at least 300dpi.

**Banner ad:**

Must be jpg file, cannot exceed 40kb, measure 728 px wide by 101 px high.

For all ad specs, visit [imarkelectricalnow@imarkgroup.com](mailto:imarkelectricalnow@imarkgroup.com).

## Website Ad Information:

Call to Action Headline (Maximum 100 Characters)

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Call to Action Text (Maximum 900 Characters)

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Select Member Feedback Questions (Select 1 Category)

- Products    Training    Sales Promotion    Merchandising  
 General Information or "White Papers"    Services

Enter (Up to 2) URLs/Website Addresses (Optional)

Title \_\_\_\_\_

URL \_\_\_\_\_

Title \_\_\_\_\_

URL \_\_\_\_\_

Optional Resource Link

Enter Title \_\_\_\_\_

Upload file to our ad portal or attach file when submitting.

Enter Title \_\_\_\_\_

Upload file to our ad portal or attach file when submitting.

**IMARK**  
**ELECTRICAL**  
**NOW**

IS A POWERFUL  
TOOL FOR YOUR  
MEDIA SCHEDULE!

Submit your ad materials via  
the portal at:



For more information about  
submitting ad materials, email  
[imarkelectricalads@cmasolutions.com](mailto:imarkelectricalads@cmasolutions.com).

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