

# INCENTIVE MARKETING ASSOCIATION 2020 ADVERTISING FORM

- **IMA PRINTED MEMBERSHIP DIRECTORY**
- **WEBSITE ADVERTISING IS NOW AVAILABLE**

## A Cost-Effective Marketing Tool!

IMA's annual membership directory, *The Incentive Source*, will publish its 2020-2021 directory in July. It will be available at the 2020 IMA Summit. This dynamic networking tool will be distributed to 500+ IMA members. These sales and marketing professionals represent every segment of the incentive industry and make great marketing partners for the services and/or products you offer.

The *Incentive Source* will also be distributed at a variety of trade shows including World at Work, IMEX, PPAI and several ASI shows reaching hundreds of potential customers.

## PRINT AD SPECIFICATIONS

COVER (color)	6" W by 9.25" H .125 Bleed = 6.25" W by 9.5" H
FULL PAGE (color & grayscale)	4.8125" W by 8.375" H No Bleeds
HALF PAGE (color & grayscale)	4.8125" W by 4.125" H No Bleeds
BUSINESS CARD SIZE (grayscale)	3.5" W by 2" H No Bleeds

- No crop or bleed marks
- Preferred file format: Press Quality PDF file (minimum 300 DPI)
- Submit ads via email attachment to [info@incentivemarketing.org](mailto:info@incentivemarketing.org)
- Please turn all fonts to outlines (fonts may be substituted if not outlined or embedded)
- Cover ads should keep all important text and logos within the safe area of 4.8125" W by 8.375" H

## BROADEN YOUR VISIBILITY WITH AN IMA WEBSITE ADVERTISEMENT

For an additional \$500 for those who don't advertise in the *Incentive Source* and \$250 for those who do, you may purchase an ad for the IMA website. Web ads will link to your website and show in full color. Web ads rotate on the right rail of the IMA website, appear on all pages (not including homepage), and run from July 1, 2020 – June 30, 2021.

## WEB AD SPECIFICATIONS

WEBSITE AD (color)	360 W x 720 H (pixels) File format: JPEG / 72 dpi
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## IMA ADVERTISING POLICIES

1. Payment must be received by March 27, 2020 and directory artwork by April 3, 2020.
2. You must be an IMA member to advertise.
3. While we cannot guarantee ad position, every effort will be made to position IMA member ads on the same or adjacent page of the company's directory listing.
4. No tear-out coupons will be allowed.
5. IMA reserves the right to reject any ad deemed unsuitable for any reason to ensure the quality and the high professional standards which we subscribe.
6. Ad placement is subject to first right of refusal until February 1.

## 2020 STRATEGIC PARTNERS – BONUS OFFER!

**Incentive Source** – One partner benefit includes a free ad space in our *Incentive Source*. As a bonus, we are offering our Strategic Partners the opportunity to upgrade their ad to the next size up for \$400!

**Website Advertisement** – Some Strategic Partner benefits include a free website ad. As a bonus, Strategic Partners may purchase a web ad without purchasing the upgraded size of the print ad for only \$250.

*Be on the lookout for emails in regards to using these opportunities.*

# 2020 ADVERTISEMENT RESERVATION FORM

◆ Incentive Marketing Association Membership Directory and Website Advertisement ◆

**PAYMENT DEADLINE: MARCH 27, 2020**

**DIRECTORY AD ART DEADLINE: APRIL 3, 2020**

Company \_\_\_\_\_

Company Contact \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

INDICATE YOUR CHOICE OF AD	[COLOR]
<input type="checkbox"/> OUTSIDE BACK COVER	\$2,600
<input checked="" type="checkbox"/> <b>INSIDE FRONT COVER</b>	\$2,300
<input checked="" type="checkbox"/> <b>INSIDE BACK COVER</b>	\$2,300
<input type="checkbox"/> FULL PAGE – <i>Front interior page</i>	\$2,200
<input type="checkbox"/> FULL PAGE – <i>Back interior page</i>	\$2,200
<input type="checkbox"/> FULL PAGE – <i>Front section</i>	\$2,000
<input type="checkbox"/> FULL PAGE – <i>Back section</i>	\$2,000
<input type="checkbox"/> FULL PAGE – <i>Near company listing</i>	\$1,800
<input type="checkbox"/> HALF PAGE – <i>Near company listing</i>	\$1,100

INDICATE YOUR CHOICE OF AD	[GRAYSCALE]
<input type="checkbox"/> FULL PAGE <i>Near company listing</i>	\$1,500
<input type="checkbox"/> HALF PAGE <i>Near company listing</i>	\$800
<input type="checkbox"/> BUSINESS CARD <i>Near company listing</i>	\$300
<input type="checkbox"/> STRATEGIC PARTNER AD UPGRADE	\$400

WEBSITE ADVERTISING	
<input type="checkbox"/> WEBSITE AD	\$500
<input type="checkbox"/> WEBSITE AD <i>(with purchase of printed ad)</i>	\$250
<input type="checkbox"/> STRATEGIC PARTNER AD UPGRADE	50% off upgrade

## TOTAL PAYMENT

Payment method \_\_\_\_\_

Check enclosed for the amount of \$ \_\_\_\_\_

Charge to: ☐ American Express ☐ Mastercard ☐ Visa

Credit Card # \_\_\_\_\_ Exp. \_\_\_\_\_ CVV \_\_\_\_\_

Signature \_\_\_\_\_

## MAIL OR EMAIL THIS FORM TO

info@incentivemarketing.org  
Incentive Marketing Association  
4248 Park Glen Road, Minneapolis, MN 55416

