



## 2020 ISD Advertising Opportunities

Advertise and increase your company's exposure in the Sealing industry and beyond! New in 2020 – there are no additional fees for color ads and a set fee for premium placement in the Joint Summit Guide & Membership Directory.

### Print Options

### Digital Options

#### 2020 ISD Joint Summit Guide & Membership Directory:

Take advantage of this combined Industry publication distributed to all ISD members, Summit attendees and members of sponsoring association - reaching over 1,000 member contacts in the sealing and fluid power industries.

#### Standard Full Color Ad Options:

- Business Card - \$650
- 1/4 page - \$750
- 1/3 page horizontal or vertical - \$1,225
- 1/2 page horizontal - \$1,425
- Full page - \$1,750

#### Premium Placement Options:

- Special Placement - \$600

**Print orders are due by July 3, 2020 and ad copy must be submitted by July 24, 2020.**

#### ISD inBrief & Summit Daily's package **SOLD**

(600 x 200 pixels –high res jpeg or png file)

This option combines the reach of the inBrief and The Summit Dailys which are emailed each day to all Joint Summit attendees.

- ~~Footer ad (year) & Daily's (limit 1):~~  
~~\$1,800~~ **SOLD**

#### ISD Insider: Quarterly e-newsletter

(600 x 200 pixels –high res jpeg or png file)

Quarterly e-newsletter providing industry-wide information critical to growing your business – reaches over 500 members.

- Premium high placement banner ad:  
(limit one)  
\$1,500 – 12 months or \$800 – 6 months
- Select tombstone footer ad:  
(limit two)  
\$1,000- 12 months or \$600 – 6 months

#### ISD inBrief: Monthly e-newsletter

(600 x 200 pixels –high res jpeg or png file)

Monthly e-bulletin informing members and prospective members of association news and educational events - reaches over 1,200 contacts.

- Premium high placement banner ad:  
(limit one)  
\$2,000 – 12 months or \$1,100 – 6 months
- Select tombstone footer ad:  
(limit two)  
\$1,600 – 12 months or \$850 – 6 months

#### ISD Website Scrolling Logo:

(Logo should be high res jpeg or png file)

Includes company link (limit four)

- \$1,000 – 12 months or \$550 – 6 months

**Newsletter ads are due 1<sup>st</sup> Wednesday each month.**

Questions? Contact Cathy Vick, ISD Sales Development Manager, at [cvick@isd.org](mailto:cvick@isd.org) or call 410-940-6344



## Advertising Due Dates & Technical Specifications

### 2020 Summit Guide & Membership Directory – Ad due date July 24, 2020

#### Acceptable formats:

Adobe illustrator eps file, convert all type to outlines

Hi-res PDF file with fonts embedded

**Full Page Bleeds:** Document Trim Size is 8 ¼" x 10 ¾"; please supply 8 ½" x 11"; safety ¼" from both sides, ⅜" from top and bottom. Other dimensions available upon request.

#### Size specifications:

Full Page: 8 ¼" wide by 10 ¾" high

1/2 Page: Horizontal ad - Maximum dimensions – 6 ⅞" wide x 4 ⅝" high

1/2 Page: Vertical ad – Maximum dimensions – 4 ½" wide x 7 ½" high

1/3 Page: Horizontal ad - Maximum dimensions – 4 ½" wide x 4 ⅝" high

1/3 Page: Vertical ad – Maximum dimensions – 2 ¼" wide x 9 ¾" high

1/4 Page: Maximum dimensions – 3 3/8" wide x 4 5/8" high

Business Card: Maximum dimensions – 3 ½" wide x 2" high - (jpeg, eps, pdf, in 300 dpi or greater)

#### ISD INSIDER 2020 E-NEWSLETTER AD DUE DATES

January 2020	1/9/2020
March 2020	3/12/2020
May 20220	5/14/2020
July 2020	7/9/2020
September 2020	9/10/2020
November 2020	11/12/2020

#### ISD INBRIEF E-NEWSLETTER AD DUE DATES

All ads are due the first Wednesday of the month (February 5, March 4, etc.).