



## **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**

<p><b><u>2020 ISD Joint Summit Guide &amp; Membership Directory:</u></b></p> <p>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.</p> <p><b>Standard Full Color Ad Options:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Business Card - \$650</li> <li><input type="checkbox"/> 1/4 page - \$750</li> <li><input type="checkbox"/> 1/3 page horizontal or vertical - \$1,225</li> <li><input type="checkbox"/> 1/2 page horizontal - \$1,425</li> <li><input type="checkbox"/> Full page - \$1,750</li> </ul> <p><b>Premium Placement Options:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Special Placement - \$600</li> </ul> <p><b>Print orders are due by July 3, 2020 and ad copy must be submitted by July 24, 2020.</b></p>	<p><b><u>ISD Insider: Quarterly e-newsletter</u></b> (600 x 200 pixels –jpeg format preferred) Quarterly e-newsletter providing industry-wide information critical to growing your business – reaches over 500 members.</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Premium high placement banner ad: \$1,500/year or \$800/half yearly (limit 1)</li> <li><input type="checkbox"/> Select tombstone footer ad: \$1,000/year or \$600/half yearly (limit 2)</li> </ul> <p><b><u>ISD inBrief: Monthly e-newsletter</u></b> (600 x 200 pixels –jpeg format preferred) Monthly e-bulletin informing members and prospective members of association news and educational events - reaches over 1,200 contacts.</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Premium high placement banner ad: \$2,000/year or \$1,100/half year (limit 1)</li> <li><input type="checkbox"/> Select tombstone footer ad: \$1600/year or \$850/half yearly (limit 2)</li> </ul> <p><b>Digital ads are due 1<sup>st</sup> Wednesday each month</b></p> <p><b><u>ISD inBrief &amp; Summit Daily's package</u></b> (600 x 200 pixels –jpeg format preferred) This option combines the reach of the inBrief and The <i>Summit Dailys</i> which are emailed each day to all Joint Summit attendees.</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Footer ad (year) &amp; Daily's (limit 1) \$1800</li> </ul>
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**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

#### Preferred formats:

Adobe illustrator eps file, convert all type to outlines

Hi-res PDF file with fonts embedded

#### Acceptable formats:

Can accept files electronically or by mail: If files are sent electronically, without a printed color proof for reference, you are submitting the files at your own risk. If you prefer to submit electronically, please mail a printed color proof ad if possible or send a PDF of the ad copy with art. Or send CD to the ISD office with a color proof copy enclosed to ensure color, layout and font match.

**Quark Xpress 6.0 or later or Adobe In-Design 4.0 or later** – If working in Quark or Adobe InDesign, please submit the actual InDesign or Quark file and include the following:

**Fonts:** All printer and screen fonts should be supplied on CD.

**Graphics:** All photos, scans and graphics that are placed in the document, must be supplied on CD.

**Full Page Bleeds:** Document Trim Size is 8 ¼" x 10 ¾"; please supply 8 ½" x 11"; safety ¾" 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 2019 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.).