

MEDIA KIT



2023



OUR PUBLICATION:

CARD MANUFACTURING

ICMA's official publication, *Card Manufacturing* magazine engages the global card industry and positions card manufacturers, personalizers, principal issuing organizations, industry suppliers and service providers on the forefront of change and business success. The magazine explores regional and global market trends, as well as new and innovative ways to apply science, engineering, tools, methods and knowledge to the development of materials, equipment, products and services that will propel the use of cards around the world for years to come.



Our Publication

Digital Adds More Value

Calendar & Rates

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Insertion Order

This dynamically-designed, full-color magazine provides a rich mix of editorial content including technical articles about cards and card production, an official ISO Standards column, member and industry news, new products section and an industry calendar. Each issue is distributed via email and mail to many industry professionals where your company advertisement will link directly to your website. In addition, the magazine is posted on the ICMA website for visitors to read with links to past issues.



DIGITAL ADDS MORE VALUE

E-Blasts: Boost your company's visibility when your banner ad hits the inboxes of industry professionals who have subscribed to our weekly and monthly e-newsletters.

ICMA InBrief

ICMA InBrief curates the most popular and relevant industry news—great for those always on-the-go and in-the-need-to-know—sharing the latest insights and market trends affecting their business.

-  **Weekly**
-  **1,200 association members**
-  **Worldwide**
-  **Average open rate of 26%**
-  **Average click to open rate of 36%**

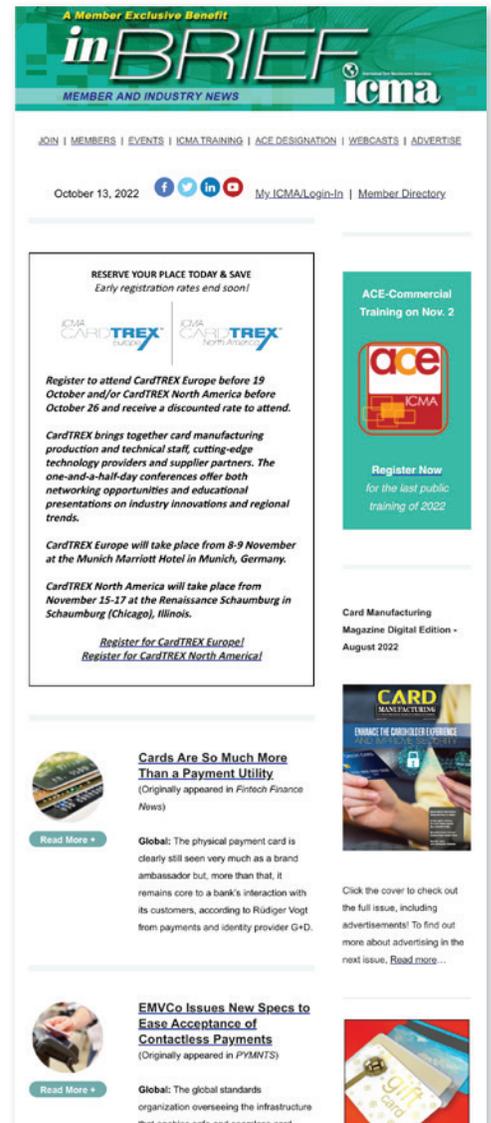
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The screenshot shows the top of an email newsletter. It features the 'inBRIEF' logo and 'MEMBER AND INDUSTRY NEWS' header. Below the header is a navigation bar with links for 'JOIN | MEMBERS | EVENTS | ICMA TRAINING | ACE DESIGNATION | WEBCASTS | ADVERTISE'. The date 'October 13, 2022' and social media icons are also present. The main content area includes a large advertisement for CardTrex Europe and North America, with text about registration and early rates. To the right, there is a sidebar with an advertisement for ACE-Commercial Training on Nov. 2. Below the main ad, there are two article teasers: 'Cards Are So Much More Than a Payment Utility' and 'EMVCo Issues New Specs to Ease Acceptance of Contactless Payments'. Each article has a 'Read More' link. At the bottom right, there is a small graphic of a 'Gift Card'.



A Member Exclusive Benefit

INSIDE



DIGITAL ADDS MORE VALUE

Inside ICMA

Inside ICMA provides the latest association news, highlighting ICMA card education and training programs, webinar topics, Card Manufacturing magazine articles, event details, member news and more.

-  Monthly
-  1,200 association members
-  Worldwide
-  Average open rate of 30%
-  Average click to open rate of 28%



The screenshot shows the digital publication interface for 'INSIDE ICMA'. At the top, it features the 'INSIDE' title and the ICMA logo. Below this is a navigation bar with links for 'JOIN | MEMBERS | EVENTS | ICMA TRAINING | ACE DESIGNATION | WEBCASTS | ADVERTISE'. A section for 'Production Equipment for ID Documents' highlights 'MELZER' with a contact number '+49 2336 9292-80'. The main content area is titled '3 ACTIONS TO TAKE THIS MONTH!' and lists: 1. REGISTER FOR ICMA'S 2022 EXPO, 2. REGISTER FOR ACE-C TRAINING, and 3. DOWNLOAD STANDARDS REPORTS. Below this, there are two featured articles: 'CARDS REIMAGINED' with a 'VIEW THE FULL ICMA EXPO AGENDA' link, and 'Card Manufacturing February 2022' with a 'Read More +' link. The 'CARDS REIMAGINED' article includes a sub-section for 'VIEW THE FULL ICMA EXPO AGENDA' with details about the 2022 Card Manufacturing & Personalization EXPO in Tampa, Florida, and a 'Read More +' link. The 'Card Manufacturing February 2022' article includes a sub-section for 'EXPO EXHIBIT & SPONSORSHIP OPPORTUNITIES' and a 'Read More +' link.

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Website Advertising

ICMA.com is where thousands of industry professionals go for upcoming events, training, news, webinars, blogs, and more. Visitors spend an average of almost 3 minutes on the site and visit an average of 2.26 page views each visit.

There are several rotating banner ad positions available on the home page and throughout the site, including the most visited page, Find a Provider, where visitors can search and filter results that meet their needs from card manufacturers and issuers to personalizers, suppliers, and more.



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2023 CALENDAR & RATES

CARD MANUFACTURING

MONTH	THEME	INSERTION ORDER/ EDITORIAL DEADLINE	AD MATERIAL DEADLINE
February	Card Manufacturing / Personalization / Fulfillment	December 15	January 12
April	ICMA EXPO Pre-Event: Special Issue	February 9	February 23
June	ICMA EXPO Post-Event: Special Issue	April 6	April 20
August	Smart Cards / Advanced Technologies / ID / Access Control	June 15	June 29
October	Creativity / Design / Equipment / Printing	August 10	August 24
December	Materials / Plant Processes	October 12	October 26

AD SALES:

Donna Latham,
dlatham@icma.com, 1-609-297-2227

EDITORIAL:

Jennifer Kohlhepp,
jkohlhepp@icma.com, 1-609-297-2210

INSERTION ORDERS / AD SUBMISSIONS:

Nicole Lauzon,
nlauzon@icma.com, 1-609-297-2223

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2023 CALENDAR & RATES

CARD MANUFACTURING

MAGAZINE ADVERTISING RATES (PER ISSUE)

Member Rates

Ad size	Single Placement	4 or More Placements	Six Placements
Full Page	\$2,951	\$2,808	\$2,665
1/2 Page	\$1,963	\$1,827	\$1,684
1/3 Page	\$1,547	\$1,417	\$1,332

Non-Member Rates

Full Page	\$3,900	\$3,588	\$3,445
1/2 Page	\$2,530	\$2,392	\$2,249
1/3 Page	\$1,684	\$1,612	\$1,599

WEBSITE / E-NEWSLETTER ADVERTISING (MEMBERS ONLY)

Website: Rectangular Banner Ad - \$1,045 per month/\$2,630 for 3 months
Box Banner Ad - \$790 per month/\$2,090 for 3 months

Inside: \$525 per monthly issue

InBrief: \$525 per weekly issue / \$1,575 per month

Please Note: ICMA members who advertise in 4 or more issues of *Card Manufacturing* receive a FREE leaderboard banner ad in the monthly *Inside* e-newsletter (first-come, first-served).

All ads running 6 times will receive a FREE ICMA website advertisement on the homepage. Size of ad determines length of placement.

1. These rates are based on artwork being submitted, per posted instructions (see reverse).
2. Inserts/tip-ins are billed at the applicable full-page rates, plus a tip-in charge that is based on the size and weight of the insert.
3. All rates published are NET rates. Any agency commission required MUST be added to these rates by the agency. Member companies are responsible for ensuring agency payments are made.
4. Invoices will be sent upon publishing of the issue and are due upon receipt. Non-member first-time advertisers must pay in advance for their first placement.
5. All accounts must be in good standing for acceptance of insertion orders.
6. Content changes requested by the advertiser to already-submitted artwork may result in an additional fee.

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ARTWORK GUIDELINES

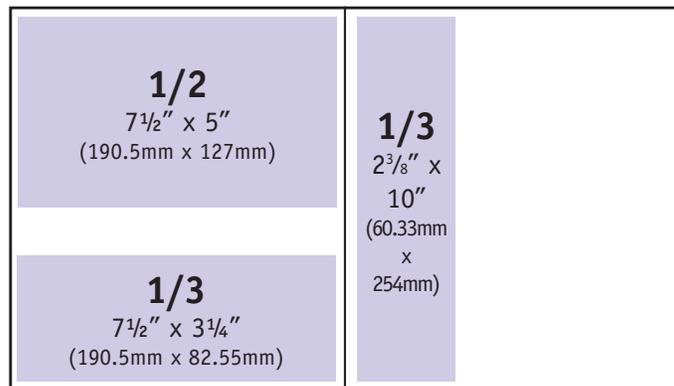
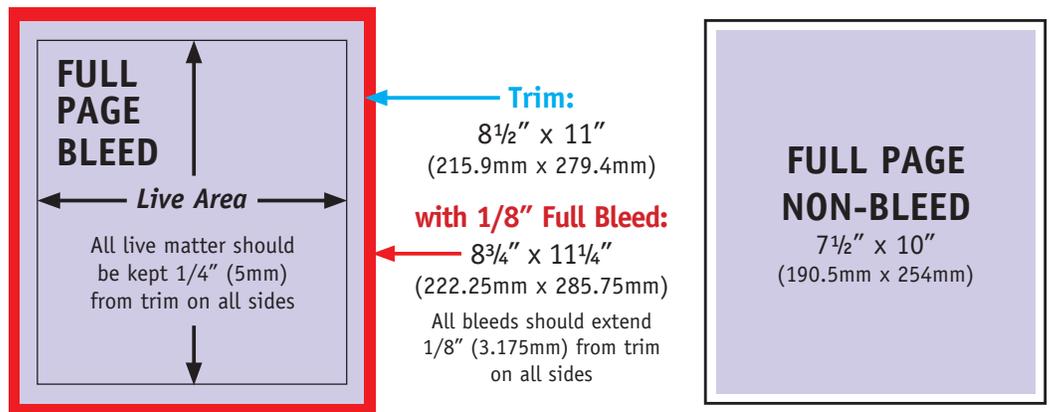
CARD MANUFACTURING

1. Color ads submitted via FTP upload (25MB maximum size) to <https://cmasolutions.com/upload-artwork-cm/>.

- The file must be one of the following formats: EPS, TIF, JPG or Press Optimized PDF. Be sure to include any fonts and images linked to your file. All photos and logos must be high resolution (300dpi).

2. If we have not received your artwork by the published deadline, we reserve the right to use artwork submitted for a previous advertisement, or to cancel the ad.

CARDHOLDER NAME



*CMA, the magazine's publisher, can provide design services for an additional charge.

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ARTWORK GUIDELINES

Banner Ad Placement

Electronic Communications Maximize Your Reach

Inside ICMA (Monthly)

Size:

- Leader Board: 728w x 90h pixels
- Display Ad: 160w x 400h pixels

ICMA InBrief (Weekly)

Size:

- Display Ad: 160w x 400h pixels

Space is limited; first-come, first-served.

ICMA Website (Run of Site)

Sizes:

- Rectangular Banner Ad: 668 wide x 162 high pixels
- Box Banner Ad: 223 wide x 162 high pixels

Electronic Advertisements

All electronic ads submitted as either a JPG or GIF format, 72dpi to <https://cmasolutions.com/upload-artwork-cm/>.

All advertisements are accepted by ICMA and its management firm, Creative Marketing Alliance, Inc. on the understanding that the advertiser and/or advertising agency is properly authorized to publish the entire contents and subject matter thereof. All copy, text and illustrations are subject to ICMA's approval before execution of order. ICMA reserves the right to reject any advertising at any time.

When changes in copy are not received by the closing date, copy run in previous issues will be inserted.

Cancellation is not accepted after closing date.

All contracts are accepted with the provision that rates are subject to change.

If an advertising contract is cancelled before the agreed number of insertions has appeared and a frequency discount had been applied, a short rate adjustment will be added and billed on space already run.

In consideration of ICMA's acceptance of such advertisement for publication, the agency and advertiser will indemnify and save harmless *Card Manufacturing*, ICMA, and Creative Marketing Alliance, Inc. (including their officers, employees and agents) against all loss, liability damage, and expense of whatsoever nature arising out of copying, printing, or publishing of its advertising, including without limitation, reasonable attorney's fees resulting from claims or suits for libel, violations of rights of privacy, plagiarism, and copyright or trademark infringement.

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INSERTION ORDER FORM 2023

SEND COMPLETED SPACE RESERVATION FORM TO DONNA LATHAM, ADVERTISING SALES MANAGER

Phone: 1-609-297-2227

Fax: 609-799-7032

E-mail: dlatham@icma.com

Please complete the following mandatory information.

ADVERTISER INFORMATION:

Company: _____
 Contact: _____ Title: _____
 Address: _____
 City: _____ State: _____ ZIP: _____
 Telephone: _____ Fax: _____
 Email: _____

BILLING INFORMATION: (if different from Advertiser information)

Accounts Payable Contact (or Agency): _____
 Contact: _____ Title: _____
 Address: _____
 City: _____ State: _____ ZIP: _____
 Telephone: _____ Fax: _____
 Email: _____

Magazine Ad Information & Frequency

Ad Pricing:

Frequency Rate:

1 Issue 4 Issues 6 Issues

Placements:

February April June

August October December

Ad Size:

Full Page Half Page One Third Page

Price Per Ad: _____

TOTAL COST: _____

Ad Type:

New Ad

Pick up existing ad

(issue month/year) _____

Ad Details:

Ad Headline: _____

Please use this URL for our ad link:

Website / E-newsletter Advertising Information & Frequency

Website (one month display) - \$1,045

Website (three month display) - \$2,630

Website (one-month box) - \$790

Website (three-month box) - \$2,090

Inside ICMA (one monthly issue) - \$525

InBrief (one weekly issue) - \$525

InBrief (one-month of issues) \$1,575

Please use this URL for our digital ad link:

TOTAL COST: _____ Start/Stop Dates _____

New Ad Pick up existing (issue month/year) _____

Free banner ad month (for 4 or more placements): _____

Client Signature

ICMA Signature



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