

# MEDIA KIT

876 5432



CARDHOLDER NAME



1234 5678 9876 5432

VALID THRU 00/00



# 2024



# 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.



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.

### Our Publication

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## 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**
-  **1,500 association members**
-  **Worldwide**
-  **Average open rate of 26%**
-  **Average click to open rate of 36%**

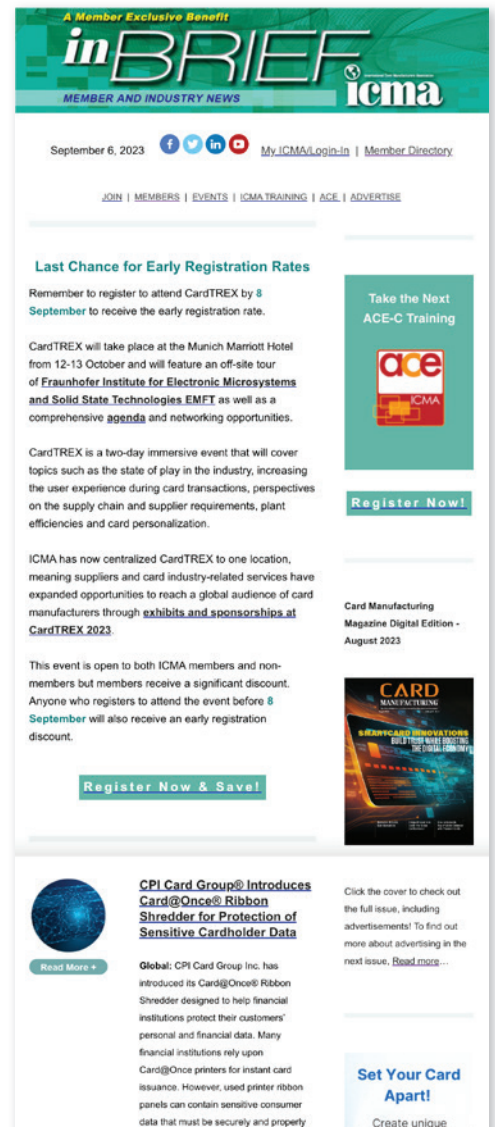
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**inBRIEF**  
MEMBER AND INDUSTRY NEWS  
icma

September 6, 2023 [f](#) [t](#) [in](#) [c](#) [My.ICMA.Login-In](#) | [Member Directory](#)

[JOIN](#) | [MEMBERS](#) | [EVENTS](#) | [ICMA TRAINING](#) | [ACE](#) | [ADVERTISE](#)

**Last Chance for Early Registration Rates**  
Remember to register to attend CardTREX by 8 September to receive the early registration rate.

CardTREX will take place at the Munich Marriott Hotel from 12-13 October and will feature an off-site tour of Fraunhofer Institute for Electronic Microsystems and Solid State Technologies EMET as well as a comprehensive agenda and networking opportunities.


CardTREX is a two-day immersive event that will cover topics such as the state of play in the industry, increasing the user experience during card transactions, perspectives on the supply chain and supplier requirements, plant efficiencies and card personalization.

ICMA has now centralized CardTREX to one location, meaning suppliers and card industry-related services have expanded opportunities to reach a global audience of card manufacturers through exhibits and sponsorships at CardTREX 2023.

This event is open to both ICMA members and non-members but members receive a significant discount. Anyone who registers to attend the event before 8 September will also receive an early registration discount.


[Register Now & Save!](#)

**Take the Next ACE-C Training**



[Register Now!](#)

Card Manufacturing Magazine Digital Edition - August 2023



**CPI Card Group® Introduces Card@Once® Ribbon Shredder for Protection of Sensitive Cardholder Data**

[Read More +](#)

Global: CPI Card Group Inc. has introduced its Card@Once® Ribbon Shredder designed to help financial institutions protect their customers' personal and financial data. Many financial institutions rely upon Card@Once printers for instant card issuance. However, used printer ribbon panels can contain sensitive consumer data that must be securely and properly

Click the cover to check out the full issue, including advertisements! To find out more about advertising in the next issue, [Read more...](#)

**Set Your Card Apart!**  
Create unique





# 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
-  1,500 association members
-  Worldwide
-  Average open rate of 30%
-  Average click to open rate of 28%



The screenshot shows the website header with the 'INSIDE' logo and 'icma' logo. Navigation links include 'JOIN', 'MEMBERS', 'EVENTS', 'ICMA TRAINING', 'ACE DESIGNATION', and 'ADVERTISE'. The main content area features a '3 ACTIONS TO TAKE THIS MONTH!' section with:
 

- REGISTER FOR CARDTREX
- EXPLORE OUR DIRECTORY
- GET THE TRAINING YOU NEED

 Below this is the 'ICMA CARDTREX' logo and the text 'LEARN & CONNECT AT CARDTREX'. A paragraph invites members to attend CardTREX at the Munich Marriott Hotel from 12-13 October. It describes a two-day immersive event with a comprehensive agenda, including a tour of Fraunhofer Institute for Electronic Microsystems and Solid State Technologies EMFT. A link is provided to learn more. Another paragraph mentions exhibit and sponsorship opportunities, with an email address: [mlaupoon@icma.com](mailto:mlaupoon@icma.com). A final paragraph encourages attendance at networking events like Speed Share and an off-site dinner. A 'Register to Attend CardTREX!' button is visible. At the bottom, there are three featured items: 'Card Manufacturing August 2023', 'WHAT YOU NEED IS A', and 'ACE CAN HELP YOU ADVANCE YOUR CAREER'.

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# DIGITAL ADDS MORE VALUE

## 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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# 2024 CALENDAR & RATES

## CARD MANUFACTURING

MONTH	THEME	INSERTION ORDER/ EDITORIAL DEADLINE	AD MATERIAL DEADLINE
January/ February	Card Manufacturing / Personalization/ Fulfillment	December 15	January 5
April/May	ICMA EXPO Pre-Event: Special Issue	March 8	March 15
June/July	ICMA EXPO Post-Event: Special Issue	May 17	May 24
September/ October	Advanced Technologies/Design/ Equipment/Materials/ Printing	August 16	August 23

**Commit to advertising in all four 2024 issues by December 15 and receive complimentary banner ad placement in an issue of *INSIDE* (first-come, first-served).**

### 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:

Alexa Goldfarb,  
agoldfarb@icma.com, 1-609-269-2388

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# 2024 CALENDAR & RATES

## CARD MANUFACTURING

### MAGAZINE ADVERTISING RATES (PER ISSUE)

#### Member Rates

Ad size	Single Placement	4 Placements
Full Page	\$2,960	\$2,810
1/2 Page	\$1,970	\$1,830

#### PREMIUM PLACEMENTS

Inside Front Cover	\$3,250	\$3,090
Inside Back Cover	\$3,250	\$3,090
Back Cover	\$3,390	\$3,230

#### Non-Member Rates

Full Page	\$3,900	\$3,590
1/2 Page	\$2,530	\$2,390

#### PREMIUM PLACEMENTS

Inside Front Cover	\$4,290	\$3,950
Inside Back Cover	\$4,290	\$3,950
Back Cover	\$4,490	\$4,130

### WEBSITE / E-NEWSLETTER ADVERTISING (MEMBERS ONLY)

**Website:** Rectangular Banner Ad - \$1,050 per month/\$2,630 for 3 months

**INSIDE:** \$530 per monthly issue

**InBrief:** \$530 per weekly issue / \$1,580 per month

**ICMA members who commit to advertising in 4 issues of *Card Manufacturing* by December 15 receive complimentary banner ad placement in the monthly *INSIDE* e-newsletter (first-come, first-served).**

**All ads running in all four will receive a complimentary banner ad placement on the homepage of ICMA.com for the duration of one month.**

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

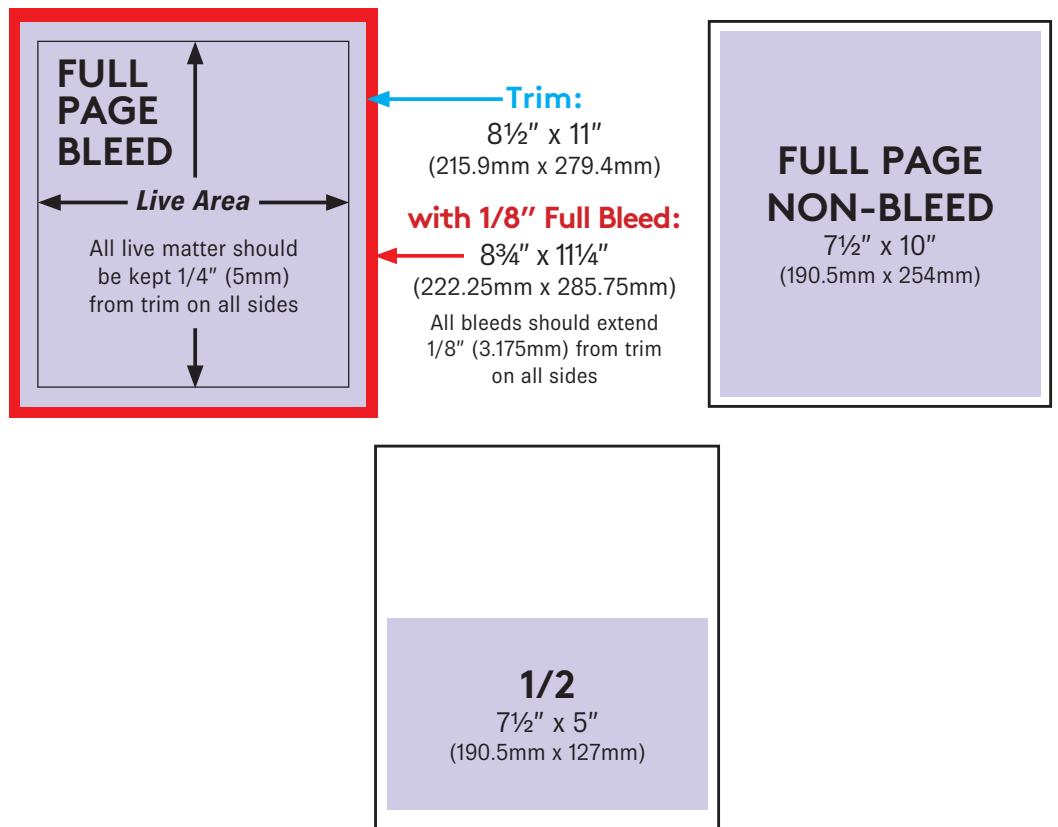
## CARD MANUFACTURING

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.

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

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# ARTWORK GUIDELINES

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## 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

## 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 2024

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

#### Placements:

January/February  April/May

June/July  September/October

#### Ad Size:

Full Page  Half Page  Inside Front Cover

Inside Back Cover  Back Cover

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) - \$1,050

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

*INSIDE ICMA* (one monthly issue) - \$530

*InBrief* (one weekly issue) - \$530

*InBrief* (one-month of issues) \$1,580

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

