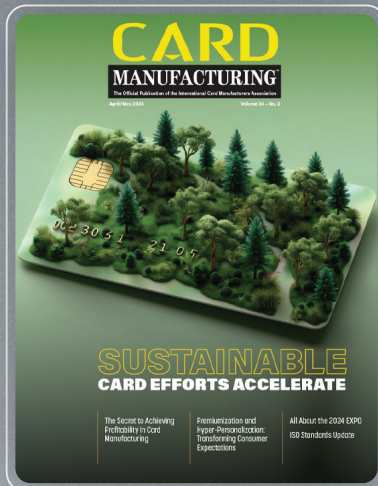




MEDIA KIT 2025



OUR PUBLICATION

CARD MANUFACTURING

ICMA's official publication, *Card Manufacturing* magazine, is essential for global engagement in the card industry. It positions manufacturers, personalizers, issuing organizations, suppliers and service providers at the forefront of industry innovation and success. The magazine explores regional and global market trends, applying science, engineering and advanced methods to develop materials, equipment and services that drive card usage worldwide. Featuring technical articles, ISO Standards updates, industry news, new products and an industry calendar, each issue reaches industry professionals via email and online through the ICMA website, ensuring wide visibility and direct linkage to advertisers' websites.

OUR AUDIENCE

Card Manufacturing magazine reaches more than 2,000 CEOs, CFOs, COOs, CMOs and senior executives and HR departments in card manufacturing companies; engineers, developers and researchers interested in advancements in card production technology; plant supervisors, managers and personnel; creative professionals shaping the visual and functional aspects of card design and issuers leveraging cards for promotional and strategic purposes. Your company advertisement will link directly to your website. In addition to being posted on ICMA.com, the Special Pre-ICMA EXPO Issue will be printed and distributed at ICMA's Card Manufacturing & Personalization EXPO, which is attended by hundreds of card industry professionals from around the world.

EDITORIAL CALENDAR

MONTH	THEME	ADS/CONTENT DUE
January/ February	Card Manufacturing / Personalization / Fulfillment	January 10
April/May	Special Pre-ICMA EXPO Print Issue	April 4
June/July	Post-ICMA EXPO	June 6
September/ October	Advanced Technologies/Design/ Equipment/Materials/Printing	September 5

Audience & Calendar

Rates

Artwork Guidelines

E-Newsletter Advertising

Weekly E-Blast Advertising

Member Directory Advertising

Distinguished Partner Program

Insertion Order



2025 RATES

NEW IN 2025: FOR EVERY CARD MANUFACTURING MAGAZINE AD PURCHASED, YOU WILL RECEIVE COMPLIMENTARY AD PLACEMENT ON ICMA.COM.

CARD MANUFACTURING MAGAZINE ADVERTISING RATES

Member Rates

Ad size	1 Issue	4 Issues	Website Ad Placement
Full Page	\$2,960	\$2,810	Skyscraper
1/2 Page	\$1,970	\$1,830	Skyscraper

PREMIUM PLACEMENTS

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

NON-MEMBER RATES

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

PREMIUM PLACEMENTS

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

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.

CONTACT INFORMATION

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

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

Audience & Calendar

Rates

Artwork Guidelines

E-Newsletter Advertising

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Member Directory Advertising

Distinguished Partner Program

Insertion Order

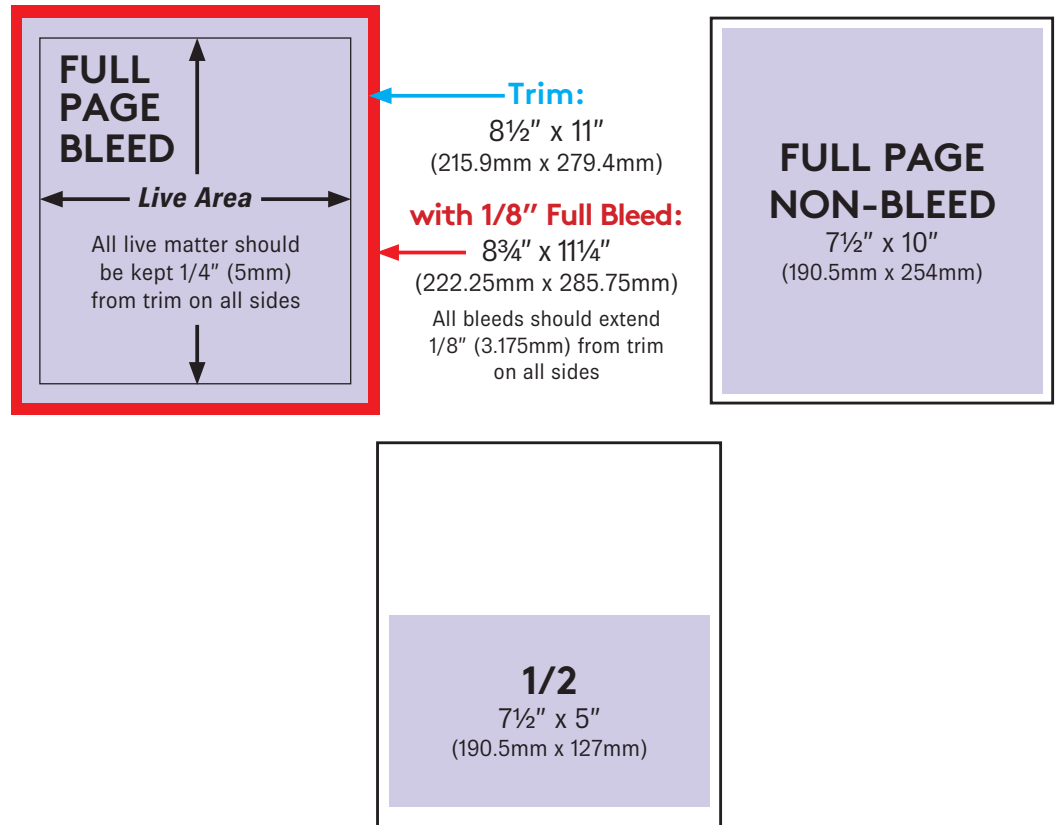


ARTWORK GUIDELINES

1. Color ads submitted via FTP upload (25MB maximum size) to <https://cmsolutions.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.



Website Ad Artwork Guidelines

- File submission must be jpg, cannot exceed 40kb
- 268px wide by 564px high
- Will be removed from site when corresponding issue is archived

CMA, the magazine's publisher, can provide design services for an additional charge. Contact Donna Latham at dlatham@icma.com for more information.

Audience & Calendar

Rates

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CARD MANUFACTURING E-NEWSLETTER ADVERTISING OPPORTUNITIES

Banner ads are prominently placed in the *Card Manufacturing* e-newsletter, putting you at the top of the inboxes of more than 1,500 card industry professionals around the globe. The e-newsletter announces the publication of each issue of the magazine and is distributed four times each year.

Card Manufacturing E-Newsletter Advertising Rates Per Issue

Header \$830

Leaderboard \$730

Middleboard \$630

Lowerboard \$530

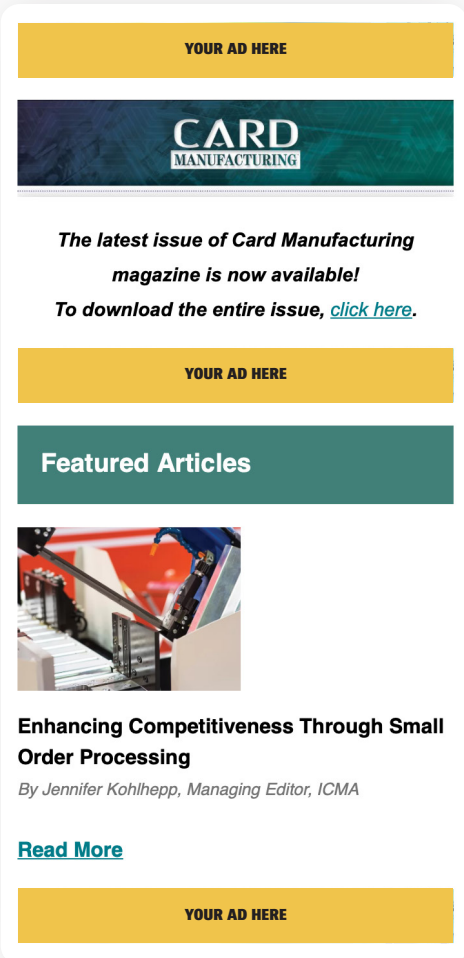
Artwork Guidelines

Ad Dimensions:


728px wide by 101px high

File Format: jpg files only

File Size: Cannot exceed 40KB




YOUR AD HERE



The latest issue of Card Manufacturing magazine is now available!
To download the entire issue, [click here](#).

YOUR AD HERE

Featured Articles



Enhancing Competitiveness Through Small Order Processing
By Jennifer Kohlhepp, Managing Editor, ICMA

[Read More](#)

YOUR AD HERE

Audience & Calendar

Rates

Artwork Guidelines

E-Newsletter Advertising

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Insertion Order





INBRIEF MEMBERS-ONLY ADVERTISING OPPORTUNITIES

ICMA's *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. Boost your company's visibility when your banner ad hits the inboxes of more than 1,500 industry professionals who have subscribed to this weekly e-blast.

InBrief Advertising Rates

\$530 per week

\$1,580 per month

Artwork Guidelines

Ad Dimensions:
160px wide x 400px high

Space is limited;
first-come, first-served

Audience & Calendar

Rates

Artwork Guidelines

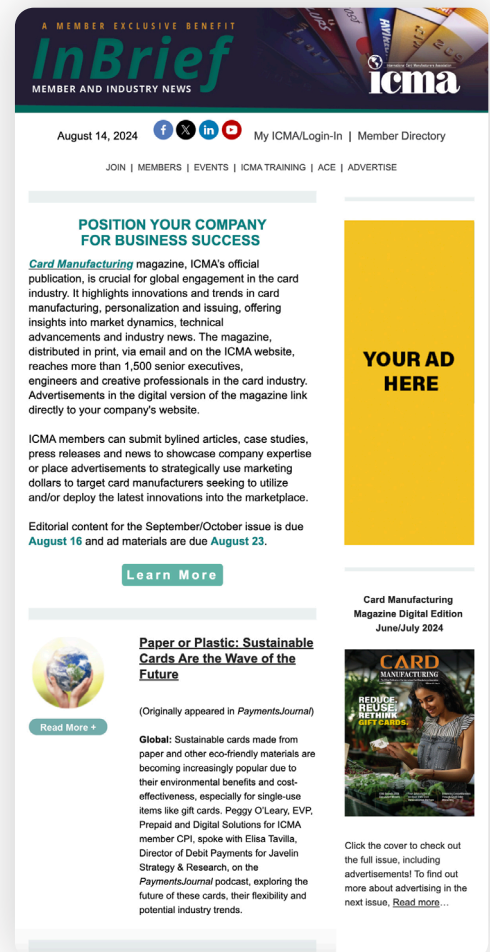
E-Newsletter Advertising

Weekly E-Blast Advertising

Member Directory Advertising

Distinguished Partner Program

Insertion Order



ONLINE MEMBER DIRECTORY ADVERTISING OPPORTUNITIES

ICMA.com is where thousands of industry professionals go for news, training, event information 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 five rotating banner ad positions available on the most visited page, the Member Directory, where visitors can search for card industry organizations that meet their project needs and more.

Online Member Directory Advertising Rates

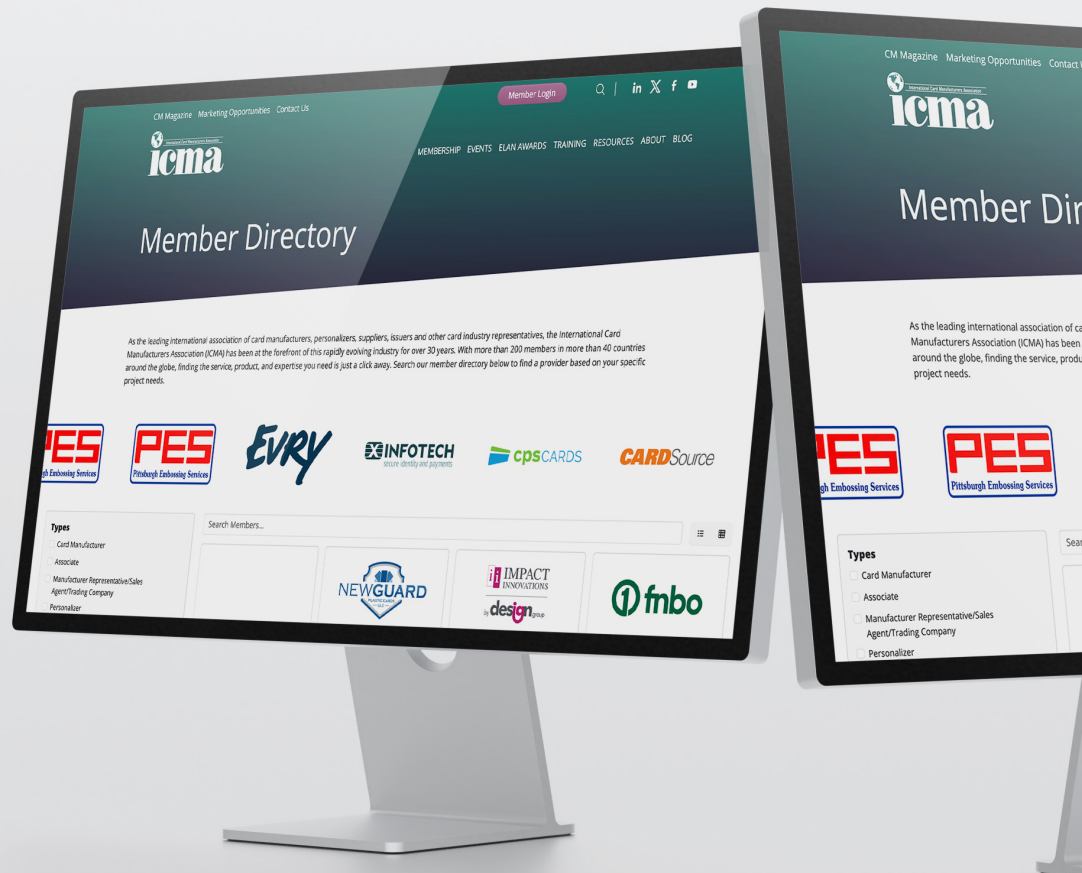
\$2,190 per quarter

\$5,860 per year

Artwork Guidelines

Ad Dimensions: 668px wide x 162px high

Space is limited to five; first-come, first-served



Audience & Calendar

Rates

Artwork Guidelines

E-Newsletter Advertising

Weekly E-Blast Advertising

Member Directory Advertising

Distinguished Partner Program

Insertion Order



DISTINGUISHED PARTNER PROGRAM

ICMA's Distinguished Partner Program is a way for members who make a significant investment in the association to gain greater visibility in the global card industry.

The Choice is Yours

Mix and match our advertising opportunities and combine them with our exhibit and sponsorship opportunities at the ICMA EXPO and CardTREN. Remember, if the total combined investment adds up to the Diamond (\$25,000), Platinum (\$15,000) or Gold (\$10,000) levels listed, you will receive exceptional added visibility in ICMA throughout the year at the level for which you qualify!

Distinguished Partner levels can be achieved at any time during the year. However, the earlier your company signs up for these marketing opportunities, the more you

Distinguished Partner Program

Diamond

If your company invests \$25,000 or more in combined marketing dollars (through sponsorship, exhibiting and/or advertising), you will be designated a Diamond member and will receive the following for the year during which you qualify:

- Prominent logo placement as a Diamond Partner in Card Manufacturing magazine
- Prominent logo placement as a Diamond Partner on the ICMA website
- Prominent logo placement as a Diamond Partner in ICMA's Inside e-newsletter
- Full-Page spotlight in Card Manufacturing magazine (content is subject to review and approval by ICMA)
- Tagline use of ICMA Diamond Partner and a corresponding graphic for marketing materials
- Recognition at ICMA's EXPO
- ICMA EXPO attendee badge ribbon(s)

Platinum

If your company invests \$15,000 in combined marketing dollars, you will be designated a Platinum Partner and will receive the following throughout the year during which you qualify:

- Prominent logo placement as a Platinum Partner in Card Manufacturing magazine
- Prominent logo placement as a Platinum Partner on the ICMA website
- Prominent logo placement as a Platinum Partner in ICMA's Inside e-newsletter
- 100-word company spotlight in Card Manufacturing magazine
- Tagline use of ICMA Platinum Partner and a corresponding graphic for marketing materials
- Recognition at ICMA's Card Manufacturing & Personalization EXPO
- ICMA EXPO attendee badge ribbon(s)

Gold

If your company invests \$10,000 in combined marketing dollars, you will be designated a Gold Partner and will receive the following throughout the year for which you qualify:

- Logo placement as a Gold Partner in Card Manufacturing magazine
- Logo placement as a Gold Partner in ICMA's Inside e-newsletter
- Tagline use of ICMA Gold Partner and a corresponding graphic for marketing materials
- Recognition at ICMA's Card Manufacturing & Personalization EXPO
- ICMA EXPO attendee badge ribbon(s)

Audience & Calendar

Rates

Artwork Guidelines

E-Newsletter Advertising

Weekly E-Blast Advertising

Member Directory Advertising

Distinguished Partner Program

Insertion Order

To see your company in the spotlight in 2025, contact Donna Latham at dlatham@icma.com or 609-297-2227.



INSERTION ORDER FORM 2025

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

Phone: 1-609-297-2227

Fax: 609-799-7032

Email: 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

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

Ad Type:

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

Ad Details:

Please use this URL for our ad link:

TOTAL COST: _____

E-Newsletter Advertising Information

Header \$830 (per issue)
 Leaderboard \$730 (per issue)
 Middleboard \$630 (per issue)
 Lowerboard \$530 (per issue)

Ad Details:

Please use this URL for our ad link:

TOTAL COST: _____

Members Only *InBrief* E-blast & Member Directory Advertising Information & Frequency

InBrief (one weekly issue) - \$530 Member Directory (per quarter) - \$2,190
 InBrief (one-month of issues) \$1,580 Member Directory (per year) \$5,860

Please use this URL for our digital ad link:

Please use this URL for our digital ad link:

TOTAL COST: _____ Start/Stop Dates _____

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

Client Signature _____

ICMA Signature _____

Audience & Calendar

Rates

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