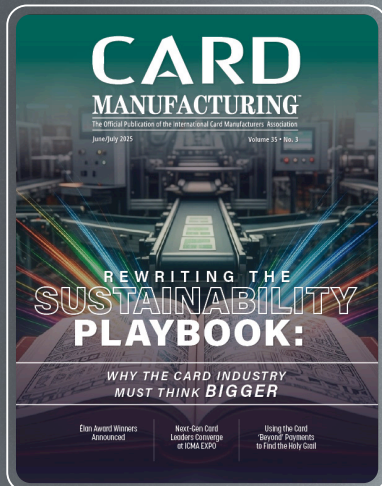
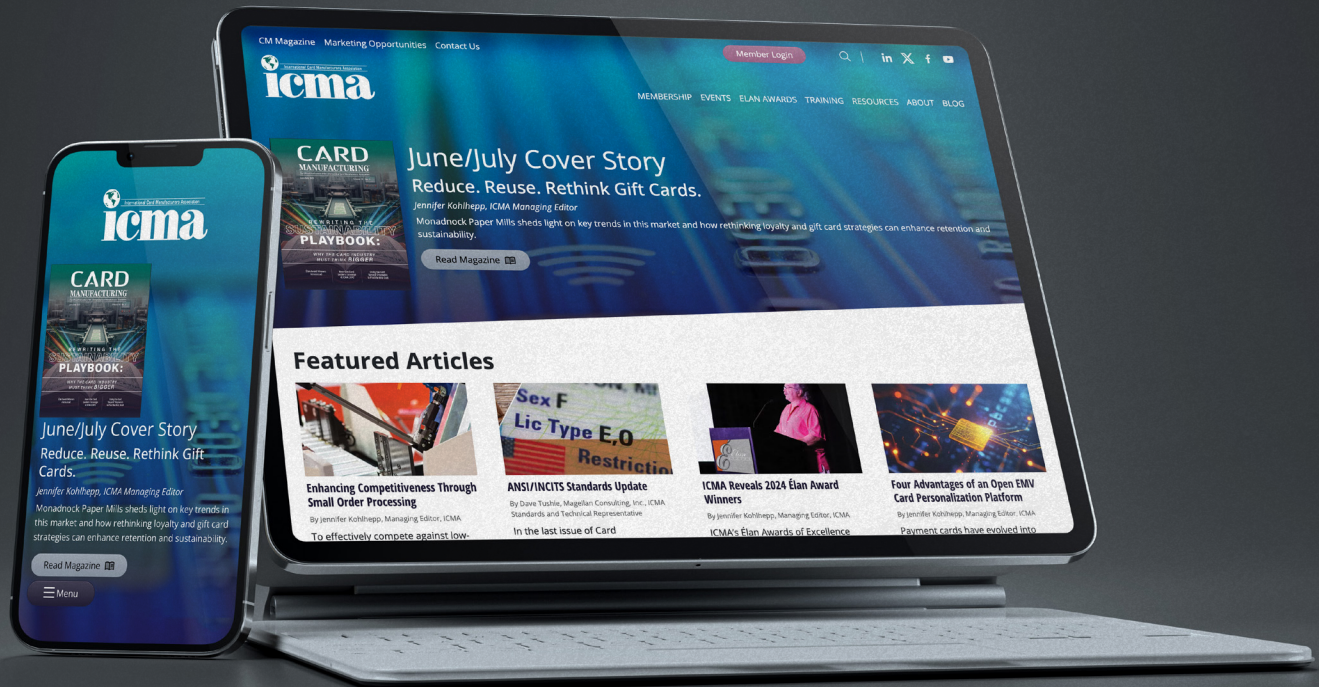


MEDIA KIT 2026



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. Each issue is posted online at ICMA.com.

EDITORIAL CALENDAR

MONTH	THEME	ADS/CONTENT DUE
February	Card Manufacturing / Personalization / Fulfillment	January 9
May	Advanced Technologies	April 3
August	Design / Materials	July 10
October	Equipment / Printing	September 18

Audience & Calendar

Rates

Artwork Guidelines

E-Newsletter Advertising

Weekly E-Blast Advertising

Member Directory Advertising

Distinguished Partner Program

Insertion Order

ICMA
CARDTREXSM

27 – 28 October
Lohmann's TEC Center
Neuwied, Germany

2026 RATES

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

Weekly E-Blast Advertising

Member Directory Advertising

Distinguished Partner Program

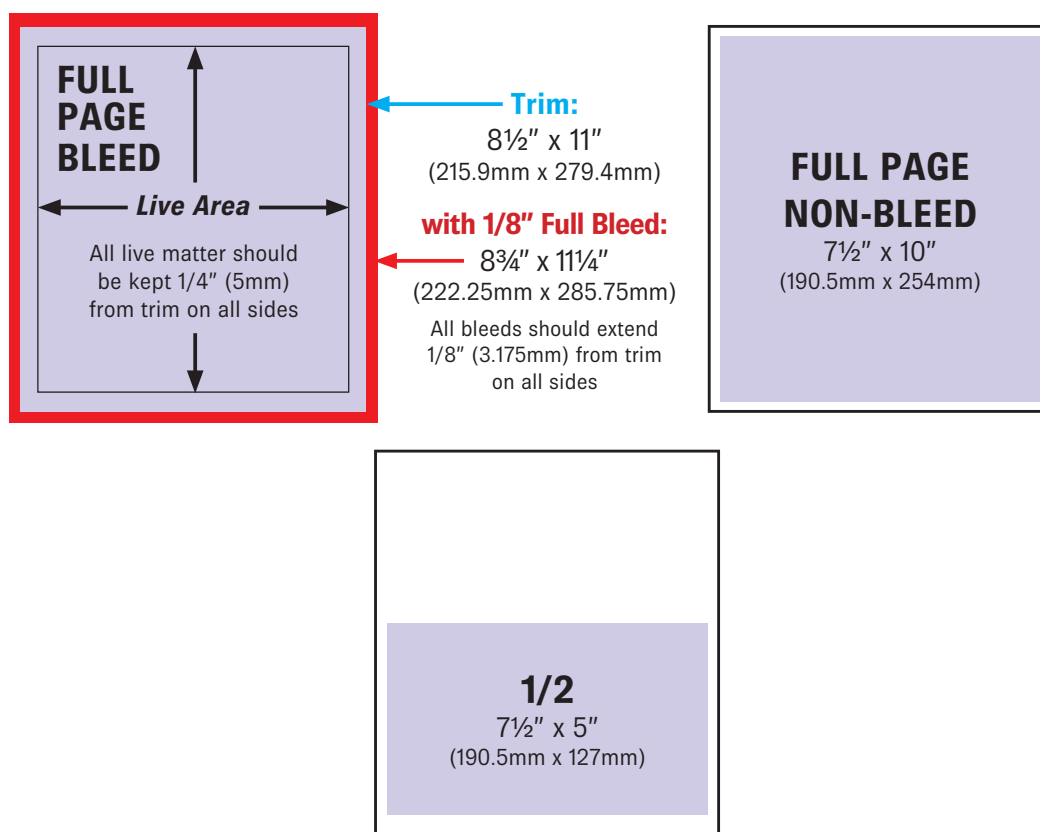
Insertion Order

ARTWORK GUIDELINES

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.



Audience & Calendar

Rates

Artwork Guidelines

E-Newsletter Advertising

Weekly E-Blast Advertising

Member Directory Advertising

Distinguished Partner Program

Insertion Order

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@cmasolutions.com for more information.

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

Audience & Calendar

Rates

Artwork Guidelines

E-Newsletter Advertising

Weekly E-Blast Advertising

Member Directory Advertising

Distinguished Partner Program

Insertion Order

YOUR AD HERE



The July 2025 issue
of *Card Manufacturing* magazine is now available!
To download the entire issue, [click here](#).

YOUR AD HERE

Featured Articles



Rewriting the Sustainability Playbook: What the Card Industry Must Think Bigger
By Jennifer Kohlhepp, Managing Editor, ICMA
[Read More](#)



ICMA Celebrates Global Card Innovation at the 2025 Élan Awards of Excellence
By Jennifer Kohlhepp, Managing Editor, ICMA
[Read More](#)



Rapid Progress in Global Standards for Physical and Mobile Driver's Licenses
By David Tushie – Magellan Consulting, Inc.,
ICMA Standards and Technical Representative
[Read More](#)

YOUR AD HERE



Using the Card Beyond Payments to Find the Holy Grail
By Amanda Gourbault – Chief Revenue Officer,
CompoSecure
[Read More](#)



Removing the 16-Digit Card Number and Beyond
By Ahmet Alptekin – Consultant and Bora Gökner – Sr. Vice
President of Sales & Partnerships, Yazara
[Read More](#)



Next-Gen Leaders at the 2025 EXPO
By Jennifer Kohlhepp, Managing Editor, ICMA
[Read More](#)

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



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



July 30, 2025     My ICMA Login | Member Directory

JOIN | MEMBERS | EVENTS | ICMA PROFESSIONAL DEVELOPMENT | ACE | ADVERTISE

Advance Faster. Lead Smarter. Stay Ahead.

As an ICMA member, you gain exclusive access to the industry's leading [professional development programs](#)—designed to grow your skills, expand your network and accelerate your career.

Wherever You Work—We've Got You Covered:

- **ACE Program:** Certifications in Manufacturing (ACE-M), Personalization (ACE-P) & Advanced Technologies (ACE-A).
- **CITE Program:** Executive training to lead strategically and drive business results.
- **Mentorship Program:** Receive or offer guidance while building leadership skills.
- **ACE-Commercial:** On-demand training for customer-facing teams.
- **Career Center:** Connect with top industry employers—or your next great hire.

Why It Matters:

These are more than benefits—they're your tools for growth, recognition and leadership.

Unlock your potential. Leverage your membership. Thrive with ICMA.

[Learn More](#)



[Read More](#)

Innovation, Security and Symbolism: Celebrating the People's Choice Winner and Finalists at the Elan Awards of Excellence.

Global: Each year, the ICMA **Elan Awards of Excellence** spotlight the most compelling, creative and technologically advanced cards in the world. Among these categories, the People's Choice Award holds special significance. Voted on by industry professionals, this award honors the designs that resonate most deeply—whether through innovation, emotional impact or sheer beauty. This year's winner and two finalists represent the very best of what the card manufacturing industry has to offer: a fusion of cutting-edge technology, cultural storytelling and environmental inspiration.

**YOUR
AD
HERE**

Card Manufacturing
Magazine Digital Edition
June/July 2025



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

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

\$500 per quarter

\$1,800 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

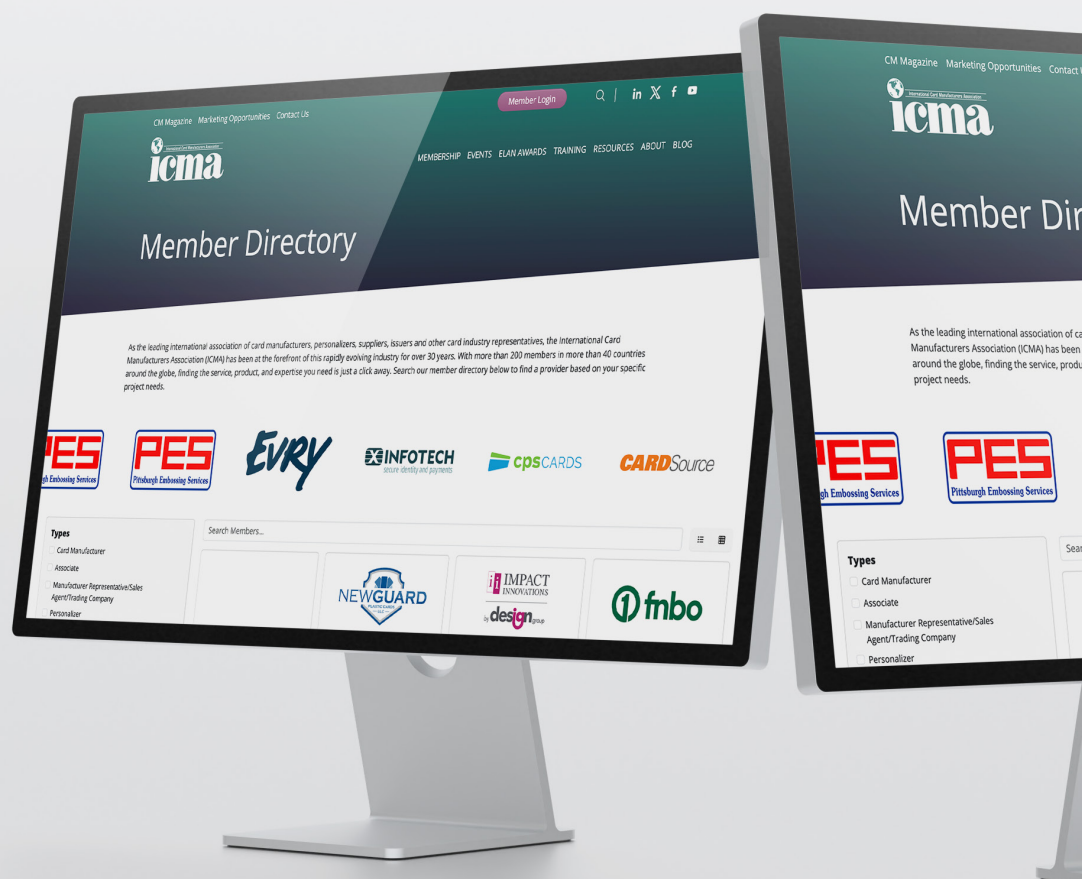
E-Newsletter Advertising

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 CardTREX. 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 can take advantage of the expanded company visibility.

Distinguished Partner Program Levels

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 2026, contact Donna Latham at dlatham@icma.com or 609-297-2227.

INSERTION ORDER FORM 2026

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:

☐ February ☐ May

☐ August ☐ 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

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

Please use this URL for our digital ad link:

☐ Member Directory (per quarter) - \$500

☐ Member Directory (per year) \$1,800

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

Artwork Guidelines

E-Newsletter Advertising

Weekly E-Blast Advertising

Member Directory Advertising

Distinguished Partner Program

Insertion Order