

# IAEM Bulletin 2010 Advertising Guidelines

## GENERAL INFORMATION

IAEM is a non-profit organization representing 5,000+ emergency management professionals for local communities, state and federal disaster officials, private sector, non-governmental organizations and others involved in preparing for, responding to, and recovering from all types of disasters, including acts of terrorism. IAEM provides access to the largest network of emergency management experts who can provide advice and assistance; the Certified Emergency Manager® Program; the IAEM Scholarship Program for emergency management students; a comprehensive monthly newsletter; and more. For more information about IAEM, visit [www.iaem.com](http://www.iaem.com).

## EDITORIAL PROFILE

The IAEM Bulletin, the official monthly newsletter of the International Association of Emergency Managers, publishes articles from the emergency management community, which interest and impact the profession. The IAEM Bulletin offers a forum for insights and perspectives on emergency management and reports on emergency management in practice. It also serves as the voice of IAEM and a source of information on association activities.

## READERSHIP

The IAEM Bulletin is distributed monthly to the 5,000+ members of IAEM, representing all levels of government, industrial, commercial, educational, military, private, non-profit and volunteer organizations in the U.S. and around the world. The newsletter also is sent to allied organizations and legislative representatives with a role in emergency management issues.

## CIRCULATION

Circulation is around 3,400 print copies mailed to USA members, plus an expanded electronic edition is made available to all 5,000+ IAEM members worldwide, and posted in members only in the *IAEM Bulletin* archives at [www.iaem.com](http://www.iaem.com).

## ADVERTISING POLICY

- IAEM is committed to maintaining an advertising-to-editorial ratio of no more than 20%.
- Space reservations will be honored on a first-come, first-served basis upon receipt of insertion order.
- IAEM reserves the right to reject any advertising. The advertiser agrees to assume liability for all content of advertisements and also assume responsibility for any claims against IAEM.
- IAEM's liability for any error will not exceed the charge for the ad in question.
- A complimentary copy of the publication is sent to each advertiser.

## INSERTION AND CLOSING DATES

The IAEM Bulletin is published monthly, 12 times a year. Issues range from 16 to 24 pages, and are mailed at bulk rates. Readers generally receive the online edition by the first of the month and the printed edition by mid-month.

- **Closing for insertion:** 1st of preceding month. Note: You must complete/sign an insertion form.
- **Closing for material:** 10th of preceding month.
- **Payments due:** 30 days from invoice.
- **Cancellations:** Accepted up to 10th of preceding month.

## BILLING AND PAYMENTS

- **Payment in advance is required for first-time advertisers** who are not IAEM Affiliate Members or who do not have a previous payment history with IAEM or EMEX.
- **For all other advertisers**, billing and payments are handled quarterly at IAEM Headquarters.
- **Payments:** If you have a question about your invoice or payment, or wish to pay by credit card, please contact Sharon Kelly, IAEM Membership Director, at 703-538-1795, [info@iaem.com](mailto:info@iaem.com).

## PREFERRED MATERIALS/ DISPOSITION OF DISPLAY ADS

- **We prefer ads in electronic form**, e-mailed in TIF or JPG format

for PC (at least 300 dpi). Print quality PDF may be acceptable. Please include any special fonts you have used. Other formats may be acceptable; please query, especially if you are purchasing space for a two-color ad.

- Ad materials should be e-mailed to [thompson@iaem.com](mailto:thompson@iaem.com).

## DISPLAY ADS

The IAEM Bulletin accepts display ads in varying sizes with discounts provided for IAEM members and for multiple placements.

- See [page 2](#) for rates and details.

## CLASSIFIED ADS

■ The IAEM Bulletin accepts classified advertisements. 50 words or less: \$100. Over 50 words will be charged at \$1.25 per word.

■ For classified advertisements, e-mail your text to Bulletin Editor Karen Thompson at [thompson@iaem.com](mailto:thompson@iaem.com).

■ There will be an additional charge if you wish your logo to be included with your classified advertisement, depending on the size you wish your logo to appear. Logos should be provided electronically via e-mail in high resolution TIF or JPG format (at least 300 dpi).

## RENTAL OF IAEM MAILING LIST

■ IAEM Affiliate Members can rent the IAEM mailing list for \$750 for a one-time use.

■ Non IAEM members can rent the IAEM mailing list for \$1,500 for a one-time use.

■ IAEM offers a 10% discount off these prices for IAEM Bulletin advertisers, regardless of their membership status.

■ Your contact for renting the IAEM mailing list is IAEM Membership Director Sharon Kelly, [info@iaem.com](mailto:info@iaem.com) or 703-538-1795.

## ADVERTISER CONTACT

**Karen Thompson**

IAEM Bulletin Editor

213 London Rd., Hendersonville, NC 28739

Phone: 828-693-5045 | Fax: 828-692-4555

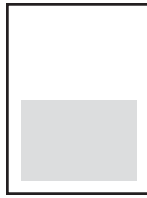
E-Mail: [thompson@iaem.com](mailto:thompson@iaem.com)

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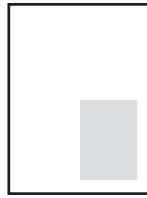
## Display Advertising Rates and Specifications



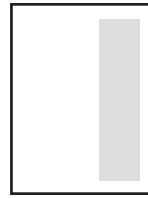
full-page non-bleed  
7" x 8 1/2"



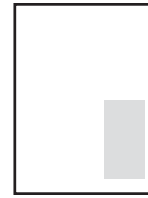
1/2-page  
7" x 4 1/4"



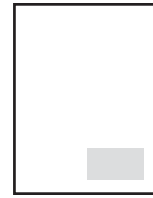
1/4-page  
3 1/4" x 4 1/4"



1/3-page  
2 1/8" x 9 1/8"



1/6-page  
2 1/8" x 4 1/4"



1/8-page  
3 1/4" x 2"

### Display Ad Rates (subject to change without notice)

Ad Size	1 Time	3 Times *	6 Times *	12 Times *
<b>Full-page</b>				
<b>IAEM MEMBER</b>	\$1,050	\$950 each ad	\$900 each ad	\$850 each ad
<b>NON-MEMBER</b>	\$1,200	\$1,100 each ad	\$1,040 each ad	\$980 each ad
<b>1/2-page</b>				
<b>IAEM MEMBER</b>	\$525	\$475 each ad	\$450 each ad	\$425 each ad
<b>NON-MEMBER</b>	\$600	\$550 each ad	\$520 each ad	\$490 each ad
<b>1/3-page</b>				
<b>IAEM MEMBER</b>	\$450	\$400 each ad	\$375 each ad	\$350 each ad
<b>NON-MEMBER</b>	\$520	\$460 each ad	\$430 each ad	\$400 each ad
<b>1/4-page</b>				
<b>IAEM MEMBER</b>	\$400	\$350 each ad	\$325 each ad	\$300 each ad
<b>NON-MEMBER</b>	\$460	\$400 each ad	\$375 each ad	\$345 each ad
<b>1/6 page</b>				
<b>IAEM MEMBER</b>	\$250	\$200 each ad	\$175 each ad	\$150 each ad
<b>NON-MEMBER</b>	\$290	\$230 each ad	\$200 each ad	\$175 each ad
<b>1/8 page:</b>				
<b>IAEM MEMBER</b>	\$160	\$140 each ad	\$120 each ad	\$100 each ad
<b>NON-MEMBER</b>	\$185	\$160 each ad	\$140 each ad	\$115 each ad

\* **Note:** To receive the discount, multiple issue advertisements must be placed at one time.

### COLOR RATE PREMIUM

- The rates above apply to 1-color ads.
- There is a color rate premium of \$75 on each ad for 2-color ads (standard black and PMS 542 Blue).

### PREMIUM POSITION

- If you wish your ad (1/2-page only) placed on the back page above the mailing address, there is a premium position charge of \$100 on each ad.

The specialists who read the *IAEM Bulletin* frequently play a key role in selecting, purchasing and using emergency equipment, supplies, products and services.

### OTHER CHARGES

- Production costs will be charged to advertisers for non camera-ready ads, at the rate of \$90/hour.
- Photos requiring preparation of half-tones will be charged at \$25 each.

### ADVERTISER CONTACT

**Karen Thompson**  
IAEM Bulletin Editor  
213 London Road  
Hendersonville, NC 28739  
Phone: 828-693-5045  
Fax: 828-692-4555  
E-Mail: [thompson@iaem.com](mailto:thompson@iaem.com)



## IAEM Bulletin 2010 Advertising Insertion Form

If you would like to place advertising in the IAEM Bulletin, please fill out this form and fax it to 828-692-4555, attention: Karen Thompson, IAEM Bulletin Editor.

Contact Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

Zip/Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Name of IAEM Member if Eligible for Member Ad Rates: \_\_\_\_\_

Are you a past IAEM Member?  Yes  No      Have you been an EMEX exhibitor?  Yes  No

Size of advertisement (check one):

Full Page    ½ Page    1/3 Page    1/4 Page    1/6 Page    1/8 Page

Number of issues advertisement should run (check one):

1 issue    3 issues    6 issues    12 issues

Type of advertisement (check one):

1-color ad    2-color ad (standard black and PMS 542 Blue)

Premium position (applies to ½-page back cover ad only – first come, first served):

Do you wish to pay the premium charge to have your (1/2-page only) ad placed on the back mailing panel of the IAEM Bulletin?  Yes  No

Specify issue(s) in which your ad(s) should run: \_\_\_\_\_

- **Insertions Deadline:** I understand that I must submit my signed insertion order no later than the 1<sup>st</sup> of the month prior to the month in which I wish my ad to appear.
- **Ad Materials Deadline:** I understand that the IAEM Bulletin Editor must have received my advertising materials no later than the 10<sup>th</sup> of the month prior to the month in which I wish my ad to appear.
- **First-Time Advertiser Payments:** I understand that if I am a first-time advertiser in the IAEM Bulletin (and have no payment history with IAEM, such as membership or EMEX booth), I **must pay for my ad space in advance**, no later than the 10<sup>th</sup> of the month prior to the month in which I wish my ad to appear.
- **Other Advertiser Payments:** I understand that payment for my ad will be due within 30 days of invoice.
- I understand that any ad cancellations must be received by the IAEM Bulletin Editor no later than the 10<sup>th</sup> of the month prior to the month in which I had requested my ad to appear.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**Please fax completed, signed insertion form to:**

Karen Thompson, IAEM Bulletin Editor

Phone: 828-693-5045 • Fax: 828-692-4555 • E-Mail: [thompson@iaem.com](mailto:thompson@iaem.com)