

2025
IMARKToday
MEDIA KIT

A worker in a hard hat and dark clothing stands in a large industrial facility filled with complex piping and machinery, likely a water treatment plant.

WATERWORKS

A modern, minimalist bathroom interior featuring a white bathtub, a toilet, and a vanity with a sink and mirror, set against a backdrop of large windows and contemporary decor.

DECORATIVE SHOWROOM

A close-up shot of a person wearing blue gloves working on a brass plumbing fixture, specifically a valve or connector, in a workshop setting.

PLUMBING

A person's hands are shown operating a red-handled valve on a blue industrial pipe, with other pipes and machinery visible in the background.

PVF

A wide-angle view of a large-scale agricultural irrigation system, with multiple long, straight rows of crops being watered by a series of overhead pipes and nozzles in a vast field.

IRRIGATION

IMARK Today — YOUR DIRECT PIPELINE TO LEADING DISTRIBUTORS

IMARK Today is valued by suppliers as a highly-targeted advertising opportunity to reach and sell to key influencers at plumbing distributors nationwide and now reaches important Decorative Showroom, Irrigation, PVF and Waterworks decision-makers.

ABOUT OUR AUDIENCE:

READ BY
3,500+
PROFESSIONALS



PLUMBING

620 MEMBERS

1,360

LOCATIONS



DECORATIVE SHOWROOM

186 MEMBERS

463

LOCATIONS



IRRIGATION

56 MEMBERS

170

LOCATIONS



PVF

80 MEMBERS

235

LOCATIONS



WATERWORKS

40 MEMBERS

140

LOCATIONS



IMARK DISTRIBUTORS
GENERATE MORE THAN
\$7 BILLION
IN ANNUAL REVENUE



E-NEWSLETTER
OPEN RATE
34.5%



DEDICATED MAGAZINE
WEBSITE EXPANDS REACH

EXCITING ENHANCEMENTS COMING TO IMARK TODAY IN 2025!

IMARK Today is set to unveil exciting enhancements in 2025, featuring a complete redesign that enhances both aesthetics and functionality. The magazine will grow in size from 8.5"W x 11"H to 9"W x 11"H, showcasing striking visuals and modern design elements that reflect IMARK's vibrant spirit. The cover will highlight enlarged headlines on a thicker matte paper with SPOT UV lamination for added sophistication. Inside, a transition to dull text paper will create a softer reading experience, complemented by quality images and innovative layouts. QR codes will be integrated throughout to link to exclusive content on imarktoday@imarkgroup.com, while the MSP Directory will move to an interactive online format, ensuring readers stay informed and engaged. We look forward to sharing this fresh, modern experience with our community!

2025 ADVERTISING CLOSING DATES

Publication Date	Theme	IO Due	Ad Material Due
March	2025 Outlook	January 17	January 31
June	Sales	April 11	April 25
August	Training	June 13	June 27
November	Advanced Technologies	September 19	October 3

PRINT AND WEBSITE BANNER AD RATES

Ad Size	Website Ad Position	1X	4X
Full Page	Top Banner	\$1,237	\$1,110
2/3 Page	Middle Banner	\$1,087	\$979
1/2 Page	Middle Banner	\$900	\$809
1/3 Page	Lower Banner	\$601	\$539
PREMIUM ADVERTISING		1X	4X
Back Cover	Skyscraper	—	\$2,226
Inside Front Cover	Skyscraper	—	\$1,328
Inside Back Cover	Skyscraper	—	\$1,328
Page 5-First Ad:	Skyscraper	—	\$1,410
2-Page Spread	Skyscraper	—	\$2,620
Full Page 2-Sided Card Stock Ad	Skyscraper	\$2,451	\$2,331

EARN POINTS TOWARD IMARK PLATINUM STATUS

AD FREQUENCY	2025 POINTS
ONE issue	2
TWO or THREE issues	5
FOUR issues	10

COMMIT TO ALL 4 ISSUES BY JANUARY 24 FOR DOUBLE BONUS POINTS.

Submit your artwork via the portal
at www.cmasolutions.com/upload-artwork/

E-NEWSLETTER ADVERTISING OPPORTUNITIES

Banner ads are prominently placed in the *IMARK Today* e-newsletter, putting you at the top of the inboxes of more than 2,000 plumbing distributors around the country. The e-newsletter announces the publication of each issue of the print magazine. The e-newsletter is distributed four times each year.

E-NEWSLETTER AD RATES

Placement	Cost/Issue
Header	\$1,054
Leaderboard	\$777
Middleboard	\$499
Lowerboard	\$277

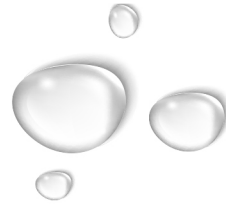
ADDED VALUE: Buy an ad in all four issues of the e-newsletter and receive a free Digital Impact ad on imarkgroup.com.

ARTWORK GUIDELINES

Ad Dimensions: 728 px wide by 90 px high

File Format: jpg and gif files

File Size: Cannot exceed 40KB

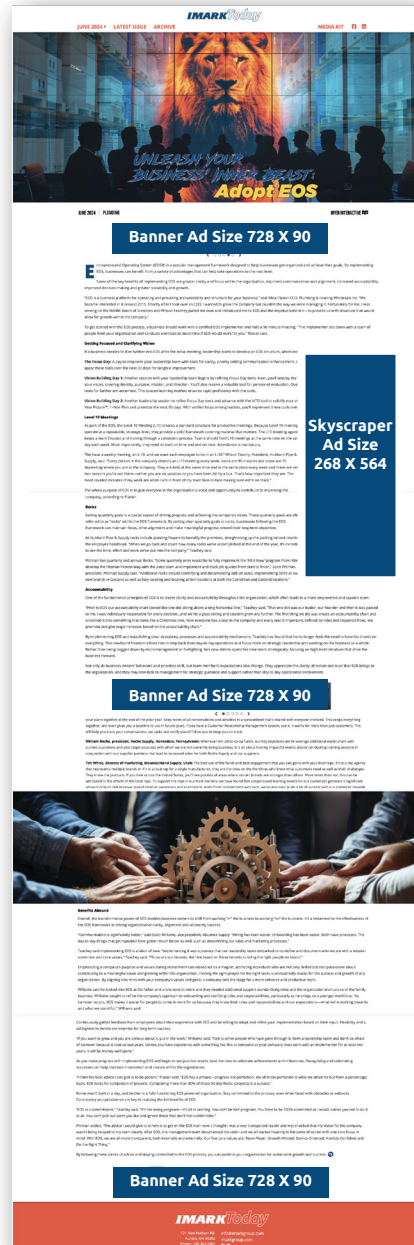


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IMARKTODAY@IMARKGROUP.COM

COMPLIMENTARY WEB AD SPECS

- File Submission can be jpggs or gifs, cannot exceed 40kb
- Will be removed from site when corresponding issue is archived



A. SKYSCRAPER

For premium
ad purchases only

B. BANNER AD

Submit your artwork via the portal
at www.cmasolutions.com/upload-artwork/

PRINT AD SPECS

- Live area is 8" wide X 10" deep.
- Files for bleed ads should measure 9.25" X 11.25" on the outside edge to allow for trim size of 9" X 11".
- All live matter should be kept .5" from trim on all sides.

ARTWORK GUIDELINES

(ONLY ELECTRONIC FILES ACCEPTED)

■ FTP upload

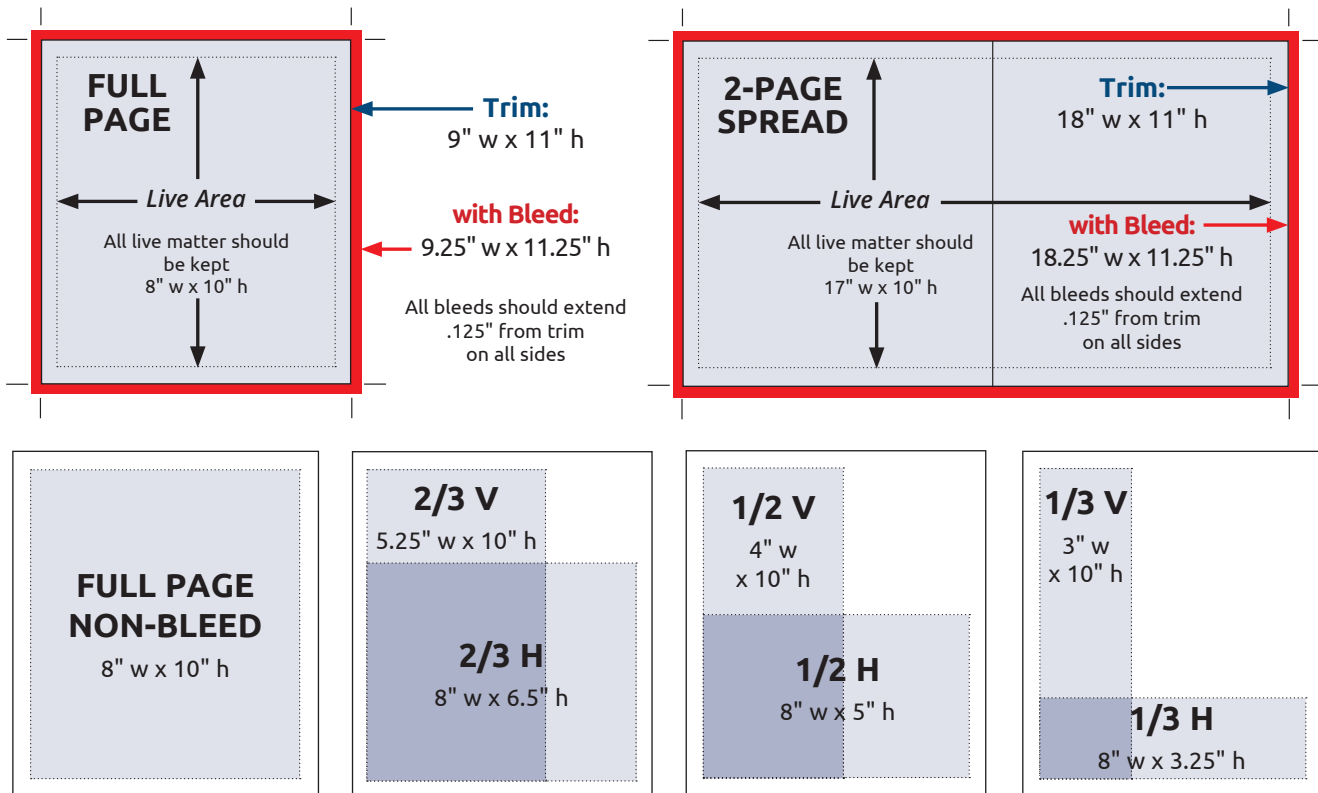
(see <http://cmasolutions.com/upload-artwork/>).



- The preferred format is a PDF file. The file must be Press Optimized PDF. Be sure to include any fonts and images linked to your file. All photos must be high resolution (at least 300dpi). All color ads must be saved as CMYK not RGB. All bleed ads must have the appropriate bleed, extending .125" beyond crop marks that are set to the trim size of 9" X 11".

■ Files less than 3 MB in size can be sent via email to imarkplumbingads@cmasolutions.com.

■ *IMARK Today* is printed on a high-speed sheet-fed offset press, 4-color process.



Creative Marketing Alliance, the magazine's publisher, can provide design services for an additional charge. Contact Donna Latham at DLatham@cmasolutions.com for more information.

INSERTION ORDER FORM 2025



For all ad sales, contact:

Donna Latham

Email: DLatham@cmasolutions.com

Phone: 609.297.2227

Please complete the following mandatory information.

Advertiser Billing Information:

Company: _____
Brand Name for Advertiser Index: _____
Contact: _____ Title: _____
Address: _____
City: _____ State: _____ ZIP: _____
Telephone: _____ Fax: _____
Email: _____
Purchase Order #: _____ Confirm CMA Vendor Set Up: ☐ Yes ☐ No
Accounts Payable Contact (or Agency): _____
Accounts Payable Email Address: _____

Print Ad Information:

☐ March ☐ June ☐ August ☐ November
☐ New Ad ☐ Pick Up Existing Ad (issue month/year) _____
Ad Size: _____
Total Print Advertising Cost: _____

E-Newsletter Ad Information:

☐ March ☐ June ☐ August ☐ November
☐ Header ☐ Leaderboard ☐ Middleboard ☐ Lowerboard*
* Maximum two ads sold per position. In the event more than two ads are sold for an e-newsletter position, they will be stacked in that position in accordance to the frequency and the order they are received.
Total E-Newsletter Cost: _____

Complimentary Website Ad Information:

☐ March ☐ June ☐ August ☐ November
URL Address: _____
Total Advertising Cost: _____
Signature: _____ Date: _____

Submit Your IO and Ad Materials
via our portal:



For more information about
submitting ad materials, email
imarkplumbingads@cmasolutions.com.

Billing Contact:

Todd DeFilippis

TDeFilippis@cmasolutions.com

Terms

Ads are invoiced on the published date and are net 15. Materials will not be returned unless requested and a shipping number is provided. CMA will hold advertising material for 18 months.

If we have not received your artwork by the published deadline, we reserve the right to use previously submitted advertisement artwork.



101 New Hudson Rd

Aurora, OH 44202

P: 330.348.0045

www.imarkgroup.com

Submit your artwork via the portal
at www.cmasolutions.com/upload-artwork/

CALL TO ACTION FORM

Fill out and return this form for all banner ads to be placed on the magazine website at imarktoday@imarkgroup.com.

Please attach your company logo and ad when submitting your information.

Company Logo:

Must be a vector, jpg or png file at least 300dpi.

Banner ad:

Can be jpg or gif files, cannot exceed 40kb, measure 728 px wide by 90 px high.

Website Ad Information:

Call to Action Headline (Maximum 100 Characters)

Call to Action Text (Maximum 900 Characters)

Select Member Feedback Questions (Select 1 Category)

- ☐ Products ☐ Training ☐ Sales Promotion ☐ Merchandising
☐ General Information or "White Papers" ☐ Services

Enter (Up to 2) URLs/Website Addresses (Optional)

Title

URL

Title

URL

Optional Resource Link

Enter Title

Upload file to our ad portal or attach file when submitting.

Enter Title

Upload file to our ad portal or attach file when submitting.

IS A POWERFUL
TOOL FOR YOUR
MEDIA SCHEDULE!

Submit your IO, artwork and Call
to Action Form via our portal:



For more information about
submitting ad materials, email
imarkplumbingads@cmasolutions.com.