



**IMARK**Today

MEDIA KIT

# 2024



WATERWORKS



DECORATIVE SHOWROOM



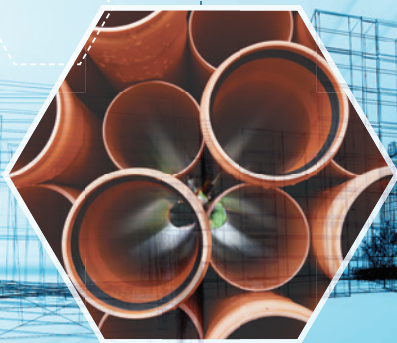
PLUMBING



PVF



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:

#### WHO WE REACH:



READ BY

**3,500+**

PROFESSIONALS



**PLUMBING**

640 MEMBERS WITH  
**1,360**  
LOCATIONS



**DECORATIVE  
SHOWROOM**

186 MEMBERS WITH  
**463**  
LOCATIONS



**IRRIGATION**

56 MEMBERS WITH  
**170**  
LOCATIONS



**PVF**

80 MEMBERS WITH  
**235**  
LOCATIONS



**WATERWORKS**

40 MEMBERS WITH  
**140**  
LOCATIONS



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



E-NEWSLETTER  
OPEN RATE  
**34.5%**



DEDICATED MAGAZINE  
WEBSITE EXPANDS REACH

## PRINT AND WEBSITE ADVERTISING OPPORTUNITIES

Present your products and services in beautiful full-color ads throughout the magazine. We pair ads with complementary editorial content to maximize marketing effectiveness.

IMARK Plumbing's magazine website at [imarktoday@imarkgroup.com](mailto:imarktoday@imarkgroup.com) helps you further spread brand awareness. Our print and website ad bundles offer you a total marketing solution for 2024.

### 2024 ADVERTISING CLOSING DATES

Publication Date	IO Due	Ad Material Due
March	January 13	<b>January 27</b>
June	April 14	<b>April 28</b>
August	June 9	<b>June 23</b>
November	September 15	<b>September 29</b>

### PRINT AND WEBSITE BANNER AD RATES

Ad Size	Website Ad Position	1X	4X
Full Page	Top Banner	\$1,114	\$965
2/3 Page	Middle Banner	\$979	\$823
1/2 Page	Middle Banner	\$811	\$652
1/3 Page	Lower Banner	\$541	\$461
PREMIUM ADVERTISING		1X	4X
Back Cover	Skyscraper	—	\$1,936
Inside Front Cover	Skyscraper	\$1,260	\$1,135
Inside Back Cover	Skyscraper	\$1,260	\$1,135
Page 5-First Ad:	Skyscraper	—	\$1,226
2 Page Spread	Skyscraper	—	\$2,164
Full Page 2-Sided Card Stock Ad	Skyscraper	\$2,208	Call for Pricing

### EARN POINTS TOWARD IMARK PLATINUM STATUS

AD FREQUENCY	2024 POINTS
<b>ONE</b> issue	<b>5</b>
<b>TWO</b> or <b>THREE</b> issues	<b>7</b>
<b>FOUR</b> issues	<b>15</b>

**COMMIT TO ALL 4 ISSUES BY DECEMBER 19 FOR DOUBLE BONUS POINTS.**

Submit your artwork via the portal  
at [www.cmasolutions.com/upload-artwork/](http://www.cmasolutions.com/upload-artwork/)



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## 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	\$950
Leaderboard	\$700
Middleboard	\$450
Lowerboard	\$250

### ARTWORK GUIDELINES

Ad Dimensions: 728 px wide by 101 px high

File Format: jpg files only

File Size: Cannot exceed 40KB



Submit your artwork via the portal  
at [www.cmasolutions.com/upload-artwork/](http://www.cmasolutions.com/upload-artwork/)

# IMARKTODAY@IMARKGROUP.COM

## COMPLIMENTARY WEB AD SPECS

- File Submission must be jpg, cannot exceed 40kb
- Will be removed from site when corresponding issue is archived



**A. SKYSCRAPER**

**B. BANNER AD**

Submit your artwork via the portal  
at [www.cmasolutions.com/upload-artwork/](http://www.cmasolutions.com/upload-artwork/)

# PRINT AD SPECS

- Live area is 7.5" wide X 10" deep.
- Files for bleed ads should measure 8.75" X 11.25" on the outside edge to allow for trim size of 8.5" X 11".
- All live matter should be kept .5" from trim on all sides.

## ARTWORK GUIDELINES

(ONLY ELECTRONIC FILES ACCEPTED)



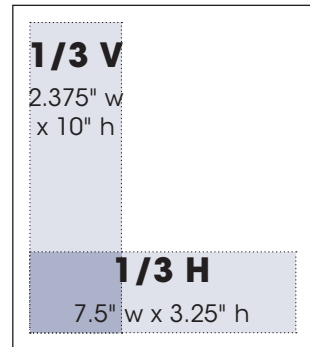
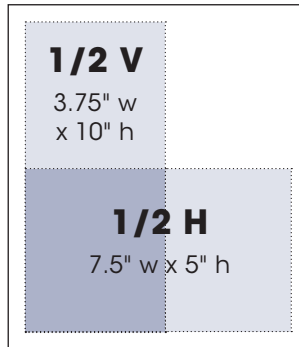
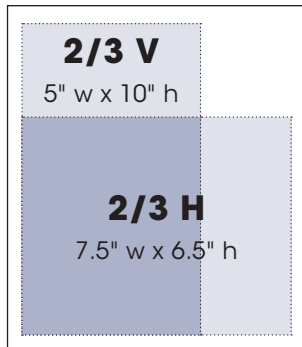
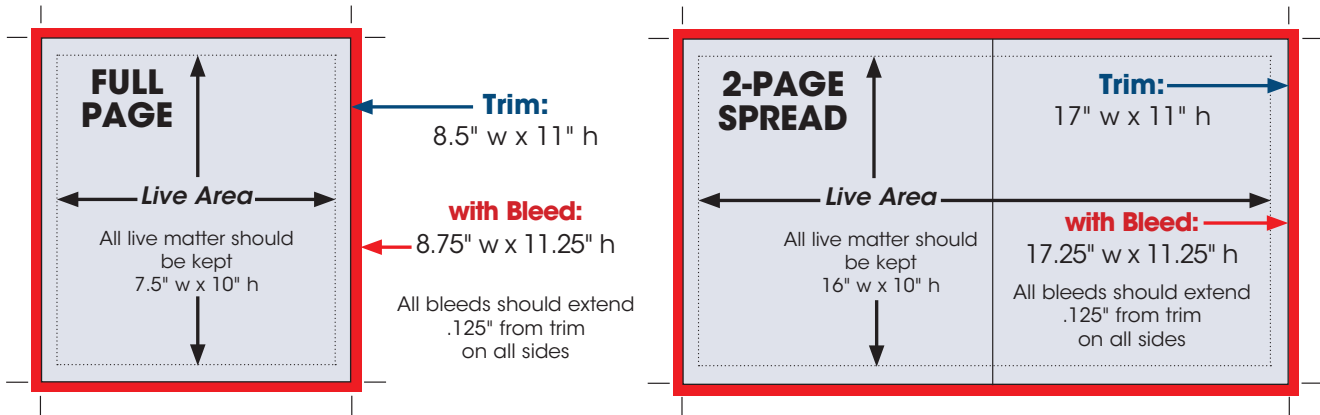
■ FTP upload

(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 8.5" X 11".

■ Files less than 3 MB in size can be sent via email to [imarkplumbingads@cmasolutions.com](mailto: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](mailto:DLatham@cmasolutions.com) for more information.

Submit your artwork via the portal  
 at [www.cmasolutions.com/upload-artwork/](http://www.cmasolutions.com/upload-artwork/)

# INSERTION ORDER FORM 2024



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: \_\_\_\_\_  
Accounts Payable Phone Number: \_\_\_\_\_

## 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: 330.362.2800

[www.imarkgroup.com](http://www.imarkgroup.com)

Submit your artwork via the portal  
at [www.cmasolutions.com/upload-artwork/](http://www.cmasolutions.com/upload-artwork/)

# CALL TO ACTION FORM

Fill out and return this form for all banner and sponsor ads to be placed on the magazine website at [imarktoday@imarkgroup.com](mailto: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:**

Must be jpg file, cannot exceed 40kb, measure 728 px wide by 101 px high.

**IMARK**Today

IS A POWERFUL  
TOOL FOR YOUR  
MEDIA SCHEDULE!

## Website Ad Information:

Call to Action Headline (Maximum 100 Characters)

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Call to Action Text (Maximum 900 Characters)

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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.

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



For more information about submitting ad materials, email [imarkplumbingads@cmasolutions.com](mailto:imarkplumbingads@cmasolutions.com).

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