



2020 ISD Advertising Opportunities

Advertise and increase your company's exposure in the Sealing industry and beyond! New in 2020 – there are no additional fees for color ads and a set fee for premium placement in the Joint Summit Guide & Membership Directory.

Print Options

2020 ISD Joint Summit Guide & Membership Directory:

Take advantage of this combined Industry publication distributed to all ISD members, Summit attendees and members of sponsoring association - reaching over 1,000 member contacts in the sealing and fluid power industries.

Standard Full Color Ad Options:

- ☐ Business Card - \$650
- ☐ 1/4 page - \$750
- ☐ 1/3 page horizontal or vertical - \$1,225
- ☐ 1/2 page horizontal - \$1,425
- ☐ Full page - \$1,750

Premium Placement Options:

- ☐ Special Placement - \$600

Print orders are due by July 3, 2020 and ad copy must be submitted by July 24, 2020.

Digital Options

ISD Insider: Quarterly e-newsletter

(600 x 200 pixels –jpeg format preferred)
Quarterly e-newsletter providing industry-wide information critical to growing your business – reaches over 500 members.

- ☐ Premium high placement banner ad: \$1,500/year or \$800/half yearly (limit 1)
- ☐ Select tombstone footer ad: \$1,000/year or \$600/half yearly (limit 2)

ISD inBrief: Monthly e-newsletter

(600 x 200 pixels –jpeg format preferred)
Monthly e-bulletin informing members and prospective members of association news and educational events - reaches over 1,200 contacts.

- ☐ Premium high placement banner ad: \$2,000/year or \$1,100/half year (limit 1)
- ☐ Select tombstone footer ad: \$1600/year or \$850/half yearly (limit 2)

Digital ads are due 1st Wednesday each month

ISD inBrief & Summit Daily's package

(600 x 200 pixels –jpeg format preferred)
This option combines the reach of the inBrief and The Summit Dailys which are emailed each day to all Joint Summit attendees.

- ☐ Footer ad (year) & Daily's (limit 1) \$1800

Questions? Contact Cathy Vick, ISD Sales Development Manager, at cvick@isd.org or call 410-940-6344



Advertising Due Dates & Technical Specifications

2020 Summit Guide & Membership Directory – Ad due date July 24, 2020

Preferred formats:

Adobe illustrator eps file, convert all type to outlines

Hi-res PDF file with fonts embedded

Acceptable formats:

Can accept files electronically or by mail: If files are sent electronically, without a printed color proof for reference, you are submitting the files at your own risk. If you prefer to submit electronically, please mail a printed color proof ad if possible or send a PDF of the ad copy with art. Or send CD to the ISD office with a color proof copy enclosed to ensure color, layout and font match.

Quark Xpress 6.0 or later or Adobe In-Design 4.0 or later – If working in Quark or Adobe InDesign, please submit the actual InDesign or Quark file and include the following:

Fonts: All printer and screen fonts should be supplied on CD.

Graphics: All photos, scans and graphics that are placed in the document, must be supplied on CD.

Full Page Bleeds: Document Trim Size is 8 ¼" x 10 ¾"; please supply 8 ½" x 11"; safety ¾" from both sides, ⅜" from top and bottom. Other dimensions available upon request.

Size specifications:

Full Page: 8 ¼" wide by 10 ¾" high

1/2 Page: Horizontal ad - Maximum dimensions – 6 ⅞" wide x 4 ⅝" high

1/2 Page: Vertical ad – Maximum dimensions – 4 ½" wide x 7 ½" high

1/3 Page: Horizontal ad - Maximum dimensions – 4 ½" wide x 4 ⅝" high

1/3 Page: Vertical ad – Maximum dimensions – 2 ¼" wide x 9 ¾" high

1/4 Page: Maximum dimensions – 3 3/8" wide x 4 5/8" high

Business Card: Maximum dimensions – 3 ½" wide x 2" high - (jpeg, eps, pdf, in 300 dpi or greater)

ISD INSIDER 2019 E-NEWSLETTER AD DUE DATES

| | |
|----------------|------------|
| January 2020 | 1/9/2020 |
| March 2020 | 3/12/2020 |
| May 20220 | 5/14/2020 |
| July 2020 | 7/9/2020 |
| September 2020 | 9/10/2020 |
| November 2020 | 11/12/2020 |

ISD INBRIEF E-NEWSLETTER AD DUE DATES

All ads are due the first Wednesday of the month (February 5, March 4, etc.).