

2012



International Card Manufacturers Association

ICMA

AD PLANNER

CARD
MANUFACTURING

*Your Guide to Taking Advantage of
ICMA Marketing Opportunities*

- The only global industry magazine dedicated to card manufacturing and personalization
- The official publication of the International Card Manufacturers Association (ICMA)
- Received by key card manufacturing owners, executives and management worldwide
- Bonus distribution at major global industry events

And check out the new electronic opportunities inside!

ICMA is the leading global organization specifically focused on the unique needs of card manufacturers and personalizers—with exclusive venues for you to address these needs; from the materials that go into and upon cards, through manufacturing and personalization production techniques, to the latest industry news, trends and technologies—ICMA covers them all. Please read about the outstanding advertising and editorial opportunities available to you and remember that if you want to reach card manufacturers, ICMA's Ad Planner is your exclusive media guide!

PRINT COMMUNICATIONS GET YOUR MESSAGE ACROSS

EDITORIAL OPPORTUNITIES

ICMA welcomes editorial submissions pertaining to card manufacturing, personalization and general industry news. We accept features and news about companies, people, products, technology, methods, applications and industry news and trends.

How to submit editorial contributions:

Press releases: The deadline to submit press releases/news for each issue is reflected on the adjacent calendar. ICMA reserves the right to designate in what issue the news will be run, or if the news will be run, due to space constraints or other factors. E-mailed submissions are preferred. Please include 300 dpi graphics or photos in separate files (e.g. jpg, pdf, eps, etc.). Press releases will be placed in these magazine sections:

- Member and Product News (company news, new product announcements or changes)
- Industry News
- People News (e.g. promotions, new hires)

Feature articles: A one- or two-paragraph abstract for a feature should be e-mailed to the editor before submission. Once approved, submit full copy at least two weeks before the press release/news deadline per adjacent chart. Features are tailored to the theme of each issue, but a feature can be submitted any time for any issue. (Features may be held for a specific issue to reflect the particular editorial themes). Features should be written to address technical or industry issues of card manufacturers, personalizers or breaking industry interests and should not be a sales piece. Case histories on successful card applications are also welcome. An author biography and photo for bylined articles are encouraged.

E-mail press releases, photos (300dpi) and feature articles to:
Kaitlin Friedmann
Managing Editor
E-mail: kfriedmann@icma.com
Tel: 1-609-799-4900
Fax: 1-609-799-7032

WHAT IS CARD MANUFACTURING MAGAZINE?

As ICMA's official publication, *Card Manufacturing* supports, promotes and encourages the success and growth of companies and organizations that participate in the global card industry—including card manufacturers, card personalizers, principal issuing organizations, industry suppliers and service providers.

Published eight times a year, the four-color *Card Manufacturing* reaches over 3,000 industry participants worldwide. *Card Manufacturing* is distributed at leading industry events around the globe (see calendar below).

Every issue contains a rich mix of ICMA member and industry news, detailed technical feature articles about cards and card production, an official ISO Standards column, a products section, an industry calendar and more. Additionally, each issue is themed to different topics, such as smart chip cards, security and card materials.

As *Card Manufacturing's* readers are primarily plant owners, production managers and other top management, as well as sales and marketing executives—and since all card production markets worldwide are represented within ICMA—*Card Manufacturing* is a staple for your card-focused media schedule!

DIGITAL VERSION ADDS MORE VALUE

ICMA will prominently display digital editions of each issue on its website. The full issue, including advertisements, will be viewable on the web with the value-added benefit of your ad linking directly to your identified website. No extra fees—all interactive benefits are included in the price of the advertisement!

2012 PRINT EDITORIAL CALENDAR / ADVERTISING CLOSING DATES

Publication Date	Press Release/ News Deadline	Ad Space Closing	Ad Material Due	Focus
February	Jan. 4	Jan. 9	Jan. 13	Personalization/Fulfillment
Special Events I	Jan. 26	Feb. 2	Feb. 9	Smart Chip Cards/ Advanced Technologies
<i>Bonus Distribution: ICMA EXPO • Cards Asia • CARTES Asia</i>				
April	March 9	March 16	March 23	Card Equipment/Printing
<i>Bonus Distribution: ICMA EXPO</i>				
June	May 18	May 25	June 1	Materials
August	July 5	July 13	July 20	ID/Access Control/Security
Special Events II	Aug. 3	Aug. 10	Aug. 17	Green/Eco-friendly Trends/Products
<i>Bonus Distribution: ICMA Regional Events • CARTES</i>				
October	Sept. 4	Sept. 11	Sept. 18	Creativity/Design, Quality Standards
<i>Bonus Distribution: CARTES</i>				
December	Oct. 29	Nov. 5	Nov. 12	Card Market Trends

AD SALES

Diane Webster
E-mail: dwebster@icma.com
Tel: 1-609-799-4900
Fax: 1-609-799-7032

Mail photos or other materials to:
ICMA, 191 Clarksville Road, Princeton Junction, NJ 08550 USA

ELECTRONIC COMMUNICATIONS MAXIMIZE YOUR REACH

PRINT ADVERTISING RATES



Member Rates (4-Color)			
Ad size	1X	4X*	6X**
Full Page**	\$1,980	\$1,880	\$1,780
1/2 Page	\$1,275	\$1,175	\$1,075
1/3 Page	\$975	\$890	\$830
Non-Member Rates (4-Color)			
Full Page**	\$2,500	\$2,400	\$2,300
1/2 Page	\$1,675	\$1,575	\$1,475
1/3 Page	\$1,075	\$1,035	\$1,015
Market Place Section (Black & White)			
1/6 Page	\$450		

*If advertising in 4 issues (excluding Market Place ads) – FREE banner ad in monthly Card Flash, first-come, first-served.
 **All ads running 6 times will receive a FREE ICMA website advertisement on the home page. Size of ad determines length of placement.

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.

**FULL PAGE
NON-BLEED**
7 1/2" x 10"
(190.5mm x 254mm)

1/3
7 1/2" x 3 1/4"
(190.5mm x 82.55mm)

1/3
2 3/8" x 10"
(60.33mm x 254mm)

1/2
7 1/2" x 5"
(190.5mm x 127mm)

1/6*
3 5/8" x 3"
(92mm x 76mm)
(Black & White)

*Market Place only (back section of magazine)

- Live area is 7 1/2" wide X 10" deep (190.5mm x 254mm).
- Bleed ads should measure 8 7/8" X 11 3/8" (225.43mm x 287.65mm) on the outside edge to allow for trim size of 8 1/2" X 11" (215.9mm x 279.4mm). All live matter should be kept 1/4" (5mm) from trim on all sides.

BANNER AD PLACEMENT

Card Flash

- Monthly association e-newsletter reaching over 1,500 people
- Size: • Leader Board: 728w x 90h pixels – FREE to 4x member magazine advertiser
- Display Ad: 160w x 400h pixels – \$500 per issue

Industry News

- Weekly member news e-blast reaching over 1,500 people
- Size: • Display Ad: 160w x 400h pixels – \$500 per issue
- Display Ad: 160w x 400h pixels – \$1500 for 4 issues

Directory

- Stationary ads appearing on each page of the member directory
- Size: • 200w x 200h pixels – \$450 per banner ad

Duration: One month

Space is limited; first-come, first-served.

EXCLUSIVE FOR MEMBERS ONLY!

ONLINE DIRECTORY ENHANCEMENT

In addition to advertising in *Card Manufacturing*, ICMA has an Online Members Directory, which is an exclusive way to reach ICMA's global members year-round—24 hours a day, seven days a week. This current and up-to-date resource contains complete ICMA member contact information with added advertising opportunities to increase your industry visibility, available to every member company of the association.

Listing Ad \$250

- Banner ad placement within your company's listing; ad will appear each time your company is found in the search results.
- Size: 500w x 120h pixels

Logo Listing \$95

- Company's logo placed within your listing; logo will appear each time your company is found in the search results.

Duration: One year

Make sure your company stands out from the rest and take advantage of these opportunities!

ARTWORK GUIDELINES

CARD MANUFACTURING MAGAZINE

1. Color ads may be sent on CD, electronically, or via FTP internet upload (50MB maximum size)
(see <http://www.cmasolutions.com/services/uploadart.htm>).
 - If sent on CD, electronically or via FTP, you must include a PDF of the art for proofing. 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).
 - Sending a hard copy color proof is encouraged and is the only way we can ensure color accuracy. If needed, the color proof may be sent one week following the materials deadline (i.e. to arrive in time for the printer proof).
2. Files that are larger than 10MB in size should NOT be sent via e-mail. Please send these either on CD or via FTP.
3. *Card Manufacturing* is printed on a high-speed, sheet-fed offset press. Line screen is 133.
4. 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.
5. Black and white ads are for the Market Place section only. Ads may be sent on CD or electronically.

* Creative Marketing Alliance, the magazine's publisher, can provide design services for an additional charge. *

ELECTRONIC ADVERTISEMENTS

All electronic ads must be sent as either a JPG or GIF format, 72dpi via e-mail.

CONTRACT SPECIFICATIONS

All advertisements are accepted by ICMA and its management firm, Creative Marketing Alliance, Inc. on the understanding that the advertiser and/or advertising agency is properly authorized to publish the entire contents and subject matter thereof. All copy, text and illustrations are subject to ICMA's approval before execution of order. ICMA reserves the right to reject any advertising at any time.

When changes in copy are not received by the closing date, copy run in previous issues will be inserted.

Cancellation is not accepted after closing date.

All contracts are accepted with the provision that rates are subject to change.

If an advertising contract is cancelled before the agreed number of insertions has appeared and a frequency discount had been applied, a short rate adjustment will be added and billed on space already run.

In consideration of ICMA's acceptance of such advertisement for publication, the agency and advertiser will indemnify and save harmless *Card Manufacturing*, ICMA, and Creative Marketing Alliance, Inc. (including their officers, employees and agents) against all loss, liability damage, and expense of whatsoever nature arising out of copying, printing, or publishing of its advertising, including without limitation, reasonable attorney's fees resulting from claims or suits for libel, violations of rights of privacy, plagiarism, and copyright or trademark infringement.



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