



NEWSLETTER & WEBSITE ADVERTISING INSERTION ORDER FOR 2012

The IMEA has advertising opportunities available to its Associate Members. The **IMEA Power Connection** newsletter's distribution list continues to grow in scope and size. In addition, the IMEA prints 500 copies of its **Membership Directory**, an invaluable resource that is updated biannually. The newsletters and directories are shared with all of our members, their staff, state legislators and other Associate Members. If you are interested in advertising in the newsletter, directory and/or have a presence on the IMEA website for 2012, please complete the following.

Company: _____ Main Contact Person: _____

Address: _____

City: State: Zip: _____

Phone: _____ Fax: _____

E-mail: _____

Newsletter Ads Available (Select all that apply)

- Business card size - 3½" (w) x 2" (h), 1/8 of a page
- Six (6) issues bi-monthly **\$250.00**
 - Twelve (12) issues monthly **\$400.00**
- Full Page Ads – 8" (w) x 10 ½" (h)
- Four (4) Issues Qtly **\$730.00**
With eight (8) business card size ads run balance of year

Directory Ads Available (Select all that apply) Note: Updated Directory will be available in March.

- Business card size - 3½" (w) x 2" (h) **\$350.00**
- Full Page Ad - 3 ½" (w) x 6" (h) **\$500.00**

Website Ads Available (Select all that apply)

- Option 1** – Associate Members supply complete ad **\$450.00**
{size restricted to (w) 468px X (h) 60px}
- Option 2** – IMEA creates banner ad. **\$500.00**
- Option 3** – IMEA creates banner ad with animation. **\$550.00**

Artwork Information

- Please use artwork from 2011 newsletter in the 2012 newsletter.
- Enclosed is the new artwork to be used for the 2012 newsletter.

NOTE: For best results, it is recommended that artwork or copy is camera ready, in black and white, negative or digital PC based format (TIF, JPEG, EPS or a PDF file) with a minimum of 150 DPI resolution. If you send the artwork digitally, please send on a CD/disk with a hard copy printout for file verification. We can accept e-mail attachments. We are unable to return CD/disks. We recommend ad changes be made by your company prior to being sent for publication. All set up fees are included in the price of advertising.

Total amount enclosed \$ _____

Please mail artwork and payment to:

IMEA
Leona Draper, Executive Director
21384 Tooley Court, Noblesville, IN 46062

Postmark on envelope determines pricing on selected advertising. Associate Member dues must be paid in full for advertising to begin.