



Advertising Opportunities & Rates

To check availability per issue, see artwork deadlines, and reserve your ad campaign, visit link.IECAonline.com/advertising

Print Ads in Insights Journal

Insights, IECA's quarterly journal, is mailed to over 2,300 IECA members in the U.S. and internationally. A larger subscriber list (7,300-plus) receives a digital version. In addition, many people download the journal directly from our website. All ads are full color. Advertisers receive a click-through from their ad to the link of their choice in the digital version.

Premium Advertising Options

Back Cover

Ad size: 8.5" w x 11" h with .125" (1/8") bleeds

Rate by frequency:

- 1 issue: \$1,750
- 2 issues: \$3,500
- 3 issues: \$4,875
- 4 issues: \$6,000

Inside Front Cover

Ad size: 8.5" w x 11" h with .125" (1/8") bleeds

Rate by frequency:

- 1 issue: \$1,500
- 2 issues: \$3,000
- 3 issues: \$4,125
- 4 issues: \$5,750

Inside Back Cover

Ad size: 8.5" w x 11" h with .125" (1/8") bleeds

Rate by frequency:

- 1 issue: \$1,500
- 2 issues: \$3,000
- 3 issues: \$4,125
- 4 issues: \$5,750

Standard Advertising Options

Full Page (Interior)

Ad size: 8.5" w x 11" h with .125" (1/8") bleeds

Rate by frequency:

- 1 issue: \$1,250
- 2 issues: \$2,500
- 3 issues: \$3,375
- 4 issues: \$4,250

Half Page (Interior)

Ad size: 3.625" w x 9.75" h OR 7.5" w x 4.75" h

Rate by frequency:

- 1 issue: \$800
- 2 issues: \$1,600
- 3 issues: \$2,160
- 4 issues: \$2,720

Quarter Page (Interior)

Ad size: 3.625" w x 4.75" h

Rate by frequency:

- 1 issue: \$575
- 2 issues: \$1,150
- 3 issues: \$1,552.50
- 4 issues: \$1,955

Insights Inserts

Insert your postcard, flyer, or brochure into IECA's *Insights* mailings. All insertions must be approved by IECA prior to insertion. Prices are per issue. Advertiser must provide 2,300 copies of brochure/flyer insertions to IECA to send to IECA members.

OPTION 1

1 Oz. Insert in Mailing to IECA Members

Ad size: 1 oz. and 8.5" w x 11" h or smaller

- 1 issue: \$1,500
- 2 issues: \$2,500
- 3 issues: \$3,600
- 4 issues: \$4,400

OPTION 2

2 Oz. Insert in Mailing to IECA Members

Ad size: 2 oz. and 8.5" w x 11" h or smaller

- 1 issue: \$1,700
- 2 issues: \$2,700
- 3 issues: \$3,800
- 4 issues: \$4,600

Digital Ads in Weekly 5 Minute News Email to IECA Members

Our 5 Minute News weekly email to members is our most widely read member communication. It is distributed at the start of the work week to our 2,300 members. The advertiser's ad is featured at the bottom of the email and can include a link to their website or a landing page of their choice. We limit the advertisements to one single ad per week. Artwork deadline: one week prior to date reserved.

Ad size: 400px wide x 125px high (Resolution: 72 DPI)

Rate by frequency:

- 1 week: \$325
- 2 weeks: \$575
- 3 weeks: \$800
- 4 weeks: \$1,000

Conference Advertising

IECA hosts a Spring and Fall Conference each year. Advertising is available in the printed guide produced for attendees. Ads are full color. *For information on conference sponsorship opportunities, visit link. IECAonline.com/sponsor-brochure or email Jean Lockwood, Manager of Affiliate Relations, at Jean@IECAonline.com.*

OPTION 1

Conference Guide Interior Ads

Available for the Fall 2022 and Spring 2023 Conferences

Full Page

Ad size: 7.5"w x 9.75"h

\$1,195

Half Page

Ad size: 3.625"w x 9.75"h OR 7.5"w x 4.75"h

\$695

OPTION 2

Conference Guide Divider Tabs

Available for the Fall 2022 and Spring 2023 Conferences

Conference Central and Daily Schedule Tabs

Ad Size: 7.5"w x 9.75" h

Front of tab: \$1,295

Back of tab: \$1,245