

IAEM Bulletin Advertising Policy

[Download Advertising Insertion Form](#)

IAEM, which has **more than 6,000 members worldwide**, is a non-profit educational organization dedicated to promoting the *Principles of Emergency Management* and representing those professionals whose goals are saving lives and protecting property and the environment during emergencies and disasters. IAEM provides access to the largest network of emergency management experts who can provide advice and assistance; the Certified Emergency Manager Program; the IAEM Annual Conference & EMEX; the IAEM Scholarship Program for emergency management students; the IAEM Bulletin, a comprehensive monthly newsletter; the IAEM Dispatch, a weekly e-newsletter; and more.

Editorial Profile

The IAEM Bulletin, the official monthly newsletter of the International Association of Emergency Managers, publishes articles from the emergency management community, which interest and impact the profession. The IAEM Bulletin offers a forum for insights and perspectives on emergency management and reports on emergency management in practice. It also serves as the voice of IAEM and a source of information on association activities. The IAEM Bulletin is in its 33rd year of continuous publication.

Readership

The IAEM Bulletin is distributed monthly to the **6,000+ members of IAEM**, plus others with government and legislative roles in emergency management. It gets frequent distribution at national, regional and state emergency management conferences. The specialists who read the IAEM Bulletin frequently play a key role in selecting, purchasing and using emergency equipment, supplies, products and services.

Circulation

The IAEM Bulletin is a members-only electronic publication. IAEM members are notified by email monthly when the latest edition is available online. Past issues are available in the [IAEM Bulletin Archives](#).

Advertising Policy

IAEM is committed to maintaining an advertising-to-editorial ratio of no more than 20%. Space reservations will be honored on a first-come, first-served basis upon receipt of insertion order. IAEM reserves the right to reject any advertising. The advertiser agrees to assume liability for all content of advertisements and also assume responsibility for any claims against IAEM. IAEM's liability for any error will not exceed the charge for the ad in question. A copy of the IAEM Bulletin is emailed to each advertiser.

Insertion and Closing Dates

The IAEM Bulletin is published monthly, 12 times a year. Issues generally range from 24 to 40 pages in the Bulletin, which became an electronic publication with the June 2014 issue. The newsletter is available to all IAEM members worldwide.

- **Closing for insertion:** 1st of month *before* month of publication. *Note:* You must submit a completed, signed [Advertising Insertion Form](#).
- **Closing for material:** 10th of month *before* month of publication.
- **Payments due:** 30 days from invoice.
- **Cancellations:** Accepted up to 10th of month *before* month of publication.

Billing and Payments

- Payment in advance is required for first-time advertisers who are not IAEM members or who do not have a previous payment history with IAEM or EMEX.
- For all other advertisers, billing and payments are handled quarterly at IAEM Headquarters.
- Payments: If you have a question about your invoice or payment, or wish to pay by credit card, please contact Sharon Kelly, IAEM Membership Director, at 703-538-1795, info@iaem.com.

Preferred Materials/Disposition of Display Ads

- Ads must be received in electronic form, e-mailed to Thompson@iaem.com in TIF or JPG format for PC (at least 300 dpi).
- Print quality PDF may be acceptable. Please include any special fonts you have used.

Display Ads

The IAEM Bulletin accepts display ads in varying sizes with discounts provided for IAEM members and for multiple placements.

Display Ad Rates

Effective July 15, 2016 (subject to change without notice)

<u>Ad Size:</u>	<u>1 Time</u>	<u>3 Times *</u>	<u>6 Times *</u>	<u>12 Times *</u>
Full-page:				
IAEM Member	\$787	\$712 each ad	\$675 each ad	\$637 each ad
Non-Member	\$900	\$825 each ad	\$780 each ad	\$735 each ad
½-page:				
IAEM Member	\$393	\$356 each ad	\$337 each ad	\$318 each ad
Non-Member	\$450	\$412 each ad	\$390 each ad	\$367 each ad
1/3-page:				
IAEM Member	\$337	\$300 each ad	\$281 each ad	\$262 each ad
Non-Member	\$390	\$345 each ad	\$322 each ad	\$300 each ad
¼-page:				
IAEM Member	\$300	\$262 each ad	\$243 each ad	\$225 each ad
Non-Member	\$345	\$300 each ad	\$281 each ad	\$258 each ad
1/6 page:				
IAEM Member	\$187	\$150 each ad	\$131 each ad	\$112 each ad
Non-Member	\$217	\$172 each ad	\$150 each ad	\$131 each ad
1/8 page:				
IAEM Member	\$120	\$105 each ad	\$90 each ad	\$75 each ad
Non-Member	\$138	\$120 each ad	\$105 each ad	\$86 each ad

* **Note:** To receive the 3 times, 6 times and 12 times discount, multiple issue advertisements must be placed at one time.

Full-Color Ads

There is **no extra charge** for full-color ads.

Display Advertising Mechanical Requirements

<u>Size</u>	<u>Width</u>	<u>Height</u>
Full Page	7"	8 1/2"
1/2 Page	7"	4 1/4"
1/4 Page	3 1/4"	4 1/4"
1/3 Page	2 1/8"	9 1/8"
1/6 Page	2 1/8"	4 1/4"
1/8 Page	3 1/4"	2"

IAEM Bulletin Advertising Insertion Form

If you would like to place advertising in the IAEM Bulletin, complete and sign the [Advertising Insertion Form](#) and either fax it to 828-692-4555 (attention: Karen Thompson, IAEM Bulletin Editor), **OR** email it to Thompson@iaem.com.

Rental of IAEM Mailing List

- IAEM Affiliate Members can rent the IAEM mailing list for a one-time use (\$750 members; \$1,500 nonmembers).
- To rent the IAEM mailing list, contact IAEM Membership Director Sharon Kelly, info@iaem.com or 703-538-1795.

Karen Thompson, IAEM Bulletin Editor

Phone: 703-499-0441 ~ Fax: 828-692-4555 ~ E-Mail: Thompson@iaem.com

Revised July 15, 2016