

INFORMATION MANAGEMENT

AN ARMA INTERNATIONAL PUBLICATION

Information Management Magazine Print & Online Versions

Information Management magazine continues to be the go-to source for information management professionals, with in-depth articles and insightful information about key information management issues. *Information Management* magazine is both an online and a print publication, giving you the opportunity to reach decision makers and information management professionals more often and in an interactive format.

Loyal Readers, Loyal Purchasers

As a solution provider, your goal is to find the best ways to get attention. Your best bet: ARMA International's *Information Management* magazine. It examines the business and technology issues of information governance, risk, and compliance.

That means your chances of being seen by this key audience are high!

98% of readers faithfully read the magazine

Other advantages of advertising in *Information Management* include:

- Targeting of audience – Reach the people who are most likely to be interested in the solutions you offer.
- Print AND online version – this means you are seen wherever and whenever your target audience is reading.
- Instant click-through power of your online presence, combined with amazing staying power – the print advertising component has additional longevity.

Reach

Information Management magazine is published by ARMA International, a professional association and the authority on managing records and information. Its approximately 11,000 readers are a highly focused group of records management directors, attorneys, IT managers, and other professionals responsible for managing the growing volume of information assets being generated by organizations of all sizes in all industries.

Print Content

The print version of the magazine is distributed to all ARMA International members as a benefit of their membership. It is also available by subscription to non-members, libraries, and other organizations.

As an advertiser you'll also benefit from bonus distribution at various industry events throughout the year.

73% of readers keep their copy of the magazine for reference after they've read it

Online Content

All readers have online access to *Information Management's* vast archives of insightful content, giving you the opportunity to be seen during every information search.

The online version of *Information Management* features all the articles in the bi-monthly print edition, plus much more. It draws viewers throughout the year with exclusive, web-only content, including:

Web-Exclusive Columns – Columns include topical content from the print edition, plus web exclusives in Governance Risk and Compliance, RIM Going Green, Technologies You Should Know, The Business of Information Management, Professional Development, and tips to enhance Core RIM Functions.

Web-Exclusive Features – ARMA International's editorial staff is ratcheting up the production line, bringing in exclusive, web-only features drawing the attention of information professionals from legal, IT, compliance, and information management with their sharp focus on key issues.

- Current advertisers have run-of-site for current and archived articles, giving 24-7 opportunities for year-round contracts.
- Rates are inclusive of print and online ad placements, with discounts given for extended contracts.

94% of ARMA members play a role in product or purchase decisions

Visit IM Online Magazine at <http://content.arma.org/IMM>

Information Management Magazine Advertising Rates

Print Size	Online Size	Online Rotation	Price 1x rate	Price 3x rate	Price 6x rate
Inside Front Cover Inside Back Cover	Leaderboard PLUS Half-Page	1/3 Leaderboard	NA	NA	\$3,999
Back Cover	Leaderboard	1/3 PLUS Half-Page	NA Leaderboard	NA	\$4,400
Full Page	Half-Page		\$3,000	\$2,900	\$2,700
Half-Page	Full Banner		\$2,800	\$2,600	\$2,200
Third-Page Vertical (2 consecutive ads in same publication)	Medium Rectangle		\$2,500	\$2,400	\$2,000

Preferred Materials

Print: High-res PDF files are preferred. Digital files should be submitted as a Quark, Photoshop, or Illustrator file (Macintosh); fonts must be included. If advertiser does not supply a high-res color proof of ad, ARMA International takes no responsibility for color accuracy. Files may be sent in any electronic medium or e-mailed upon notification to ARMA International. All bleeds exceed trim size (8-3/8" x 10-7/8") by 1/8" on all sides.

Alterations: Digital artwork required. Advertisers will be billed for all production work required at a rate of \$150 an hour (1 hour minimum).

Special Positions

Add 10% to applicable space rates.

Commissions

Fifteen percent (15%) of gross billing allowed to recognized agencies on space, color, and position when payment is received within 30 days of invoice date.

Poly-Bag Outserts, Inserts, Business Reply Cards & Wrappers

Please contact us for rates & mechanical specifications.

Contact Information

Karen Lind-Russell/Krista Markley

Account Management Team
+1 888.277.5838
+1 913.217.6015
Fax: +1 913.341.3742
Sales.Dept@armaintl.org

Deadline Schedule

January/February 2012

Technology

Ad Space:	Nov. 9, 2011
Ad Materials:	Nov. 23, 2011
To Mail:	Jan. 6, 2012

March/April 2012

Guiding Principles: Health of Your Program (Info. Governance)

Ad Space:	Jan. 25, 2012
Ad Materials:	Feb. 8, 2012
To Mail:	March 7, 2012

May/June 2012

Standards and Best Practices

Ad Space:	March 21, 2012
Ad Materials:	April 4, 2012
Online By:	May 4, 2012

July/August 2012

Personal Development

Pre-Conference Issue

Ad Space:	May 23, 2012
Ad Materials:	June 6, 2012
To Mail:	July 6, 2012

September/October 2012

Compliance and Risk Management

Conference Issue – Oct. 17-19, 2011, Washington, D.C.

Ad Space:	July 25, 2012
Ad Materials:	Aug. 8, 20112
To Mail:	Sept. 7, 20112

November/December 2012

Information Trends (Forecasting 2013)

Ad Space:	Sept. 21, 2012
Ad Materials:	Oct. 5, 2012
Online By:	Nov. 2, 2011

Placement Request Form

Company Name: _____

Address: _____

City: _____ State/Prov.: _____ Country: _____ ZIP/Postal Code: _____

Phone: (_____) _____ Fax: (_____) _____

Contact Name: _____

E-Mail Address: _____

Yes, I would like to reserve space in ARMA International's INFORMATION MANAGEMENT magazine

1. Frequency: _____ 1x _____ 3x _____ 6x

2. Start Date: _____ **End Date:** _____

3. Months of Insertion: Please indicate appropriate month and check (✓) whether materials are new or a pick-up from a previous month.

_____ Jan/Feb	_____ Mar/April	_____ May/June	_____ July/August	_____ Sept/Oct	_____ Nov/Dec
_____ New art	_____ New art	_____ New art	_____ New art	_____ New art	_____ New art
_____ Pick up	_____ Pick up	_____ Pick up	_____ Pick up	_____ Pick up	_____ Pick up

4. Ad Size: All ads must conform to the sizes below. Please review the mechanical specifications page.

_____ Inside Front Cover (Includes Online Leaderboard and Half-page Banner Ad)
 _____ Inside Back Cover (Includes Online Leaderboard and Half-page Banner Ad)
 _____ Back Cover (Includes Online Leaderboard and Half-page Banner Ad)
 _____ Full Page (Includes Online Half-page Banner Ad)
 _____ Half-page (Includes Online Full Banner Ad)
 _____ Third-page Vertical (Includes Online Medium Rectangle Banner Ad)

5. Cost Per Insertion:

	Space Rate	\$ _____
_____		\$ _____
_____		\$ _____
_____		\$ _____
	TOTAL	\$ _____

By signing this contract, you agree to follow all advertising conditions listed on the INFORMATION MANAGEMENT magazine rate card and in the "General Conditions" on reverse.

Please refer to the rate card for specific rates and production information.

Adv. Authorized Signature Date

ARMA Signature Date

Title:

Title:

Deliver contract and advertising materials to:

ARMA International
 ATTN: Karen Lind-Russell/Krista Markley
 11880 College Blvd., Suite 450
 Overland Park, KS 66210 USA
 Fax: 913.341.3742 • Karen.Krista@armaintl.org

Please see reverse side for general conditions.

A copy of this contract will be returned to advertiser and agency upon approval by ARMA International.

Closing Dates & Insertions:

1. Insertion orders must arrive at ARMA International by the space closing date listed on the *Information Management's* rate card or advertising will not be published for that issue. Verbal confirmations are not acceptable.
2. Artwork and ad materials must arrive at ARMA International no later than the deadline dates indicated in the *Information Management* rate card.
3. The previous ad will be repeated if new artwork is not received by the closing date.
4. The publisher reserves the right to determine ad placement, although every effort will be made to fulfill placement requests.
5. Artwork will be destroyed 12 months after last insertion unless specific written instructions are received indicating art is to be returned.
6. Advertisers under contract will be rate-protected as per the terms of the contract.
7. Subject matter, size, wording, illustration, and typography of all advertising is subject to publisher's approval. Advertisers and agencies assume liability for the content of their advertisements and assume responsibility for any claims therefore made against the publisher.

Cancellations:

8. No cancellations or changes in insertion orders will be accepted after the space reservation closing date. Cancellations must be received in writing 30 days preceding date of insertion. Any advertiser cancelling after the space reservation deadline must pay the full charge for space.
9. Advertisers who fail to comply with frequency contracts will incur a short rate.

Payment:

10. Recognized agencies receive 15% commission only when invoices are paid within 30 days. NO EXCEPTIONS.
11. Advertisers and advertising agencies are jointly responsible for the payment of all insertions.
12. ARMA International will invoice the advertising agency or advertiser immediately after publication and will send two copies of the magazine as proof of insertion.
13. Payment must be received within 30 days after the invoice date or service charges will be incurred.
14. The publisher reserves the right to require full payment in advance for companies with poor credit history.

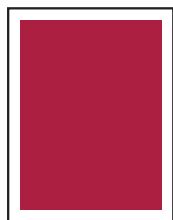
Note: First-time advertisers should pre-pay either with their insertion order or prior to their first publication date or have an approved line of credit with ARMA International.

Delinquent Accounts:

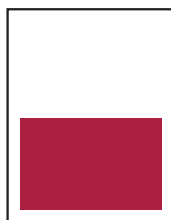
15. Those accounts that are outstanding for 60 days or more by the space closing date of the current issue will be restricted from advertising until payment is received, and the account will be referred to the principal client. Payment not received after 90 days will be turned over to a collection agency.

Mechanical Specifications

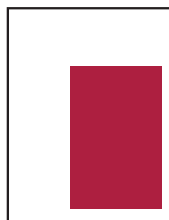
Print



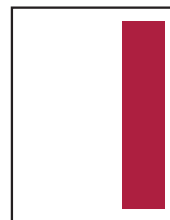
Full Page
7-3/8" x 9-7/8"



1/2-Page Horizontal
6-3/4" x 4-3/8"



1/2-Page Island
4-3/8" x 7"



1/3-Page Vertical
1-15/16" x 9-1/8"

Trim Size: 8-3/8" x 10-7/8"

Bleeds: Exceed trim size by 1/8" on all sides. Keep text 1/4" away from trim.

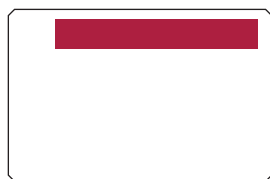
Half Tones: Line screen 150

Printing Method: Web press

Color Ads: Must be accompanied by a high-res color proof

Size	Width x Depth (inches)
Full Page	7-3/8" x 9-7/8"
Full Page Bleed	8-5/8" x 11-1/8"
1/2 Page (horizontal)	6-3/4" x 4-3/8"
1/2 Page (island)	4-3/8" x 7"
1/3 Page (vertical)	1-15/16" x 9-1/8"

Information Management Online



Leaderboard
(top of screen)
728 X 90 pixels



Half-page
(large ad, right side)
300 x 600 pixels



Full Banner
(inside copy area, secondary pages)
468 X 60 pixels



Medium Rectangle
(small ad, right side)
300 X 250 pixels

Dimensions: Pixels

Sizes & specs courtesy of the Interactive Advertising Bureau, www.iab.net.

Recommended Maximum Initial Download Fileweight: 40K

Recommended animation length: 15 seconds (animation includes multiple loops)

File type: .gif, or .png

Size	Width x Depth (pixels)
Leaderboard	728 x 90
Half-page	300 x 600
Full Banner	468 x 60
Medium Rectangle	300 x 250