



B2B Partner Program

The Illinois Manufacturers' Association strives to provide partners with timely, accurate and relevant information on a regular basis. IMA blogs, emails and publications provide an excellent opportunity to reach more than 5,000 Illinois business leaders and manufacturing executives.

The **IMA B2B Partner Program** offers non-manufacturing companies the opportunity to participate in the communications and programs offered by the Illinois Manufacturers' Association. B2B Partners also have the opportunity to sponsor Breakfast Briefings, submit topics for our Video Library and receive discounted "member" pricing on registration for IMA meetings and events. This program offers 4 levels of participation, each with limited availability.

B2B PLATINUM (5 available) - \$10,000 yr (Retail value \$14,540)

1. Two FULL PAGE ads per year in The Illinois Manufacturer quarterly magazine
2. Twelve month BLOG sponsorship (News, Executive, Wellness, HR, Tax)
 - a. Includes 'Sponsored by' ad on BLOG page and featured ad every sixth week in the IMA Weekly Update email newsletter
3. Inclusion on IMA B2B Partners web page*
4. Opportunity to submit articles for inclusion in IMA publications*
5. Exhibitor table and two seats at the IMA Annual Lunch at the JW Marriott in December

B2B GOLD (3 available) - \$5,000 yr (Retail value \$8,012)

1. Two HALF PAGE ads per year in The Illinois Manufacturer quarterly magazine
2. One day per week for one year top banner ad in the Morning Digest daily newsletter
3. Inclusion on IMA B2B Partners web page*
4. Opportunity to submit articles for inclusion in IMA publications*
5. Exhibitor table and two seats at the IMA Annual Lunch at the JW Marriott in December

B2B SILVER (10 available) - \$2,500 yr (Retail value \$4,812)

1. Two QUARTER PAGE ads per year in The Illinois Manufacturer quarterly magazine
2. One calendar month, Mon-Fri middle ad in Morning Digest daily newsletter
3. Inclusion on IMA B2B Partners web page*
4. Opportunity to submit articles for inclusion in IMA publications*

B2B BRONZE - \$1,000 yr

1. Inclusion on IMA B2B Partners web page*
2. Opportunity to submit articles for inclusion in IMA publications**

* Includes Company logo plus 200 characters of description. Your logo will be linked to the webpage of your choice.

** Article submissions must be informational and of value to the manufacturing community. While we encourage submitters to present the material as 'an expert' on the subject, the article itself cannot be an advertisement for any one company or provider. All submissions are subject to approval by the publications editor and IMA management.