ILLINOIS MANUFACTURERS' ASSOCIATION

B2B Partner Program Levels and Benefits

The Illinois Manufacturers' Association strives to provide partners with timely, accurate and relevant information on a regular basis. IMA programming, 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 Lunch Breaks, submit topics for webinars and events and receive discounted "member" pricing on registration for IMA meetings and events. This exclusive program offers 4 levels of participation, each with limited availability.

PLATINUM *(1 available annually)* - **$15,000 yr**

1. Two FULL PAGE ads per year in The Illinois Manufacturer quarterly magazine**
2. Top advertisement 1 day per week in Morning Digest for one quarter (3 consecutive months)
3. 4 seats at Annual Luncheon
4. Two seats at the IMA Business Day
5. One registration at unrestricted IMA seminars
6. Sponsorship for 3 webinars/events***
7. Inclusion in online B2B Premiere Partnership Directory*
8. Opportunity to submit educational articles for publication and topics for webinars/events***

GOLD *(7 available annually)* - **$7,500 yr**

1. One HALF PAGE ad per year in The Illinois Manufacturer quarterly magazine**
2. One month of middle ad or bottom ad space (5 days per week) in Morning Digest**
3. Opportunity to attend or sponsor premiere IMA events
4. One registration for 6 IMA seminars
5. Sponsorship for 2 webinars/events***
6. Inclusion in online B2B Premiere Partnership Directory*
7. Opportunity to submit educational articles for publication and topics for webinars/events***

SILVER *(12 available annually)* - **$5,000 yr**

1. One QUARTER PAGE ad per year in The Illinois Manufacturer quarterly magazine**
2. Sponsorship for 1 webinar/event***
3. Opportunity to attend or sponsor premiere IMA events
4. Inclusion in online B2B Premiere Partnership Directory*
5. Opportunity to submit educational articles for publication and topics for webinars/events***

BRONZE *(20 available annually)* - **$3,000 yr**

1. One registration for 2 IMA seminars
2. Inclusion in online B2B Premiere Partnership Directory*
3. Opportunity to submit educational articles for publication and topics for webinars/events***

** Includes Company logo plus 200 characters of description. Your logo will be linked to the webpage of your choice.*
*** All advertisements must be submitted within the first month of partnership, effective on membership start date. Advertisements not received and scheduled within the first 30 days of partnership cannot be guaranteed to be run within partnership year.*
**** Article submissions and program ideas must be informational and of value to the manufacturing community. While we encourage submitters and presenters to present the material as 'an expert' on the subject, the content itself cannot be an advertisement for any one company or provider. All submissions and program ideas are subject to approval by the Editor and Manager of Publications, the Director of Programming, and IMA management.*

Send ad materials to *Audriana Sherwood* by email at **asherwood@ima-net.org** or contact by phone at **(217) 636-3171.**
Send program ideas to *Terri Graham* by email **tgraham@ima-net.org** or contact by phone at **(630) 824-9371.**

ILLINOIS MANUFACTURERS' ASSOCIATION

The Illinois Manufacturer Editorial Calendar

ISSUE DATE	SCHEDULED MAGAZINE TOPIC	AD/COPY DEADLINE	MAIL DATE
First Quarter, 2026	Strategy and Leadership	November 25th, 2026	January 20th, 2027
Second Quarter, 2026	Education and Workforce	February 24th, 2027	April 22nd, 2027
Third Quarter, 2026	Ai & Technology	May 26th, 2027	July 21st, 2027
Fourth Quarter, 2026	Energy & Environment	August 25th, 2027	October 20th, 2027

Writing Topics

Q1 Strategy and Leadership

To equip manufacturing leaders with strategic insights and leadership tools that improve decision-making, resilience, and long-term growth. Articles should focus on forward-looking perspectives and actionable strategies.

Q2 Education and Workforce

To explore workforce development, talent retention, and training innovations critical to the future of manufacturing in Illinois.

Q3 Ai and Technology

To showcase and give insight on how manufacturers can adopt to AI, automation, and advanced technologies to improve productivity, safety, competitiveness ect.

Q4 Energy and Environment

To guide manufacturers on navigating environmental compliance, energy efficiency, and sustainability while maintaining profitability.

Writing Guidelines & Editorial Calendar

Word Count — Articles of 500 to 1,500 words (more or less) are desirable for the regular columns

Artwork — Send any photos, charts or other artwork to the editor along with the article. If you don't have any graphic elements, we'll find artwork to accompany your article.

Content — Editorial material must be educational rather than promotional. We do not accept "advertorials." The more a piece applies to manufacturers — and Illinois manufacturers specifically — the better. Our readers are always interested in ways to make their business perform better. The majority of our members are small- to medium-sized manufacturers, so please keep these facts in mind when compiling the piece. Articles must not have been previously published.

Send editorial submissions or questions by email to
Audriana Sherwood, Graphic Design Manager & Editor of Publications at **asherwood@ima-net.org.**

We reserve the right to edit and/or refuse all submissions.

Send ad materials to *Audriana Sherwood* by email at **asherwood@ima-net.org**
or contact by phone at **217-636-3171** for other arrangements.

ILLINOIS MANUFACTURERS' ASSOCIATION

Advertising Rates

FULL (4-COLOR PROCESS) SPACE RATES for The Illinois Manufacturer				
Size	**1 ad/year**	**2 ad/year**	**3 ad/year**	**4 ad/year**
Full Page	$3,000.00	$2,700.00	$2,400.00	$2,250.00
1/2 Page	$1,950.00	$1,755.00	$1,560.00	$1,460.00
1/4 Page	$1,500.00	$1,350.00	$1,200.00	$1,125.00
Inside Covers	$3,500.00	$3,150.00	$2,800.00	$2,625.00
Back Cover	$4,000.00	$3,600.00	$3,200.00	$3,000.00

SPACE RATES for Morning Digest			
Placement	**Month**	**Week**	**Dimensions**
Top	$1,000 (one day a week)		600 px x 250 px
Middle	$1,500	$500	600 px x 200 px
Bottom	$1,500	$500	600 px x 200 px

TIM MECHANICAL REQUIREMENTS

Size	Width	Length
Full Page	8 ½"	11"
1/2 Horizontal	8 ½"	5 ½""
1/2 Vertical	5"	9"
1/4 Horizontal	5"	4 ½"
1/4 Vertical	4 ½"	5"

Live area: 7" X 9 ⅝"
Trim Size: 8 ½" X 11"
Bleed Size: 8 ¾" X 11 ¼"
Halftone Screen: 133 lines up to 150 lines

AD SUBMISSION REQUIREMENTS

Electronic artwork as a high-resolution, press optimized PDF file is preferred. Ad material on CD or via email is accepted. All disks submitted must include a print out of the ad.

If electronic, camera-ready, fully completed artwork is not available; ad composition is available by IMA in-house staff at the cost of $50 per hour.

AD AGENCY COMMISSIONS

All prices are gross. If requested and indicated on the contract, a 15% commission/discount will be offered to advertising agencies.

OTHER RATES – PROOFS – REVISIONS

For guaranteed position, add 10% to space rate. Revisions of an existing ad are the responsibility of the advertiser or ad agency.

TERMS

Payment due upon receipt of invoice, 2% per month interest charged on accounts over 30 days.

CANCELLATIONS

In the event of cancellation of a contract, the client agrees to repay the Illinois Manufacturers' Association any discounts granted for multiple insertions less discount applicable for the number of insertions completed in the contract period. All premium positions are noncancelable. All cancellations must be received in writing prior to the advertising sales deadline.

Send ad materials to *Audriana Sherwood* by email at **asherwood@ima-net.org**
or contact by phone at **217-636-3171** for other arrangements.