



## 2012 IABC MEDIA KIT

# Your reach to professional business communicators is about to get a phenomenal boost!

The International Association of Business Communicators (IABC) offers targeted corporate marketing that connects you with key decision makers in business communication.

Call IABC's marketing representatives today.

**sponsorship & exhibits** | Christina Corrigan  
+1 415.544.4716, ccorrigan@iabc.com

**advertising** | Bridget Blaney  
+1 773.259.2825, bblaney@ascendintegratedmedia.com



# Overview

**Create an integrated marketing strategy** to reach more than 15,000 communication professionals using the following IABC touch points—to expand your credibility and impact your profit.

## Sponsorships

Invest in a strategic, customized package of marketing assets that give you first-class interaction with IABC's global membership, and watch your ROI grow.

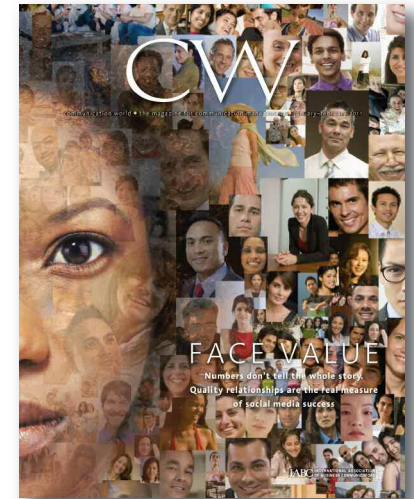
## IABC 2012 World Conference Exhibits

Meet one-on-one with decision makers who have the power to purchase your products and services.

## Advertising

- **Communication World magazine:** *CW*, the official magazine of the International Association of Business Communicators, is a must-read publication for communicators worldwide and offers advertisers direct access to a specialized audience. *CW* covers the latest in communication research and trends through in-depth reports and insightful interviews, and ranks as one of IABC's top member benefits.

- **CW Bulletin e-newsletter:** This monthly e-newsletter on trends and hot topics, emailed directly to all members, is rated among the top benefits of membership in IABC, and won the 2010 Maggie Award for best e-newsletter from the Western Publishing Association.
- **Web advertising on iabc.com:** Extend your reach with links from these popular pages on IABC's website:
  - Education and Professional Development
  - Discovery, IABC's next-generation online library
  - Job Centre, the ultimate resource for career opportunities
  - Student Connection, reaching the future of your business
- **Email marketing:** Get up-close and personal with substantial advertising space in IABC product and event emails.



**CW magazine offers advertisers direct access to a specialized audience.**

Call IABC's marketing representatives today.

# About IABC

## An influential niche audience

IABC is the association of choice for communication professionals working in diverse industries and disciplines across the globe.

### IABC members work for:

- 39% corporations
- 25% nonprofits/academia/  
government
- 15% PR/communication  
consultancies
- 5% management consultancies
- 16% other



### IABC members' job responsibilities:

- 25% corporate communication
- 20% PR/media relations/other  
external communication
- 20% employee communication/  
other internal communication
- 16% marketing communication
- 6% CEO/executive/senior  
management
- 13% other (includes new media/  
technology, customer/member  
communication, government  
relations, brand/reputation,  
community relations, college/  
university teaching, writing)

### In the next six months:

- 34% of members are planning  
to purchase graphic, layout,  
video or photography services.
- 26% plan to purchase continuing  
education.
- 24% plan to purchase web  
development services.
- 21% plan to purchase copywriting,  
writing and editing services.
- 19% plan to purchase website  
consulting.
- 15% plan to purchase media moni-  
toring and directory services.
- 14% plan to purchase branding  
agency services.

—2010 CW and CW Bulletin readership survey

### IABC members are leaders:

- 36% hold the title of CEO/presi-  
dent/executive director, officer,  
partner, vice president, manag-  
ing director, director, practice  
leader, principal, associate,  
general manager.
- 22% are managers/supervisors.

### IABC members have purchasing power:

- 94% report that they are principal  
purchasers or decision makers  
or have influence on purchas-  
ing decisions.

### IABC members are educated:

- Nearly  
90% hold college/university degrees.

—Profile 2008, in cooperation with the IABC Research  
Foundation, and 2010 CW readership survey

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# Sponsorships

**Partner with IABC** on a customized sponsorship package that gives you direct access to IABC's global membership, and watch your customer and client base grow.

Sponsorship opportunities to incorporate in your 2012 marketing campaign:

- [IABC 2012 World Conference](#), 24–27 June, Chicago
- [Leadership Institute](#), 23–25 February, Miami
- [2012 Employee Communication Conference](#), September, Toronto
- [IABC Regional Conferences](#) (click for dates and locations)
- [Monthly web seminars](#)
- [IABC's Excellence in Communication Leadership \(EXCEL\) Award](#)  
The award-winning CEO is recognized at the World Conference.
- [Discovery](#), IABC's online library
- [Student programs](#)
- [Research Foundation projects](#), such as IABC and Marketwire's *Conversations with CEOs* study



- [CW Bulletin e-newsletter](#) (see details at right)

## To create your customized sponsorship package, contact:

Christina Corrigan  
T +1 415.544.4716  
C +1 925.200.1204  
ccorrigan@iabc.com

## CW Bulletin sponsorship details

IABC's award-winning monthly online source for trends and hot topics in business communication, *CW Bulletin* is considered a "must read" by IABC's 15,000-plus members. *CW Bulletin* is sent via email to members, posted on IABC's website, and archived for future viewing.

Sponsorship includes the sponsor's logo prominently displayed with links to up to two articles or case studies and a text box. [Click here](#) to view a sample.

[Click here](#) for *CW Bulletin's* editorial calendar.

## CW Bulletin packages include:

**One issue** .....US\$4,500  
**Three issues** .....US\$3,500 per issue  
**Six issues** .....US\$3,000 per issue  
**12 issues** .....US\$2,500 per issue  
*All rates are net.*

## Deadlines

**Space:** 30 days prior to publication date (first Wednesday of each month)  
**Artwork:** 15 days prior to publication date

## Technical requirements

**Sponsor logo:** GIF or JPEG, no larger than 220 x 150 pixels  
**Sponsor text:** Sponsors may submit text of 65 words or less, with up to two links to white papers, case studies, websites or email addresses.

Call IABC's marketing representatives today.

# Exhibit Opportunities

## The IABC Meeting Place at the 2012 World Conference

24–27 June  
Sheraton Chicago  
Chicago

IABC's 2012 World Conference Exhibit Hall is *the* place to showcase your company for brand awareness and customer leads. More than 1,500 communication and PR professionals will explore The Meeting Place on Monday, 25 June and Tuesday, 26 June to learn about the newest communication tools, technologies and services.

With just 45 exhibit booths offered, IABC's 2012 Exhibit Hall will sell out early.

Social events and activities scheduled in the Exhibit Hall to drive traffic include:

- Morning and afternoon coffee breaks.
- Sponsored refreshment breaks and lunch cart.
- Complimentary Internet Café.
- Free Wi-Fi Lounge.



- Wellness and Relaxation Center.
- IABC Central (meet the staff, view products and demos).
- Frequent exhibitor prize giveaways.
- Tuesday evening Networking Reception.

As an exhibitor, you'll meet one-on-one with decision makers looking for new ways to energize their communication programs. You'll have direct access to your target audience to demonstrate how your product or service can make a difference in their companies.

### Exhibitor benefits

- One 10' x 10' booth with an 8-foot-high back drape, 3-foot-high side dividers, one 6-foot draped table, two chairs and one identification sign (one line, 7" x 44")
- One complimentary conference registration per exhibit
- Four exhibit-only passes per exhibit
- Complimentary access to the Internet Café and Wi-Fi Lounge
- Company description listed in the Exhibitor Guide
- Opportunity to showcase your products with prize giveaways

- Access to all Exhibit Hall events including coffee breaks, refreshments and Networking Reception

### 2012 IABC exhibit fees

- US\$3,500 per exhibit booth through 29 February
- US\$4,000 after 29 February

[Click here](#) for more information about the World Conference, including a list of exhibitors.

### Contact

Christina Corrigan  
T +1 415.544.4716  
C +1 925.200.1204  
ccorrigan@iabc.com

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# Advertising

## CW MAGAZINE: EDITORIAL & ADVERTISING CALENDAR

**Communication World (CW)**, the official magazine of IABC, is a must-read publication for communicators world-wide and offers advertisers direct access to a specialized

**CW ranks as one of IABC's top member benefits, with an 80% satisfaction rate among readers.**

audience. CW covers the latest in communication research and trends through in-depth reports and insightful interviews. Each issue also includes informative departments on technology, creative communication, photography and case studies.

Full issues are archived in IABC's online library, Discovery, for continuing access.

### 2012 editorial and advertising calendar

**JANUARY–FEBRUARY:** Content curation  
**Special report:** Europe & the Middle East  
 Advertising space reservation .....2 Nov  
 Advertising materials due .....18 Nov

**MARCH–APRIL:** Clarity in communication  
**Special report:** Africa  
 Advertising space reservation .....5 Jan  
 Advertising materials due .....23 Jan

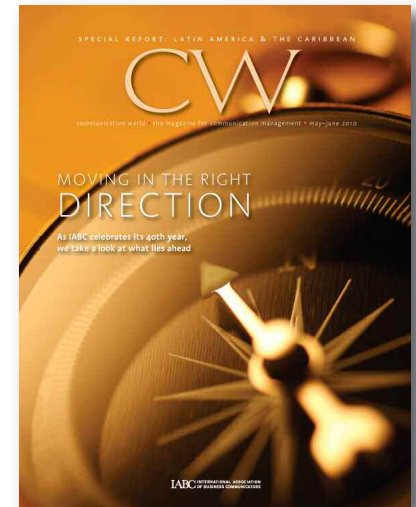
**MAY–JUNE:** CEO communication  
**Special report:** Latin America & the Caribbean  
 Advertising space reservation .....5 March  
 Advertising materials due .....21 March  
 Bonus distribution: IABC World Conference in Chicago

**JULY–AUGUST:** Mergers and acquisitions  
**Gold Quill Awards**  
 Advertising space reservation .....30 April  
 Advertising materials due .....16 May  
 Bonus distribution: IABC World Conference in Chicago  
[Click here](#) to learn about advertorial opportunities in this issue.

**SEPTEMBER–OCTOBER:** New roles for communicators  
**Post-show coverage of IABC World Conference**  
 Advertising space reservation .....5 July  
 Advertising materials due .....23 July

**NOVEMBER–DECEMBER:** Crisis communication/  
 risk management  
**Special report:** Asia/Pacific  
 Advertising space reservation .....4 Sep  
 Advertising materials due .....20 Sep

▶ [Ad Rates / Mechanical Requirements / Materials Submission](#)



**"I love CW—it is always a great jumping-off point for research and inspiration for implementation."**

—2010 readership survey

Call IABC's marketing representatives today.

# Advertising

## CW MAGAZINE: AD RATES / MECHANICAL REQUIREMENTS / MATERIALS SUBMISSION

### 2012 ad rates

4-COLOR ADS	1x-2x	3x-5x	6x+
2-Page Spread	US\$5,040	US\$4,500	US\$3,680
Full Page	3,560	3,240	2,840
2/3 Page	3,140	2,880	2,520
1/2 Page	2,840	2,620	2,400
1/3 Page	2,520	2,300	2,100

SPECIAL PLACEMENT ADS	1x-2x	3x-5x	6x+
Back Cover	US\$4,280	US\$4,000	US\$3,400
Inside Front Cover	4,100	3,740	3,260
Inside Back Cover	3,920	3,580	3,100

All rates are net.

### INSERTS, POLYBAGGING, ADVERTORIALS

Contact your advertising sales representative for rates or assistance with creative marketing tools that can be packaged with the magazine.

### REPRINTS

Advertising and editorial reprints are available.

**Contact:** Grayton Integrated Publishing,  
+1 313.881.1734; info@graytonpub.com

### Mechanical requirements

**Printing method:** Web offset **Binding:** Saddle-stitched

**Line screen:** 150 lpi **Digital file output:** 2400 dpi

**Rotation of colors:** Black, cyan, magenta, yellow

### DIGITAL FILE FORMAT

**PDF/X-1a:2001** following these parameters:

- Files set up as single pages with bleeds and crop marks
- All fonts and subsets of fonts embedded
- Color images no lower than 300 dpi
- All image data in CMYK format; do not use spot colors
- No JPEG image data included in file

### Materials submission

Materials may be submitted via email, via FTP or on CD.

Send materials and address production questions to:

Ad Traffic Department c/o Andrea Olsen

Ascend Integrated Media

7015 College Blvd., Suite 600, Overland Park, KS 66211 USA

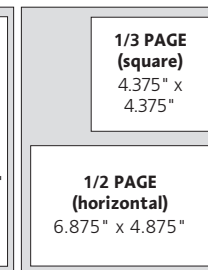
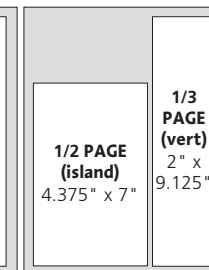
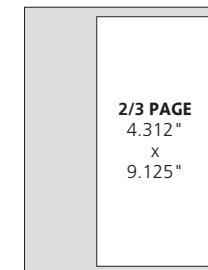
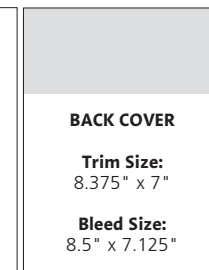
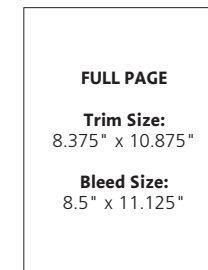
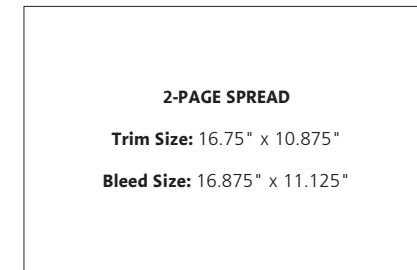
+1 913.344.1461, aolsen@ascendintegratedmedia.com

### ADVERTISING SALES REPRESENTATIVE

**Bridget Blaney**, +1 773.259.2825

bblaney@ascendintegratedmedia.com

### Ad dimensions



All ads must be sized according to these requirements. The publisher reserves the right to reject ads or, when possible, to resize materials and to charge for those services involved if the correctly sized ad is not provided by the materials deadline.

Call IABC's marketing representatives today.

# Advertising

## E-NEWSLETTERS FROM IABC: *CW BULLETIN*

**With a subscription base of 15,000 dedicated readers**, *CW Bulletin* is the most relevant monthly online source for trends and hot topics in business communication—it's considered a "must read" by IABC members. Advertising in *CW Bulletin* puts you front-and-center in an e-newsletter that gets attention—and is saved for reference. Each monthly issue includes features, columns, resources, case studies and archives. Only two ads and one sponsorship position are available in each issue.

### 2012 editorial calendar

**January:** Customer relations  
**February:** Advancing your career  
**March:** Effective communication plans  
**April:** Global communication  
**May:** Investor relations  
**June:** Tips for independents  
**July:** Effective video  
**August:** Doing more with less

**September:** Reenergizing employees  
**October:** New roles for marketing and PR professionals  
**November:** Social media measurement  
**December:** Mobile marketing/ location-based marketing

### Banner ads in *CW Bulletin*

Each issue of *CW Bulletin* also includes two slots for "banner" web advertisements, which include one link to a website, email address, white paper, etc.  
**Monthly rate:** US\$2,100 (net)

**Average open rate:** 3,800  
 (24% of total sent)

### Technical requirements

**Ad size:** 244 x 60 pixels  
[Click here](#) to view sample.  
**File format:** Standard GIF image. Flash is not available. Make your ad clickable by providing your web address.  
**Limit:** Two advertisers per issue

### Deadlines

**Space:** 30 days prior to publication date (first Wednesday of each month)  
**Artwork:** 15 days prior to publication date

### Contact

**Bridget Blaney**, +1 773.259.2825  
 bblaney@ascendintegratedmedia.com



"Thanks for this latest issue of *CW Bulletin*.... IABC is always one of my top sources for the latest information about all areas of communications."

—Karen L. Bystrom, ABC

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# Advertising

## WEB ADVERTISING ON IABC.COM

**Select pages on the IABC website** are now available for advertising. Create long-term reach and identification with links from these popular web pages:

- **Education:** The go-to source for upcoming online and in-person meetings. Members and non-members alike explore these pages for professional development.
- **Discovery online library:** IABC's next-generation online library is a communicator's dream. Content-rich and easy to use, Discovery is the definitive source that members turn to for all of their research needs.
- **Job Centre:** The ultimate destination for employers and job seekers
- **Student Connection:** Reaching the future of your business

Run-of-site advertisers will appear on all pages listed above unless another advertiser has reserved an ad on a specific page.

### 2012 web ad rates

	Average quarterly page views	Banner 244 x 60 pixels
Run of site	1.1 million	US\$6,000
Education	7,500	1,800
Discovery online library	25,500	2,400
Job Centre	507,000	2,700
Student Connection	1,500	1,200

*Rates quoted are quarterly. All rates are net.*

**Limit:** Two ads per page.

**Ad size:** 244 x 60 pixels

[Click here](#) to view sample.

**File format:** Standard GIF image. Flash is not available.

Make your ad clickable by providing your web address.

### Deadlines

**Space:** 5 days prior to the first day of the insertion

**Artwork:** 5 days prior to the first day of the insertion

### Contact

**Bridget Blaney**, +1 773.259.2825

bblaney@ascendintegratedmedia.com



Target a specific audience with ads on particular web pages, like Discovery, IABC's online library.

Call IABC's marketing representatives today.

# Advertising

## EMAIL MARKETING

**Get up-close and personal** with substantial advertising space in IABC event emails.

IABC creates a unique opportunity for your organization to be front-and-center with business communicators when you purchase advertising space in a series of emails promoting IABC web seminars and small conferences.

Each web seminar and small conference is promoted a minimum of three times over the course of eight weeks, giving you repeated exposure to IABC's full membership and targeted audiences.

Web seminars reach an international audience and feature highly regarded speakers on topics of interest to business communicators. Small conferences focus on in-depth topics and attract a multidisciplinary audience.

Purchase advertising in a series of three event emails for web seminars and small conferences in 2012 by contacting the advertising representatives listed below.

**Advertising rates:** US\$1,800 (net) for three emails promoting any one web seminar or small conference

**Ad size:** 244 x 60 pixels

[Click here](#) to view sample.

**File format:** Standard GIF image. Flash is not available.

Make your ad clickable by providing your web address.

**Limit:** One advertiser per email series

### Deadlines

**Space:** 30 days prior to the send date of the first email

**Artwork:** 15 days prior to the send date of the first email

### Contact

**Bridget Blaney**, +1 773.259.2825

bblaney@ascendintegratedmedia.com

The screenshot shows an email advertisement for a seminar titled "Let Feedback Ring: 7 Keys to Spark Conversations in your Workplace" on November 9, 2010, featuring Linda Dulye. The ad includes a headline, a sub-headline, a list of actionable practices, and contact information for the seminar.

**IABC INTERNATIONAL ASSOCIATION OF BUSINESS COMMUNICATORS** **Be Heard®**

**Let Feedback Ring**  
7 Keys to Spark Conversations in your Workplace  
9 November 2010  
With Linda Dulye

**When silence takes over at staff meetings, your organization is losing the chance to drive innovation.**

**All-star speaker Linda Dulye offers right-now techniques you can use to spark meaningful conversations in the workplace.**

Gain actionable practices to fuel feedback in your organization and learn simple techniques for creating a 2-way communication culture through a team-based approach. Participate in this web seminar and find out how to:

- Get managers to embrace an approachable presence in the workplace
- Make it safe to speak up
- Encourage and reward constructive feedback
- Boost leaders' listening skills and follow-up to questions
- Elevate ideas that add value

**Pay one low fee when your team gets together in one office, conference room or auditorium to attend this web seminar.**

Member site license: US\$219  
Non-member site license: US\$269  
To register, visit <http://www.iabc.com/education/webseminars.htm>

Linda Dulye is internationally recognized for creating the Spectator-Free Workplace® that delivers increased business performance at some of the world's most admired companies. Dulye & Company's client roster includes Fortune 500 and other large organizations, among them Lockheed Martin, Tyco, Cardinal Health, ThermoFisher Scientific, Novo Nordisk, Rolis Royce and the U.S. Army Corps of Engineers.

Exclusively for IABC members, Discovery is your next-generation online library, giving you immediate access to business communication best practices, research, how-to information and more. Go from search to find today at [discovery.iabc.com](http://discovery.iabc.com).

**DISCOVERY.**  
Made simple.

**Get repeated exposure through email marketing for IABC's small conferences and web seminars.**

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**advertising** | Bridget Blaney  
+1 773.259.2825, bblaney@ascendintegratedmedia.com

# Contact Us

## International Association of Business Communicators

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### Advertising

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### Advertising materials submissions/questions

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+1 913.344.1461  
[aolsen@ascendintegratedmedia.com](mailto:aolsen@ascendintegratedmedia.com)

### CW magazine publisher

Grayton Integrated Publishing  
886 Washington Road  
Grosse Pointe, MI 48230 USA  
+1 313.881.1734  
[info@graytonpub.com](mailto:info@graytonpub.com)



Learn more about IABC  
and its audience:



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