

IECA

International Erosion Control Association®
Protecting Soil and Water Resources

MEDIA KIT

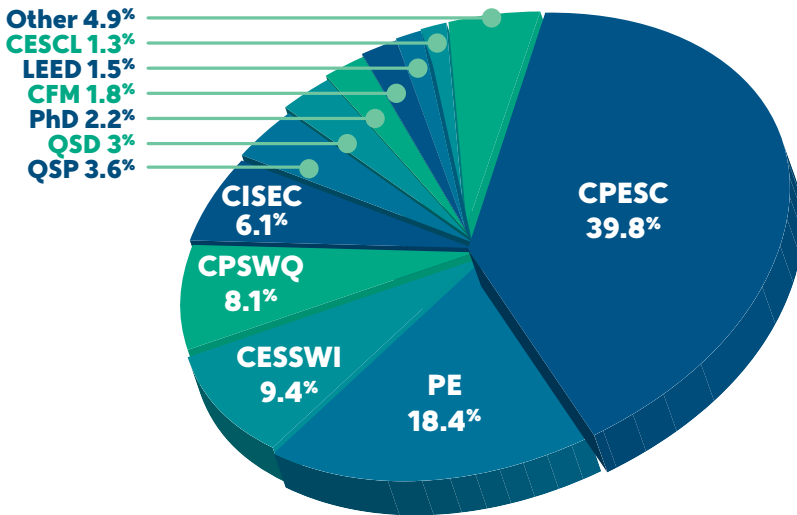


The International Erosion Control Association Media Kit

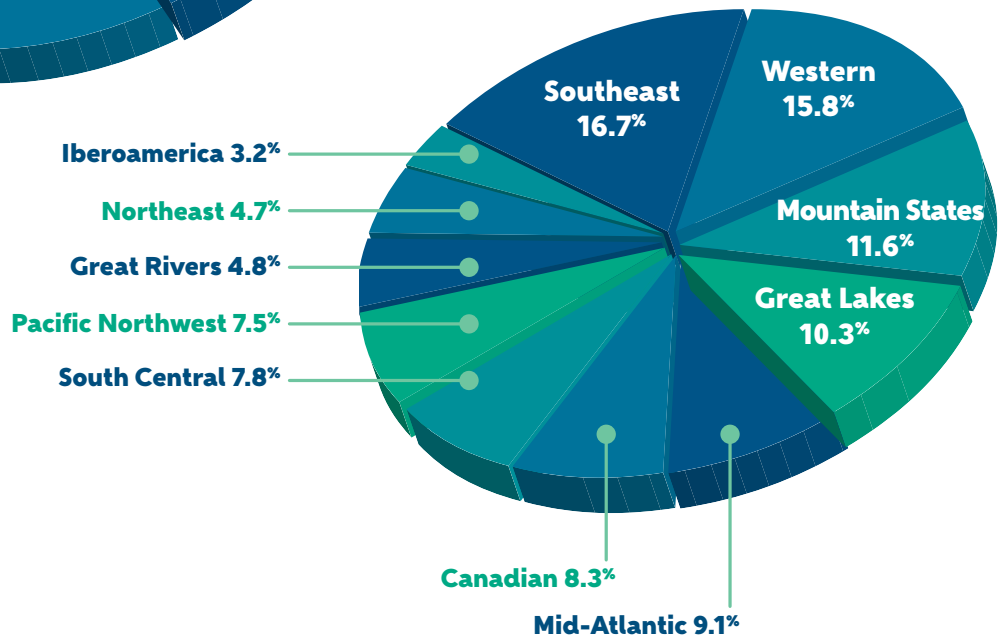
About IECA

The International Erosion Control Association (IECA) Region One was created as a non-profit, professional organization providing education, networking, and research for engineers, government, consultants, construction and related professionals. IECA's purpose is to establish standards of practice and expertise in the fields of erosion control, sediment control and stormwater management. We are the leading association for the stormwater, erosion and sediment control industry. We help professionals develop their skills and further their careers by providing access to unique and relevant content and exclusive member services. Our members represent over 30 countries and 22 fields of professional practice. IECA's diverse membership supplies a unique network of specialists who are capable of solving a broad range of problems caused by soil erosion, sediment and stormwater.

Designations



Chapter Membership



The International Erosion Control Association Media Kit

Membership Publication

Environmental Connection Magazine

Digital and Print Overview



The quarterly *Environmental Connection* Magazine features articles, interviews, columns, and peer-reviewed technical contributions. The magazine offers innovative and thought-provoking articles that directly benefit our members. The caliber of content is why the magazine is considered one of the most valuable benefits of membership! The magazine is available in print to members only and shared electronically with members and nonmembers.

- More than 2,000 printed magazines are mailed to national and international members during the year and distributed at regional IECA events.
- An additional 2,000 copies are distributed to attendees at the IECA Annual Conference.
- The digital edition is emailed quarterly to an additional 9,000 erosion and sediment control and stormwater management professionals.
- Electronic editions are available online for review for up to five years.

Editorial Calendar

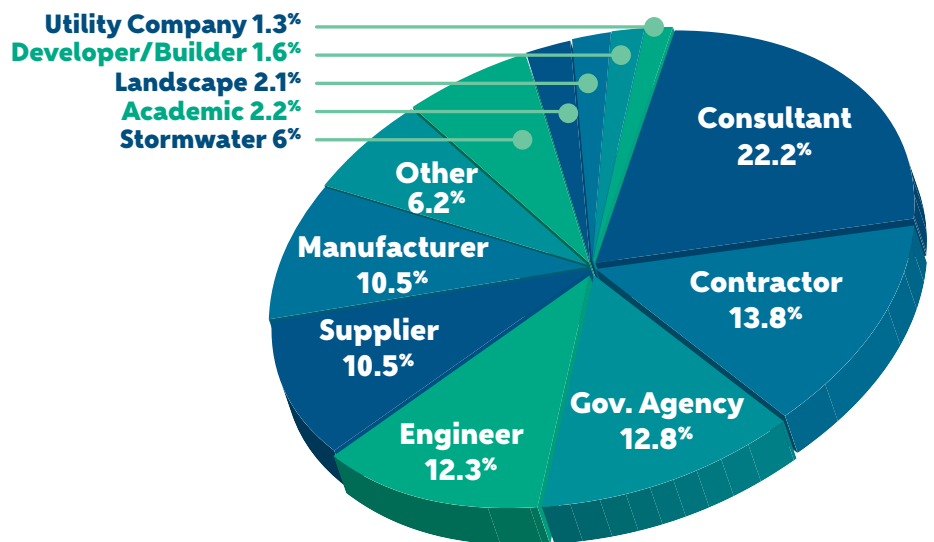
January/February
MS4 Management

April/May
Stormwater Management

July/August
Erosion and Sediment Control

October/November
Wetland, Streambank and Shoreline Restoration

Chapter Membership



The International Erosion Control Association Media Kit

Display Advertisement Rates

	2x	4x
Inside Front Cover	\$2,690	\$2,290
Inside Back Cover	\$1,830	\$1,520
Back Cover	\$2,170	\$1,830
Spread (2-full pages)	\$2,630	\$2,290
Full Page	\$1,480	\$1,190
1/2 Page	\$840	\$650
1/3 Page	\$730	\$590
1/6 Page	\$610	\$490

Environmental Connection Magazine Advertorial

Work with our editorial team to create an article to promote an industry solution using your product or service. Our designer will layout the copy based on ad specs, photos, and company logo as allowed. The article will be marked as "sponsored content" and will be promoted in the *Environmental Connection* Magazine print and digital version. Price is based on full-page advertising.

Full Page Advertorial \$1,480

Note: Company must be an IECA organizational member to receive the member pricing rate. Individual memberships are not applicable to receive the member discounted rate. Pricing is per ad and valid from January 2023 through December 2023. January/February pricing is an additional \$99, based on increased distribution. Please include website link in your ad for the digital edition that is emailed to IECA members and non-members.

Non-member rates subject to a 15% premium

Specifications

Covers & Full Pages



7.5"W x 10"H

Covers & Full Pages with Bleed



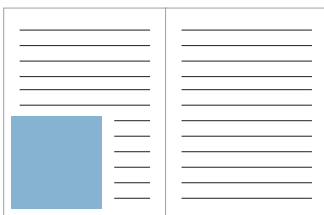
8.75"W x 11.25"H
 Bleed: 0.125"
 (8.5"W x 11"H trim size)

1/2 Page Horizontal



7.5"W x 4.75"H

1/3 Page Square



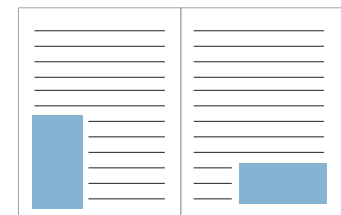
4.9375"W x 4.75"H

1/3 Page Vertical



2.375"W x 9.625"H

1/6 Page



2.375"W x 4.75"H
 4.9375"W x 2.25"H

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Details & Deadlines

Quarter 1

IECA Annual Conference Edition

Ad Close: November 15, 2022

Ad Materials Due: November 18, 2022

Print Distribution: 4,000

Electronic Distribution: 10,100

Mail Out Date: December 30

(Base distribution: 2,000. Additional 2,000 distributed at the 2023 IECA Annual Conference and Expo)

Quarter 2

Ad Close: February 16, 2023

Ad Materials Due: February 20, 2023

Print Distribution: 2,200

Electronic Distribution: 10,100

Mail Out Date: March 30

(Base distribution: 2,000. Additional 200 distributed at the IECA MS4 Conference)

Quarter 3

Ad Close: May 18, 2023

Ad Materials Due: May 22, 2023

Print Distribution: 2,750

Electronic Distribution: 10,100

Mail Out Date: June 29

(Base distribution: 2,000. Additional 750 distributed at the IECA Great Connections and Mid-Atlantic Conferences, and the Seattle and Canadian Regional Events)

Quarter 4

Ad Close: August 18, 2023

Ad Materials Due: August 22, 2023

Print Distribution: 2,400

Electronic Distribution: 10,100

Mail Out Date: September 29

(Base distribution: 2,000. Additional 400 distributed at the IECA Texas | and Mountain State Conferences)

Materials are Due Five Weeks Prior to Mail Date. Payment is Due Two Weeks Prior to Mail Date.

Ad Submission

Upload files at www.llmpubs.com
or email pdf to ads@llmpubs.com

- Name files clearly, indicating your company name and publication.
- Please allow up to 2 business days for confirmation of receipt and the status of your ad.
- Email ads@llmpubs.com for more detailed specifications.

Need help creating an ad?

Free Ad Design!

(with revisions up to 3 proofs).

- Please allow up to 5 business days for first proof. Contact your sales representative for more information.

Contact

For more information, please contact:

Ronnie Jacko

503-445-2234

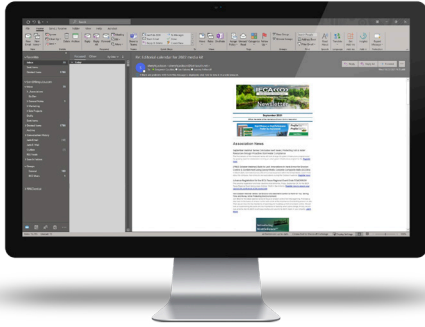
ronnie@llmpubs.com

www.LLMpubs.com



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Digital Advertising



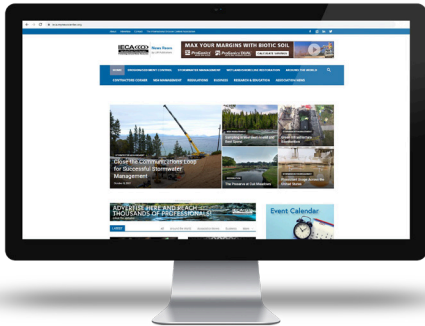
IECA eNewsletter

Reach industry professionals with an ad sent out monthly to all IECA members and contacts.

Note: 20% of eNewsletter advertising goes towards IECA partnership levels.

Distribution: 10,100+ | **Open Rate:** 28% | **Click Thru:** 13%

- Leaderboard (560 x 100px)
- Sub-Leaderboard (560 x 100px)
- Product Showcase (260 x 300px)
- Box (260 x 200px)
- Banner (560 x 80px)



IECA News Center

The IECA News Center is a portal that serves as a valuable source of information for IECA members and contacts. Here they can find articles regarding current industry news and archived issues of our quarterly magazine *Environmental Connection Magazine*, and our monthly eNewsletter

- Leaderboard (728 x 90px)
- Sub-Leaderboard (728 x 80px)
- Product Showcase (300 x 250px)
- Box (300 x 250px)
- Banner (696 x 80px)

Package 1 (1 available)

- eNewsletter Leaderboard
- News Center Leaderboard

6 month contract: \$2,860
12 month contract: \$5,460

Package 2 (1 available)

- eNewsletter Sub-Leaderboard
- News Center Sub-Leaderboard

6 month contract: \$2,600
12 month contract: \$4,940

Package 3 (2 available)

- eNewsletter Product Showcase
- News Center Product Showcase

6 month contract: \$2,340
12 month contract: \$4,420

Package 4 (2 available)

- eNewsletter Box Ad
- News Center Box Ad

6 month contract: \$2,080
12 month contract: \$3,900

Package 5 (2 available)

- eNewsletter Banner
- News Center Banner

6 month contract: \$1,820
12 month contract: \$3,380

All packages billed monthly

Please see previous page for ad submission and contact details