

IECA

International Erosion Control Association[®]
Protecting Soil and Water Resources

MEDIA KIT

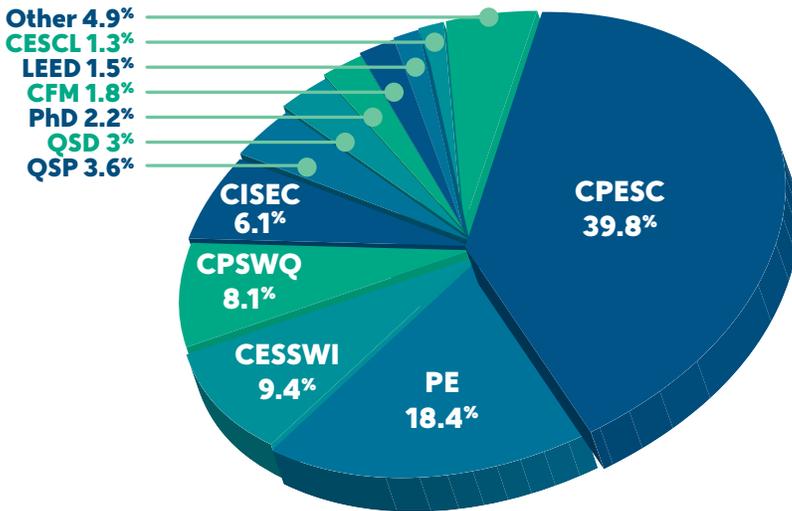


The International Erosion Control Association Media Kit

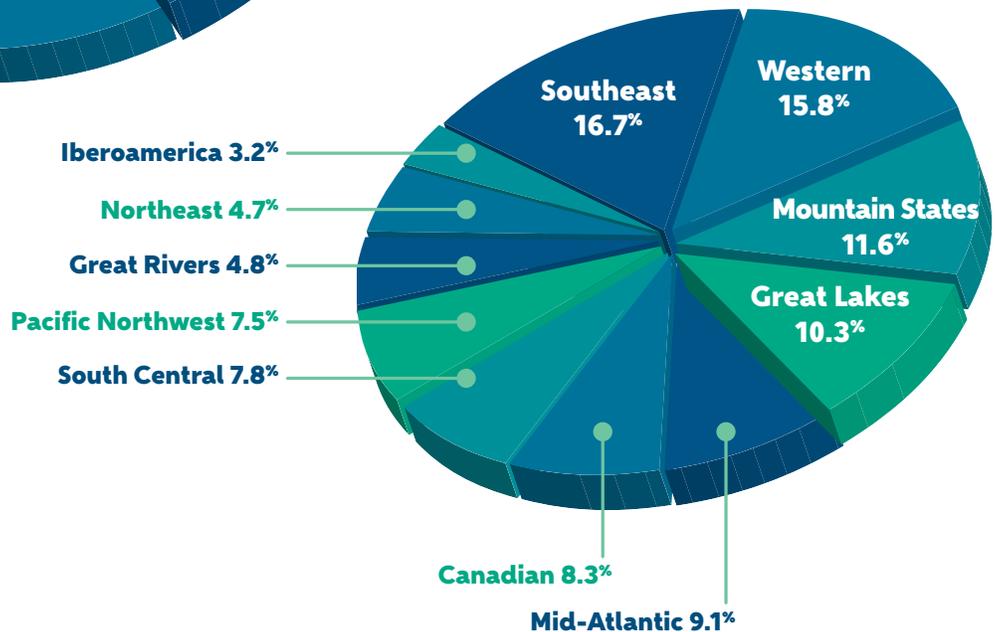
About IECA

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

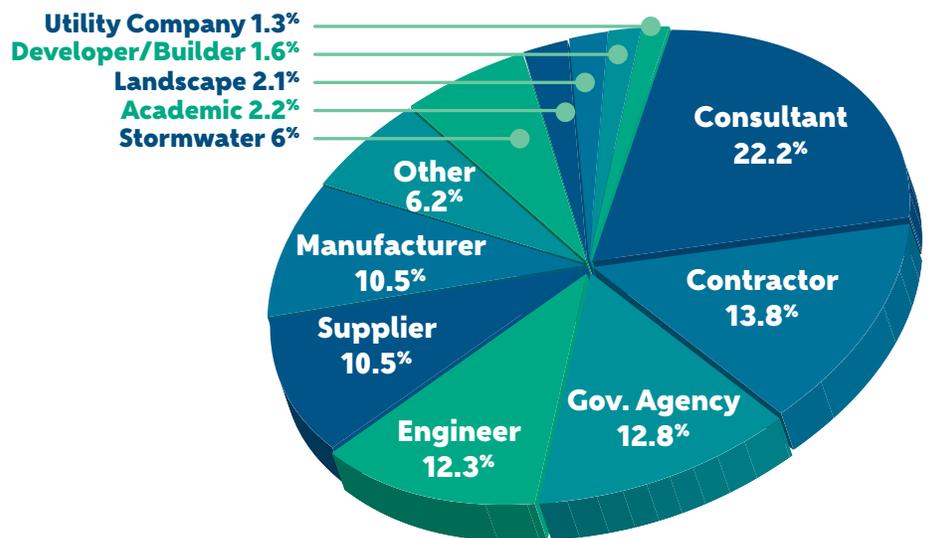
January/February
 Stormwater Management

April/May
 MS4 Management

July/August
 Erosion and Sediment Control

October/November
 Wetland, Streambank and
 Shoreline Restoration

Chapter Membership



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Display Advertisement Rates

	2x	4x
Inside Front Cover	\$2,325	\$1,975
Inside Back Cover	\$1,575	\$1,310
Back Cover	\$1,875	\$1,575
Spread (2-full pages)	\$2,275	\$1,980
Full Page	\$1,275	\$1,025
1/2 Page	\$725	\$560
1/3 Page	\$625	\$510
1/6 Page	\$525	\$425

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.

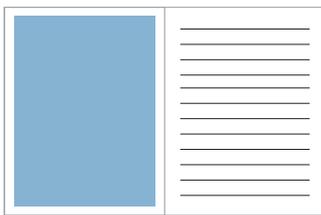
Full Page Advertorial \$1,275

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 2021 through December 2021. 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

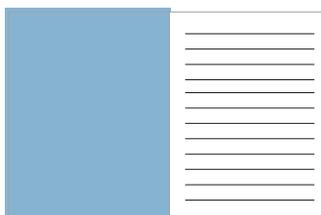
Specifications

Covers & Full Pages



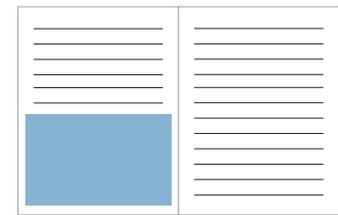
7.5"W x 10"H

Covers & Full Pages with Bleed



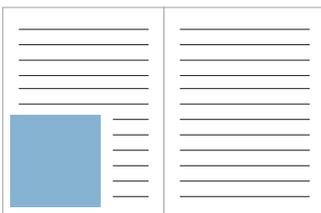
8.75"W x 11.25"H
 Bleed: 0.125"
 (8.5"W x 11"H trim size)

1/2 Page Horizontal



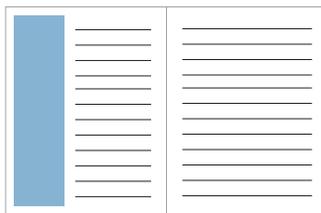
7.5"W x 4.75"H

1/3 Page Square



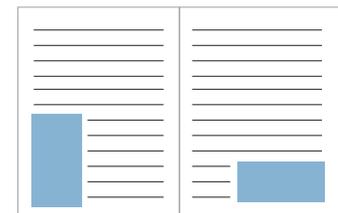
4.9375"W x 4.75"H

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

April/May Post Conference Edition

Ad Close: February 18
Ad Materials Due: February 22
Print Distribution: 2,200
Electronic Distribution: 10,100
Mail Out Date: April 1
(Base distribution: 2,000. Additional 200 distributed at the IECA MS4 Conference)

July/August 2020 Summer Edition

Ad Close: May 20
Ad Materials Due: May 24
Print Distribution: 2,750
Electronic Distribution: 10,100
Mail Out Date: July 1
(Base distribution: 2,000. Additional 750 distributed at the IECA Great Connections and Mid-Atlantic Conferences, and the Seattle and Canadian Regional Events)

October/November Preconference Edition

Ad Close: August 20
Ad Materials Due: August 24
Print Distribution: 2,400
Electronic Distribution: 10,100
Mail Out Date: October 1
(Base distribution: 2,000. Additional 400 distributed at the IECA Texas | and Mountain State Conferences)

January/February IECA Annual Conference Edition

Ad Close: November 16
Ad Materials Due: November 19
Print Distribution: 4,000
Electronic Distribution: 10,100
Mail Out Date: December 31
(Base distribution: 2,000. Additional 2,000 distributed at the 2020 IECA Annual Conference and Expo)

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:

Grandt Mansfield
503-445-2226
grandt@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: \$4,950
12 month contract: \$9,450

Package 2 (1 available)

- eNewsletter Sub-Leaderboard
- News Center Sub-Leaderboard

6 month contract: \$4,500
12 month contract: \$8,550

Package 3 (2 available)

- eNewsletter Product Showcase
- News Center Product Showcase

6 month contract: \$4,050
12 month contract: \$7,650

Package 4 (2 available)

- eNewsletter Box Ad
- News Center Box Ad

6 month contract: \$3,600
12 month contract: \$6,750

Package 5 (2 available)

- eNewsletter Banner
- News Center Banner

6 month contract: \$3,150
12 month contract: \$5,850

All packages billed monthly

Please see previous page for ad submission and contact details