

**IABC**  
**ADVERTISING**  
**OPPORTUNITIES**

**IABC** INTERNATIONAL ASSOCIATION  
OF BUSINESS COMMUNICATORS

# ADVERTISING OPPORTUNITIES with IABC

## IABC: AN INFLUENTIAL NICHE AUDIENCE

Would you like to get your company name and message in front of a unique global audience? The International Association of Business Communicators (IABC) is the association of choice for communication professionals working in diverse industries across the globe.

Members practice the disciplines of corporate communication, public relations, employee communication, marketing, media relations, community relations, public affairs, investor relations, and government relations. IABC members may be self-employed or they may be found in corporations, government, education, or nonprofit organizations. IABC members hold positions of influence and have spending power.

IABC provides these professionals access to timely and authoritative information designed to help them advance in their careers. IABC fosters this knowledge exchange through conferences, events, webinars, online learning, and regular email newsletters and publications.

Advertising your company, association, product or service with IABC is an easy way to reach this audience. Multiple placements offer maximum impact.

1. Place your ad or advertorial in Communication World (CW). IABC's digital magazine is delivered monthly to members' email boxes and available to non-members on [www.iabc.com](http://www.iabc.com)
2. Get noticed in IABC member email communications. Weekly Digest is delivered to all members and Leader Letter is delivered to a core group of dedicated volunteers on a weekly basis.
3. Place your ad, text, or logo on the IABC website, [www.iabc.com](http://www.iabc.com)

# Advertising Opportunities with IABC

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# Ads in Communication World (CW)

## CW EDITORIAL & ADVERTISING CALENDAR 2014

IABC members have purchasing power:

37% indicate that they work with a budget of more than US\$100,000

Issue	Topic	Ad Materials Deadline
September	<b>Gamification: Fun and games can be serious business</b> Using game elements in communication to shape audience behavior is becoming an increasingly sophisticated practice. This issue will explore ways to include gaming elements in your communication to engage audiences in a meaningful way.	8 Aug
October	<b>The art of visual content</b> From multifaceted infographics and stunning professional video to social media tools like Instagram and Vine, there is no shortage of visual communication options. We'll look at how to choose the tools that work best with your overall communication strategy.	8 Sep
November	<b>Brand journalism: Creating value and showing results</b> Brand journalism (also known as content marketing) is used to drive engagement by making the brand experience more relevant to the user. This issue will share best practices and explore what makes an excellent brand content strategy.	10 Oct
December	<b>Reputation and transparency: Cultivating your authentic voice</b> This issue will look at what role transparency plays in an organization's reputation—both online and off—and will offer expert advice on how organizations can bolster their reputation by becoming more transparent, open and authentic.	7 Nov
	<p><b>Topics in 2015 will include:</b></p> <ul style="list-style-type: none"> <li>• strategic communication planning</li> <li>• marketing communication</li> <li>• social media/new media</li> <li>• public relations/media relations</li> <li>• employee communications</li> <li>• career advice for communications professionals</li> <li>• communicating globally across cultures</li> <li>• speechwriting/presentations</li> <li>• crisis communication</li> </ul>	

# Ads in Communication World (CW)

## CW BANNER ADS

Ad space on the Communication World site is available in a variety of sizes.

The ad may include one link. (Please provide appropriate URLs with materials. PNG files preferred.)

Pricing for Leaderboard ad:

1x US\$1,535 | 3x US\$1,415 | 6x US\$1,270 | 12x US\$1,143

Leaderboard ad: 730 pixels wide x 100 pixels tall (placed at the top of the site)



Pricing for Sidebar banner ad:

1x US\$1,335 | 3x US\$1,215 | 6x US\$1,070 | 12x US\$943

360 pixels wide x 180 pixels tall OR 360 pixels x 360 pixels



Pricing for Banner ad, end of article:

3x US\$1,215 | 6x US\$1,070 | 12x US\$943

Banner ad, end of article: 730 pixels wide x 100 pixels tall



# Ads in Communication World (CW)

## CW SPONSORED CONTENT/ADVERTORIAL & CW NEW ISSUE EMAIL

### CW SPONSORED CONTENT/ADVERTORIAL

CW New Issue Email Demonstrate your company's thought leadership with in-depth sponsored content. Provide an MS Word file, including any relevant URLs. The suggested word count for advertorials is 500–1,200 words.

Pricing for sponsored content/advertorial: 1 x only US\$4,000

### CW NEW ISSUE EMAIL

When IABC membership is alerted by email about a new digital issue, make sure your message also makes an impact with an ad unit within the email message.

Pricing for new issue email:

1x US\$2,310 | 3x US\$2,100 | 6x US\$1,850 | 12x US\$1,630

Width: 169 pixels x Height: may vary.

For details, contact Marie Coppola at +1 415 544 4720 or [mcoppola@iabc.com](mailto:mcoppola@iabc.com)

# Ads in Member Email Communications

## WEEKLY DIGEST & LEADER LETTER

### WEEKLY DIGEST

A primary vehicle for communications with our members about programs, news and opportunities to advance for professional development.

Pricing: 1 x US \$2,600

- # of recipients: 14, 833 weekly
- Open rate: 3,500 to 4,000/week
- Standard banner ads
  - 728 x 90 pixels for the top
  - 175 x 350 pixels sidebar ads

### LEADER LETTER

A primary vehicle for communications with our members about programs, news and opportunities to advance for professional development.

Pricing: 1 x US\$2,500

- # of recipients: prequalified monthly
- 300 - 400 viewers per month
- Standard banner ads
  - 728 x 90 pixels for the top
  - 175 x 350 pixels sidebar ads



# Ads on IABC's Website

WWW.IABC.COM

## ADS

Rate based on \$20.00/thousand impressions: can be purchased on weekly or monthly basis. There are a multitude of options for advertising on the IABC website. All ad rates are based on number of impressions. Provided here are a couple of examples. Please contact us to discuss your specific interest.

- Home page receives 7,000 unique visitors per week
- Job page receives 16,000 visitors per week
- Over two dozen pages available
- Leaderboard 728 x 90 pixels
- Skyscraper 120 x 600 pixels
- Small square 200 x 200 pixels



For more information contact: Marie Coppola, Advertising Manager,  
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