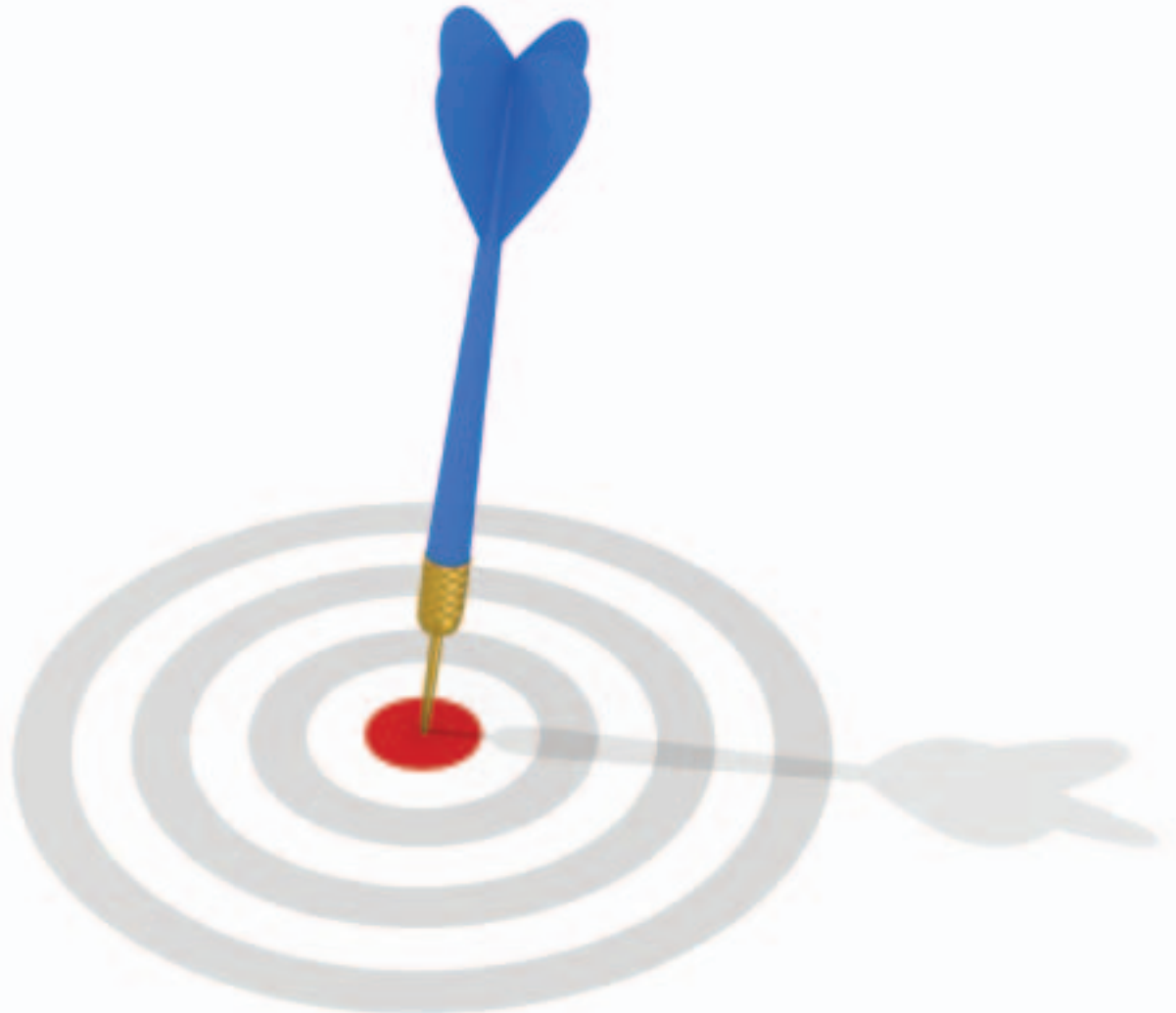


Reach Your Target:

Information Management Decision Makers & Influencers



There's only one source you can count on
to give you the impact you want:

ARMA INTERNATIONAL'S
INFORMATION
MANAGEMENT
MAGAZINE

INFORMATION MANAGEMENT

Make sure your message reaches the top 11,000+ managers of records and information management worldwide.

Get Their Attention!

Managing information assets is critical to every organization. As a solution provider, your goal is to find the best ways to get our audience's attention. Your best bet: ARMA International's **Information Management** magazine. It examines the business and technology issues of managing information governance, risk, and compliance.

Information Management magazine is the next generation of *Information Management Journal*. The name change, albeit minor, more accurately reflects this focus.

Reap the Benefits

Some of the advantages of advertising in **Information Management** include:

- Better targeting of audience – reach the people who are most likely to be interested in the solutions you offer.
- Greater visibility – high reader involvement means your advertisement will more likely get their attention.
- More “real estate” – it's easier to get your message across because you have more physical space in which to do it.
- Staying power – print advertising has longevity; 73% of our readers keep their copy of the magazine for reference.

Information Management is published by ARMA International, the professional association and authority on managing records and information. Its readers are a highly focused group of records managers, attorneys, IT managers, and other professionals responsible for managing the growing volume of information assets generated by organizations of all sizes and in all industries.

The magazine is distributed to all ARMA International members as a benefit of their membership in the association. It is also available by subscription to non-members, libraries, and other organizations.

▶ ADVERTISING RATES

Black & White Gross Rates

Size	1X	3X	6X
Full Page	\$1,882	\$1,702	\$1,538
1/2 Page	\$1,440	\$1,317	\$1,256
1/3 Page	\$1,243	\$1,123	\$1,067
1/4 Page	\$1,038	\$ 926	\$ 866

Four Color Gross Rates

Size	1X	3X	6X
Full Page	\$2,978	\$2,810	\$2,635
1/2 Page	\$2,538	\$2,416	\$2,254
1/3 Page	\$2,343	\$2,221	\$2,166
1/4 Page	\$2,147	\$2,128	\$1,963

Great Rate! Double Your Exposure: Spreads – Four Color

Standard Units	1X	3X	6X
2-Page Spread	\$5,011	\$4,713	\$4,435
1/2-Page Spread	\$4,272	\$4,067	\$3,962

Covers

Only six-time contracts with four-color will guarantee cover positions. Other cover insertions accepted on an “as available” basis only. Bleed charges do not apply. Covers are non-cancellable.

4C Inside Front/Back Cover	\$4,173
4C Back Cover	\$4,494

Special Positions

Add 10% to applicable space rates.

Color Charges

Two color PMS, metallic, and five-color rates available upon request and will incur additional costs. Please contact us for pricing.

Commissions

Fifteen percent (15%) of gross billing allowed to recognized agencies on space, color, and position when payment is received within 30 days of invoice date.

Bleeds

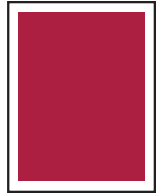
Add 10% to applicable space rates, except for covers.

Ad Design

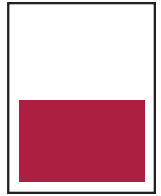
In-house design available. Please contact us for pricing.

Poly-Bag Outserts, Inserts, Business Reply Cards & Wrappers

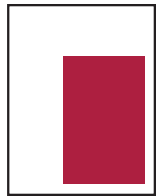
Please contact us for rates & mechanical specifications.



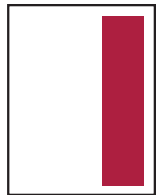
Full Page
7-3/8" x 9-7/8"



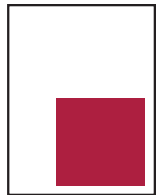
1/2-Page Horizontal
6-3/4" x 4-3/8"



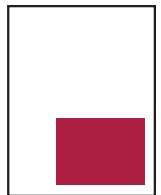
1/2-Page Island
4-3/8" x 7"



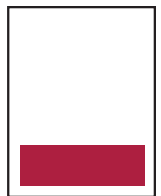
1/3-Page Vertical
2-1/4" x 9"



1/3-Page Square
4-3/8" x 4-3/4"



1/4-Page Vertical
4-3/8" x 3-3/4"



1/4-Page Horizontal
6-3/4" x 2-3/8"

▶ MECHANICAL SPECIFICATIONS

Trim Size: 8-3/8" x 10-7/8"

Bleeds: Exceed trim size by 1/8" on all sides. Keep text 1/4" away from trim.

Half Tones: Line screen 150

Printing Method: Web Press

Color Ads: Must be accompanied by a high-res color proof.

Size	Width x Depth (inches)
Full Page	7-3/8" x 9-7/8"
Full Page Bleed	8-5/8" x 11-1/8"
1/2 Page (horizontal)	6-3/4" x 4-3/8"
1/2 Page (island)	4-3/8" x 7"
1/3 Page (vertical)	2-1/4" x 9"
1/3 Page (square)	4-3/8" x 4-3/4"
1/4 Page (vertical)	4-3/8" x 3-3/4"
1/4 Page (horizontal)	6-3/4" x 2-3/8"
Center Spread	15-3/4" x 9-7/8"

Preferred Materials: High-res PDF files are preferred. Digital files should be submitted as a Quark, Photoshop, or Illustrator file (Macintosh); fonts must be included. If advertiser does not supply a high-res color proof of ad, ARMA International takes no responsibility for color accuracy. Files may be sent in any electronic medium or e-mailed upon notification to ARMA International. All bleeds exceed trim size (8-3/8" x 10-7/8") by 1/8" on all sides.

Alterations: Digital artwork required. Advertisers will be billed for all production work required at a rate of \$150 an hour (1 hour minimum).

▶ DEADLINE SCHEDULE

January/February 2009

Bonus Distribution: *Legal Tech*

Ad Space: **Nov. 10, 2008**

Ad Materials: **Nov. 24, 2008**

To Mail: **Jan. 5, 2009**

July/August 2009

Bonus Distribution: *ILTA*

Ad Space: **May 14, 2009**

Ad Materials: **May 28, 2009**

To Mail: **July 2, 2009**

March/April 2009

Bonus Distribution: *AIIM, ABA*

Ad Space: **Jan. 29, 2009**

Ad Materials: **Febr. 12, 2009**

To Mail: **March 5, 2009**

September/October 2009

Bonus Distribution: *ARMA Conference & Expo '09*

Ad Space: **July 16, 2009**

Ad Materials: **July 30, 2009**

To Mail: **Sept. 3, 2009**

May/June 2009

Ad Space: **March 16, 2009**

Ad Materials: **March 30, 2009**

To Mail: **May 5, 2009**

November/December 2009

Ad Space: **Sept. 10, 2009**

Ad Materials: **Sept. 24, 2009**

To Mail: **Nov. 5, 2008**

Press releases and editorial inquiries to editor@arma.org.

▶ CONTACT INFORMATION

Pat Smithson

Advertising Sales Manager

+1 888.277.5838

+1 913.217.6022

Fax: +1 913.341.3742

pat.smithson@armaintl.org

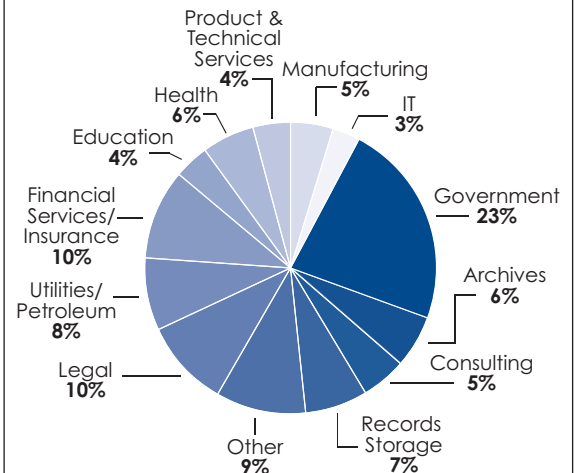
INFORMATION MANAGEMENT

Make Sure You're Where Customers Can See You!

Let your customers – current and prospective – know you're there. Advertise in a publication that has stood the test of time and delivers!

79%
of Readers Faithfully
Read the Magazine

ARMA International Membership by Industry



90%
of ARMA Members
Play a Role in Product
or Purchase Decisions

PLACEMENT REQUEST FORM

Company Name: _____

Address: _____

City: _____ State/Prov.: _____ Country: _____ ZIP/Postal Code: _____

Phone: () _____ Fax: () _____

Contact Name: _____

E-mail Address: _____

► Yes, I would like to reserve space in ARMA International's INFORMATION MANAGEMENT magazine

1. Frequency: _____ 1x _____ 3x _____ 6x

2. Start Date: _____ **End Date:** _____

3. Months of Insertion: Please indicate appropriate month and check (✓) whether materials are new or a pick-up from a previous month.

_____ Jan/Feb	_____ Mar/April	_____ May/June	_____ July/August	_____ Sept/Oct	_____ Nov/Dec
_____ New art	_____ New art	_____ New art	_____ New art	_____ New art	_____ New art
_____ Pick up from	_____ Pick up from	_____ Pick up from	_____ Pick up from	_____ Pick up from	_____ Pick up from

4. Ad Size: All ads must conform to the sizes below. Please review the mechanical specifications page.

_____ Full Page	_____ 1/2 Page (island)	_____ 1/2 Page (horizontal)
_____ 1/3 Page (vertical)	_____ 1/3 Page (square)	_____ 1/4 Page (vertical) _____ 1/4 Page (horizontal)

5. Spreads: _____ Two-Page Spread _____ 1/2-Page Spread

6. Color of Ad: _____ Black & White _____ 2 Color _____ 4 Color _____ Bleed*

7. Placement: _____ Inside Front Cover _____ Inside Back Cover _____ Back Cover
 _____ Center _____ Other

8. Cost Per Insertion:

	Space Rate	\$ _____
_____		\$ _____
_____		\$ _____
_____		\$ _____
	TOTAL	\$ _____

By signing this contract, you agree to follow all advertising conditions listed on the INFORMATION MANAGEMENT magazine rate card and in the General Conditions.

Please refer to the rate card for specific rates and production information.

Adv. Authorized Signature _____ Date _____

ARMA Signature _____ Date _____

Title: _____

Title: _____

Deliver contract and advertising materials to:

ARMA International
 ATTN: Pat Smithson
 13725 W. 109th St., Suite 101
 Lenexa, KS 66215 USA
 Fax: 913.341.3742 • pat.smithson@armaintl.org

Please see reverse side for general conditions.

A copy of this contract will be returned to advertiser and agency upon approval by ARMA International.

CLOSING DATES & INSERTIONS:

1. Insertion orders must arrive at ARMA International by the space closing date listed on the **Information Management's** rate card or advertising will not be published for that issue. Verbal confirmations are not acceptable.
2. Artwork and ad materials must arrive at ARMA International no later than the deadline dates indicated in the **Information Management** rate card.
3. The previous ad will be repeated if new artwork is not received by the closing date.
4. The publisher reserves the right to determine ad placement, although every effort will be made to fulfill placement requests.
5. Artwork will be destroyed 12 months after last insertion unless specific written instructions are received indicating art is to be returned.
6. Advertisers under contract will be rate-protected as per the terms of the contract.
7. Subject matter, size, wording, illustration, and typography of all advertising is subject to publisher's approval. Advertisers and agencies assume liability for the content of their advertisements and assume responsibility for any claims therefore made against the publisher.

CANCELLATIONS:

8. No cancellations or changes in insertion orders will be accepted after the space reservation closing date. Cancellations must be received in writing 30 days preceding date of insertion. Any advertiser cancelling after the space reservation deadline must pay the full charge for space.
9. Advertisers who fail to comply with frequency contracts will incur a short rate.

PAYMENT:

10. Recognized agencies receive 15 percent commission only when invoices are paid within 30 days. NO EXCEPTIONS.
11. Advertisers and advertising agencies are jointly responsible for the payment of all insertions.
12. ARMA International will invoice the advertising agency or advertiser immediately after publication and will send two copies of the magazine as proof of insertion.
13. Payment must be received within 30 days after the invoice date or service charges will be incurred.
14. The publisher reserves the right to require full payment in advance for companies with poor credit history.

Note: First-time advertisers should pre-pay either with their insertion order or prior to their first publication date or have an approved line of credit with ARMA International.

DELIQUENT ACCOUNTS:

15. Those accounts that are outstanding for 60 days or more by the space closing date of the current issue will be restricted from advertising until payment is received, and the account will be referred to the principal client. Payment not received after 90 days will be turned over to a collection agency.

Don't miss this opportunity

to reach records & information managers worldwide at a nominal cost



2008 ADVERTISERS

3M

Access Sciences Corporation

AIMM

Allegheny Paper Shredders
Corp.

Belfor USA

Bankers Box®

Brinks

CA

Chippewa Valley Technical
College

CMS Watch

DACS Inc.

Dahle Noth America

DHS Worldwide Software

Entium

Fellowes Inc.

FileTrail

Fujitsu

HP

Huron Consulting

Information Requirements
Clearinghouse

Information Technology
Group

Iron Mountain

IQPC

MBM Corporation

Munters Moisture Control

National Association for
Information Destruction (NAID)

OmniRIM

O'Neil Software Inc.

OPEX Incoming & Scanning

Paige Company, The

REB Storage

Recall

San Jose State University

Securit-Shred-It

Smead

University of South Australia

Zasio Enterprises