



# 2024 MEDIA PLANNER

## IPSSA is Excited to Announce our Latest Publication Program for 2024!

Your company will be able to efficiently maximize your marketing dollars through IPSSA's uniquely targeted advertising program which offers:

- ✓ **Year-Round Exposure** to more than 2,700 Pool and Spa Professional owners and industry companies via digital media (twelve issues a year) and print (three issues a year) in California, Arizona, Nevada, Texas, Georgia and Florida. Percentage of IPSSA members in each region is as follows:

Region 1: Northern California – 11%  
Region 2: Central California – 15%  
Region 3: North LA County – 9%  
Region 4: South LA County – 5%  
Region 5: Orange County – 9%  
Region 6: Inland Empire – 8%

Region 7: San Diego County – 9%  
Region 8: Arizona/Nevada – 5%  
Region 9: Texas South – 9%  
Region 10: Bay Area South – 9%  
Region 11: Florida/Georgia – 5%  
Region 12: Texas North – 6%

- ✓ **Frequency, Brand Recognition, or Target Marketing**

Optimize your marketing through IPSSA promotion vehicles:

- You company's ad in the IPSSAN Monthly Newsletter, which has a 56% open rate!
- Opportunity to submit New Products, Business News and Educational Articles each month in the IPSSAN at **no cost**
- Company Bio at **no cost** in the IPSSAN
- Upgrade to Silver, Gold, Platinum, and Titanium membership– advertising in the IPSSAN is included PLUS you will be recognized with your company logo on our Sponsor Scroll on the IPSSA website along with many other upgraded benefits
- Website Banner Ad Option - the IPSSA website is information central for our members and those seeking information about the pool service industry in six states. Ads and content are updated regularly. Only one ad size is available for the banner ads and your paid ad will link directly to your company's website.

*Advertising with IPSSA is specially dedicated and offered to only to IPSSA Industry Partners. If you're not already a member of IPSSA, you can [sign up now](#) so don't miss out on this unique marketing opportunity for your company. Contact [editor@ipssa.com](mailto:editor@ipssa.com) to advertise with us!*

# IPSSAN Media Planner

## Advertising Opportunities

### **IPSSAN Newsletter:**

IPSSA produces 12 digital newsletters annually and two in print. All issues offer full color. Advertisements, Product Features, Business News and Company Spotlights are exclusively for IPSSA Industry Partners only. All digital advertisements include a hyperlink to your company website.

Display ads range in size from 1/4 Page to Full Page.

You decide the impact you want to make!

### Ad Rates \*Prices reflect per insertion rate

Ad Size	(1x)	(3x)	(6x)	(12x)
Full Page	\$515	\$1,390	\$2,475	\$4,325
2/3 Page	\$315	\$850	\$1,510	\$2,645
1/2 Page	\$230	\$625	\$1,110	\$1,940
1/4 Page	\$105	\$285	\$505	\$880

**Classified Ads:** \$20 per Column Inch.  
Column Inch = 1-3/4" wide

**Guaranteed Special Position:** Other than Covers, a 15% surcharge will be added to secure preferred position. Otherwise all space requests will be accommodated at the discretion of the publisher and space available.

### **Direct Mail Marketing:**

IPSSA does not release its membership list. For a fee plus postage, your stuffed and sealed envelopes will be mailed to the full membership or to specific regions.

Items must receive approval before being accepted for direct mail. The fee for regular members and Industry Partners is \$2.50 per name plus first class postage.

## Ad Size Requirements for IPSSAN

Ad Size	Digital W x L	Print W x L
Full Page	10" x 16"	8.5" x 11.125"
2/3 Page	5" x 12"	4.875" x 7.5"
1/2 Page	10" x 8" or 4.875" x 16"	7.375" x 4.875" or 3.65" x 9.875"
1/4 Page	4.875" x 8" or 8" x 4.875"	3.65" x 4.875" or 4.875" x 3.65"

### **Production Requirement:**

Artwork must be submitted by the monthly deadline (please refer to page 4) and match the above specified dimensions. Print Ads should be sent as a PDF file at a minimum of 300 dpi. Photos should be submitted as JPG files at a minimum of 72 dpi. If artwork is not submitted at the requested specs, IPSSA cannot guarantee the quality of your advertisement once published. All advertisements must abide by IPSSA's [Advertising Policy](#).

Ad Payments: You will be invoiced upon confirmation. Ads can be paid by credit card or check. Payment is due by artwork deadline (some exceptions may apply). Multiple insertions can be paid individually. **Payable to IPSSA, PO Box 254645, Sacramento, CA 95865.**

Submit contracts, insertion orders, confirmations and artwork to: [editor@ipssa.com](mailto:editor@ipssa.com)

# IPSSAN Advertising Contract & Insertion Order



Date: \_\_\_\_\_.

THE INDEPENDENT POOL & SPA SERVICE ASSOCIATION is authorized to insert advertising for \_\_\_\_\_ as specified below and in accordance with the rates and terms of the Currently Listed Rates. For a frequency discount, specify the number of insertions to be contracted for and placed within one year of the starting issue.

**SPECIFICATIONS:** Number of PRINT AD Insertions \_\_\_\_\_ Starting Issue \_\_\_\_\_

Comments: \_\_\_\_\_

## Print Ad Details — IPSSAN

**Ad Size (Full, 1/2 Page, etc.)** \_\_\_\_\_.

**Desired Size/Measurements:** \_\_\_\_\_.

*(See Ad Size Requirements on previous page)*

**Frequency:** \_\_\_\_\_.

### Please Specify

\_\_\_\_ Electronic artwork will be supplied as specified

\_\_\_\_ Pick up previous artwork

**Print Ad Total: \$** \_\_\_\_\_.

**Reminder: New advertisements are due each month by the date listed in the IPSSAN Article/ Advertisement Planner.**

**Send Signed Contract to: editor@ipssa.com**

Agreed to by Company: \_\_\_\_\_ Contact \_\_\_\_\_

Authorized Sig: \_\_\_\_\_ Billing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Phone ( ) \_\_\_\_\_

E-Mail \_\_\_\_\_ Website \_\_\_\_\_

Accepted by \_\_\_\_\_ (for IPSSA)

This is a legally binding contract. In signing, the advertiser agrees to abide by the contract, [IPSSA's Advertising Policy](#), and to fulfill their obligation to pay IPSSA for all insertions on this contract. Payment is due by artwork deadline - some exceptions may apply.

Multiple insertions can be paid individually with each issue. Proof of insertion will be provided to the advertiser. Publisher reserves the right to hold advertisers and their advertising agencies responsible for all charges and costs. The advertiser and advertising agency agree to indemnify and hold the publisher and their representatives harm-less from any liability by reason of the content of the advertising herein contracted for, including both text and illustration in addition to delays in delivery and/or non-delivery. Artwork changes will be accepted until the closing date; thereafter, previous art-work will be inserted—if not available a 75% fee will be charged. All advertising is subject to the publisher's approval. If more or fewer ads are used than specified in this order, adjustments will be made based on the current rates. No cash refunds will be made. Forwarding of an order is acceptance of all rates and conditions in effect at the time of receipt of the order.

### NOT AN IPSSA INDUSTRY PARTNER?

Get member discounts and increased exposure today! Contact: michelle@ipssa.com

