INTERNATIONAL ASSOCIATION OF VENUE MANAGERS

2022 MEDIA KIT

VENUE PROFESSIONAL

Print & Digital Ad Space in *Venue Professional*

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IAVM NEWS

Advertise in our Weekly Newsletter

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SPONSORED WEBINARS

Educational Webinar Presented by Sponsoring Company

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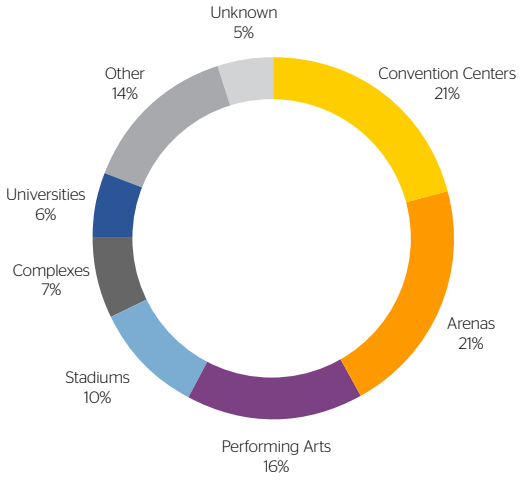
WHAT IS IAVM?

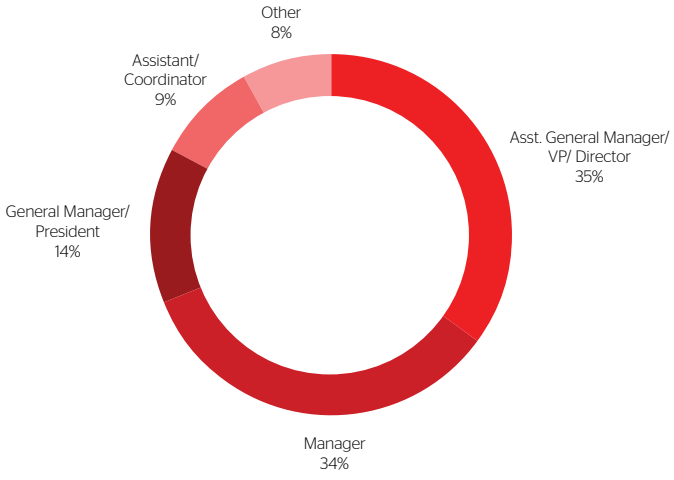
The International Association of Venue Managers (IAVM) is a non-profit organization dedicated to inspiring leaders, building expertise, and creating connections for life within the venue management industry. IAVM hosts industry conferences, provides live safety and security training programs, engages members through exclusive networking opportunities, conducts extensive and insightful research, publishes the most up-to-date industry information, and much more.

Founded in 1924, IAVM represents public assembly venues from around the globe and connects more than 6,500 members from arenas, convention centers, stadiums, performing arts centers, race tracks, universities, complexes, amphitheaters, and fairgrounds. IAVM counts more than 700 allied companies among its members. These companies provide products and services used by venue managers. Through their IAVM membership, allied members are able to present their products to venue professionals representing BILLIONS of dollars in buying power.

IAVM MEMBER BY SECTOR

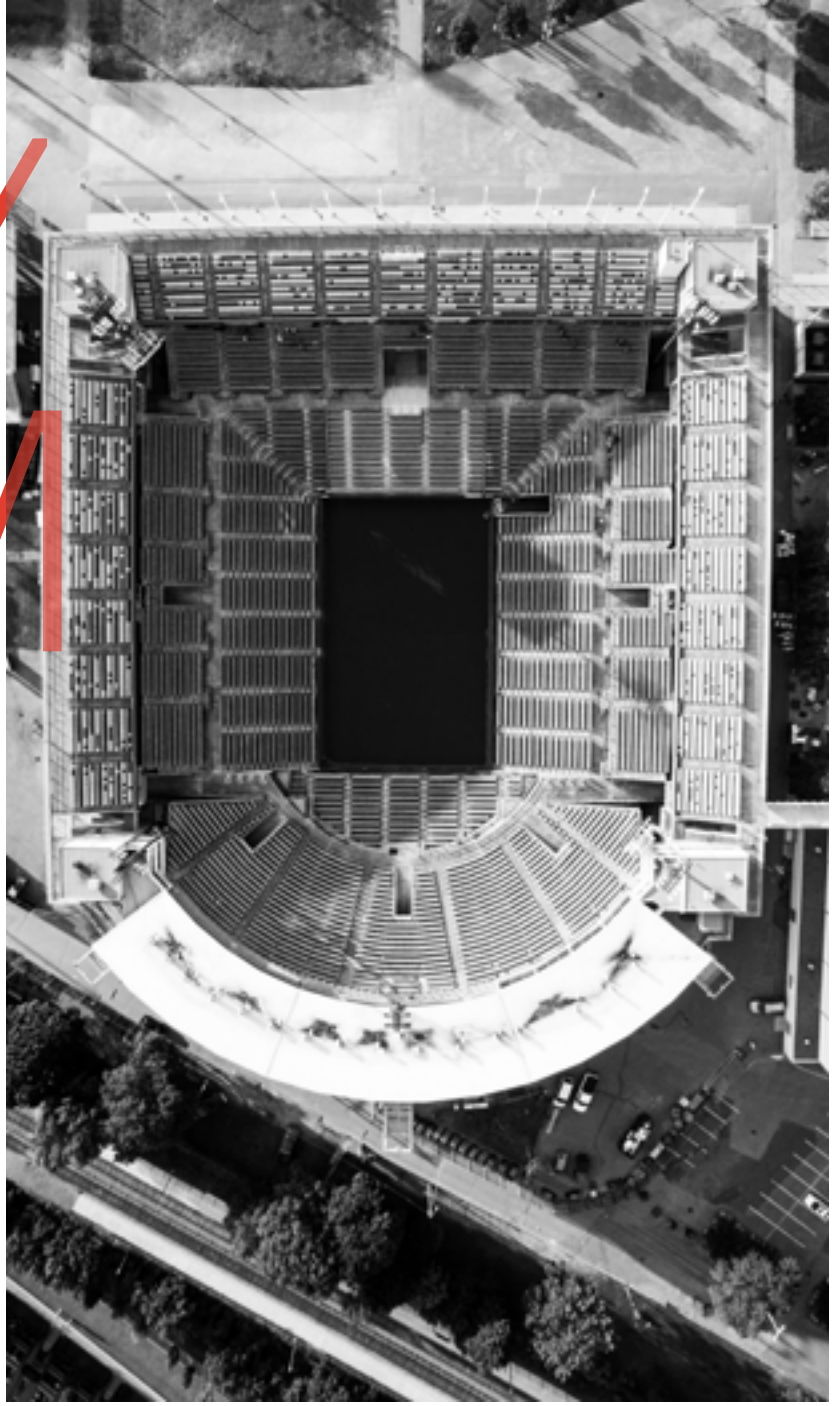


IAVM MEMBER BY TITLE



Through strategic advertising in each of the marketing channels included in this kit, you will be able to enhance your brand awareness, increase your company's exposure, and positively impact your ROI.

WHY IAVM



When you market to IAVM's membership, your business, expertise, and brand are connected to the largest, international audience of top-level, executive venue management professionals, buyers, and influencers in the venue industry with BILLIONS of dollars in purchasing power.

IAVM has developed multiple advertising outlets and media opportunities designed to enhance an advertisers ROI while increasing brand exposure to thousands of venue professionals. The key to the best return on your advertising dollar begins with our 6,500 members.

Our advertisers include suppliers of products and services such as:

- Acoustics
- Architects
- Audio/visual
- Booking Agencies
- Box Office
- Carpeting/flooring
- Computers/software
- Consultants in business ranging from feasibility studies to computers, construction, & security
- Engineers
- Event staging
- Food and beverage
- Hearing & listening devices
- Facial Recognition
- Insurance
- Lighting
- Medical
- Management firms
- Novelties/souvenirs
- Producers & promoters,
- Private management companies
- Scoreboards animations,
- Signage & digital signage
- Security & crowd control
- Sound
- Ticketing
- And so much more!

Venue Professional
2022 EDITORIAL CALENDAR

January / February 2022
(Distributed January)
Ads Due December 1st

Features: Proof of Vaccination/Negative Test, Digital Signage Advertising Programs, Customer Service Training, Design Considerations Pre-Build or Renovate

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March/April 2022
(Distributed March)
Ads Due February 1st

Features: In-Venue Sportsbooks, Cleaning & Disinfecting, Sensory Inclusivity, Recruiting Housekeeping for Reopenings

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May/June 2022
(Distributed May)
Ads Due April 1st

Features: Crowd Control and Communications, Operational Design Efficiency, Sustainability Trends, Pricing Comparisons/Evaluations for Convention Centers

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July/August 2022
(Distributed July)
Ads Due June 1st

Features: F&B/Concession Services, The Digital Ticketing Age, DE&I Update, Latest in Construction

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September/October 2022
(Distributed September)
Ads Due August 1st

Features: Safety & Security Management, Managing Event Staffing/ Staffing Strategies, Clothes Make the Volunteer Usher, Suite Trends & Efficiency

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November/December 2022
(Distributed November)
Ads Due October 1st

Features: Evolution of Venue Technologies, Hacking Up! Cyber Disaster Planning, All in the Family: Multi-Generations in the Industry, Developing Multi-Venue Org Charts

Venue Professional

Venue Professional (*VP*) magazine is your home for reading expert commentary from EVERY sector type. Every issue includes columns specifically addressing amphitheaters/fairgrounds, arenas, convention centers, performing arts centers, stadiums, and universities, as well as ongoing columns from the young professional membership of the association. Of the more than 6,500 IAVM members worldwide who receive *Venue Professional* magazine as a member benefit, approximately 93% are executive directors, general managers, directors and managers. They are the decision makers you want to reach.

Premium Positions	Size	Issue /	Rate
Back Cover	8.125 x 10.875 (with 1/4" bleed beyond trim lines for full page coverage)	1x 3x 6x	n/a n/a $3,685
Inside Front Cover	8.125 x 10.875 (with 1/4" bleed beyond trim lines for full page coverage)	1x 3x 6x	$3,240 $2,985 $2,500
Inside Back Cover	8.125 x 10.875 (with 1/4" bleed beyond trim lines for full page coverage)	1x 3x 6x	$3,240 $2,985 $2,500
First Right Read	8.125 x 10.875 (with 1/4" bleed beyond trim lines for full page coverage)	1x 3x 6x	n/a n/a $2,995
Advertorial	8.125 x 10.875 (with 1/4" bleed beyond trim lines for full page coverage)	1x 3x 6x	$3,000 $2,895 $2,540

General Positions	Size	Issue /	Rate
2 Page Spread	16.25 x 10.875 (with 1/4" bleed beyond trim lines for full page coverage)	1x 3x 6x	$5,340 $4,725 $4,110
Full Page	8.125 x 10.875 (with 1/4" bleed beyond trim lines for full page coverage)	1x 3x 6x	$3,000 $2,895 $2,740
1/2 Page Horizontal	7.125 x 5	1x 3x 6x	$2,110 $1,955 $1,780
1/3 Page	Horizontal: W: 7.125 x H: 3.423	1x 3x 6x	$1,330 $1,195 $980
Professional Directory	3.5 x 2	1x 3x 6x	n/a n/a $470

VP DIGITAL

-Intuitive Navigation

-The ability to add audio and video to your ad space

-And we SAVED THE BEST FOR LAST....Detailed Analytics! Now we can track reader analytics in real time - proving your ROI.

Left Front Cover Ad

$2,400

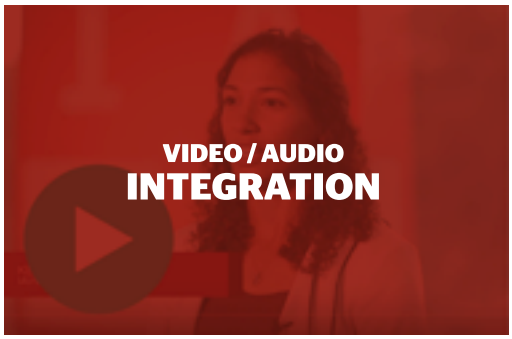
8.125 x 10.875

Video / Audio integration

$2,000

Video: .MOV File
<4 minutes
(< 50mb)

Audio: .MP3 File
< 1 minute

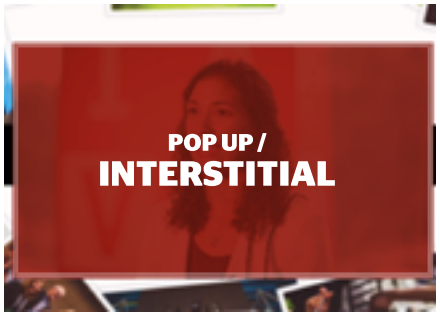


Pop Up/ Interstitial Ad

$2,400

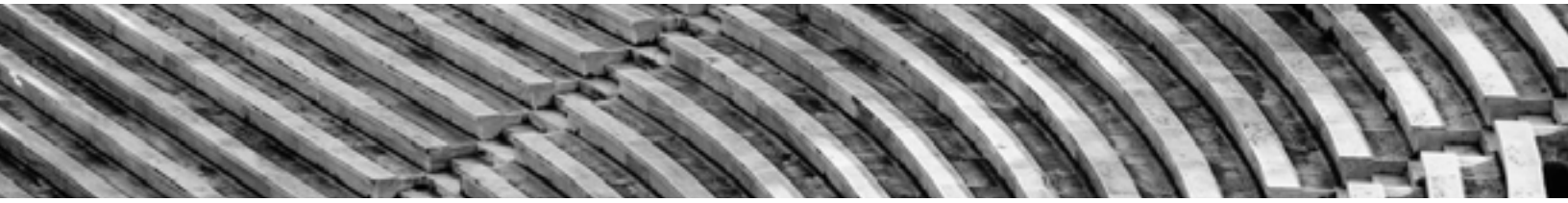
Video: .MOV File
<4 minutes
(< 50mb)

Audio: .MP3 File
< 1 minute



Footer (Call to Action Text)

$800

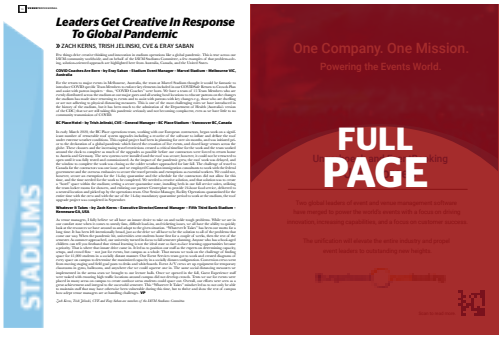


VP DIGITAL

Full Page Ad

$1,800

8.125 x 10.875



Half Page Ad

$1,200

7.125 x 5

1/3 Page Ad

$800

Horizontal:
7.125 x 3.423

IAVM NEWSLETTER

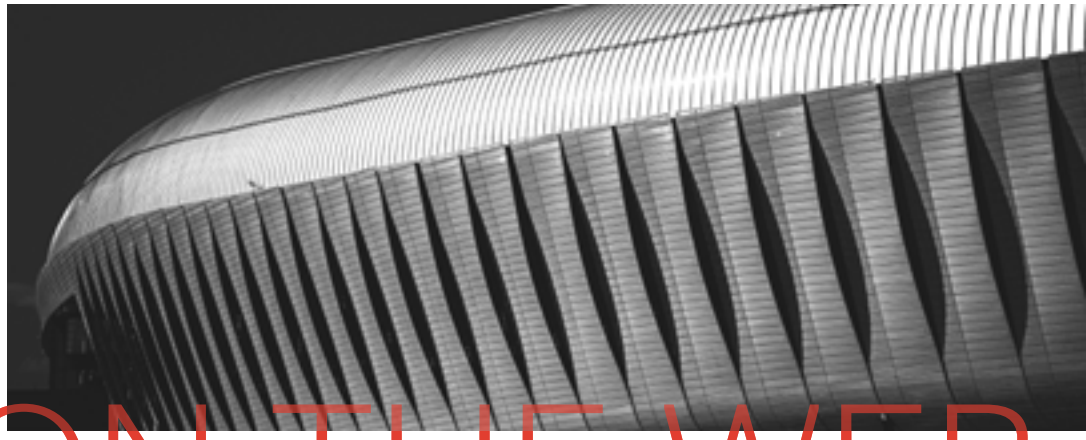
IAVM's weekly newsletter provides more than 11,000 subscribed venue professionals up-to-date industry information. Our goal is to provide relevant and interesting news covering subjects and trending topics related to venues, life safety, educational opportunities, technology, industry events, and so much more.

22.9% CLICK RATE

24.1% OPEN RATE

Position	Size	Issue	Rate
Top Leaderboard	725 x 100 full or rotating banner .jpg or .gif file	1x 3x 6x 12x	$2,500 $2,350 $2,125 $1,875
Leaderboard (3 Available)	725 x 100 full banner	1x 3x 6x 12x	$2,000 $1,900 $1,700 $1,600
Square Ad (2 Available)	350 x 350	1x 3x 6x 12x	$2,750 $2,610 $2,330 $2,060

Animated .gifs are accepted. Final art is subject to approval, can be up to five seconds in duration, must be less than 1MB, and can play one time (no looping).



ON THE WEB

IAVM.ORG

Position	Size	Month / Rate	
Side Square	250x250 20% minimum rotation	1x 3x 6x 12x	$3,000 $2,750 $2,380 $2,070

ADDITIONAL OPPORTUNITIES

WEBINARS

Type		Pricing
Sponsor Hosted	Non-Member	$10,000
	Allied Member	$5,000
IAVM Hosted	Non-Member	$5,000
	Allied Member	$2,500

MEMBER MAILING LISTS

Full Member List	$3,500

EMAIL BROADCAST

Non-Member	$4,500
Member	$3,000

SPONSOR HOSTED WEBINAR DETAILS

Sponsor Hosted Webinars connect you to a presently engaged audience and drives quality leads to your sales team. Our webinar attendees want straightforward content they can implement immediately on the job.

Sponsorship Fee:

- IAVM Allied Member Fee: $5,000 per webinar
- IAVM Allied Non-Member Fee: $10,000 per webinar

Sponsorship Includes:

- (1) 45-minute educational webinar presented by sponsoring company
- Sponsor recognition in the introductory and closing slides of the webinar with company logo, URL link and audio read of company/product description (50 words or less)
- IAVM collaborates with sponsor to develop webinar and provides moderator and required facilitation
- One webinar preparedness session with IAVM Education Manager
- IAVM will include webinar recording in its webinar archive for a minimum of 12 months for extended reach and on-demand playback
- Webinar promoted to IAVM membership via:
    - Listing on IAVM website
    - A link to your site on the webinar promotion page
    - Promotion in (2) weekly e-newsletters
    - Mentions on IAVM social media channels
- All webinar registrants full contact information provided after the live event (to include email addresses). List details will include contacts who attended vs. registered, and full contact information for all who did not opt out. *Sponsor is limited to one-time use of the contact list following the webinar
- Sponsor's logo displayed on relevant IAVM website pages and throughout related marketing communications

Deliverables Required:

Sponsor to provide by required deadlines:

- Title, Description, Learning Objectives, and Speaker Biography
- A sentence or two about why an IAVM member should attend the webinar
- (3) potential dates and times for the webinar (webinars are conducted Tues -Thurs)
- (3) potential dates and times for speaker training (if necessary)
- Finalized slide deck for approval at least 3 days prior to webinar date
- Company logo: 72-dpi .jpg or .gif file to fit 252 x 80-pixel space
- Company or product URL link
- (1) email to be sent to webinar registrants and attendees following the event

IAVM HOSTED WEBINAR DETAILS

IAVM Sponsored Webinars connect you to a presently engaged audience and drives quality leads to your sales team. Our webinar attendees want straightforward content they can implement immediately on the job.

Sponsorship Fee:

- IAVM Allied Member Fee: $2,500 per webinar
- IAVM Allied Non-Member Fee: $5,000 per webinar

Sponsorship Includes:

- Sponsor recognition in the introductory and closing slides of the webinar with company logo, URL link and audio read of company/product description (50 words or less)
  This webinar is brought to you by COMPANY NAME, a provider of PRODUCT DESCRIPTION (Sponsor URL will be added in chat).
- Sponsor logo with URL link included in IAVM webinar registration marketing to IAVM membership via: IAVM collaborates with sponsor to develop webinar and provides moderator and required facilitation
  IAVM webinar promotion page
  IAVM's weekly newsletter, IAVM News
  IAVM's social media channels (Facebook, Instagram, LinkedIn, Twitter)
  Dedicated webinar promotion eblast
- Sponsor logo displayed on the right side of webinar title on the ZOOM invitation page, registration page, and email invitation to the webinar
- Sponsor recognition with company and product description (50 words or less) included in webinar follow up email
- All webinar registrants and attendees full contact information provided as an Excel file following the live event (to include email addresses)
- Webinar recording included in IAVM's webinar archive for a minimum of 12 months for on-demand playback.

Deliverables Required:

Sponsor to provide by required deadlines:

Company logo; hi-res .jpg file (suggested dimensions: 200 x 200 pixels)
Company or product URL link
Company and product description (50 words or less)

To learn more about IAVM, please visit **iavm.org**.

To reserve advertising opportunities,

please contact us at **advertising@iavm.org**

or **972-538-1015**.