



# MARKETING KIT



# ISA AUDIENCE & REACH

**480+**

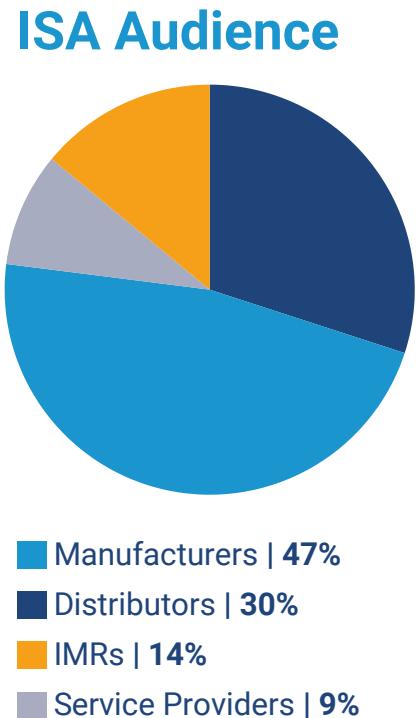
Total  
Member Companies

**4,200+**

Member  
Contacts

**8,900+**

Email Subscribers  
(Members & Non-Members)



## Website Metrics

**200,000+**  
pageviews per year

**70,000+**  
active users annually

**573,000+**  
events/site interactions  
per year

## Social Media Network



5,300+



1,500+



1,200+



335+



# SPONSORED WEBINARS

## Two Ways to Engage

### Sponsor a Speaker: \$3,500

#### Key Benefits:

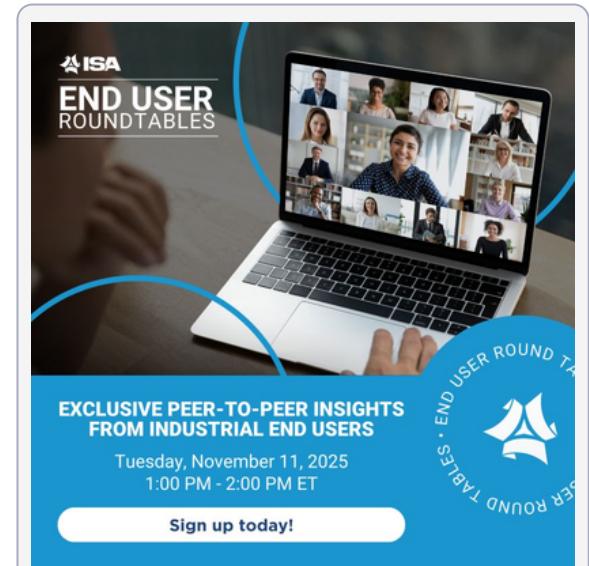
- Support an ISA-curated expert while gaining brand visibility.
- Introduce your company and help open the session.
- Full registration list with opted-in contact info.
- Company logo in all webinar marketing emails to 4,200+ members.
- One (1) ISA LinkedIn post tagging your company.
- Logo featured on the webinar pre-roll slide.



### Be the Speaker: \$7,500

#### Key Benefits:

- Deliver your own one-hour webinar as the featured thought leader.
- One-hour webinar: 45-minute presentation + 15-minute Q&A.
- Introduction and optional moderation by Brendan Breen (President & CEO) and/or John Gunderson (Director of Distribution Strategy)
- Full registration list with opted-in contact info.
- One sponsor-provided article on ISA's News Page.
- ISA newsletter promo + LinkedIn promotional post.
- Company logo in all webinar marketing emails to 4,200+ members.
- Webinar recording hosted in ISA's Education On-Demand Library (member-only access).



\*To be a sponsored speaker, your company must be a current member of ISA.



# NEWSLETTERS

Targeted placements in ISA's digital newsletters deliver your message directly to members, driving awareness and clicks with flexible options to match your marketing goals:

## **ISA Insider | Monthly Distribution**

The Insider offers curated industry news, exclusive member updates, ISA breakthroughs, upcoming events, and the latest member highlights—all in one monthly e-newsletter.

## **Top 3 in 5 | Monthly Distribution**

ISA's Top 3 in 5 newsletter is a five-minute video update on the industrial distribution market, using real-time survey data to show what's happening inside distributor businesses.

*\*Banner Image only. Sponsored Content not available.*

## **ISA Advisor | Quarterly Distribution**

ISA Advisor, a quarterly economic landscape report for the industrial supply channel, provides members with comprehensive current-state economy overviews, in-depth analysis of key market indexes, and expert-curated data and insights from ITR Economics, enabling confident navigation of future markets.

## **ISA Executive Network Briefing | Monthly Distribution**

The Executive Network Briefing newsletter delivers timely insights, peer perspectives, and strategic takeaways for senior leaders and senior decision-makers in the industrial supply industry.

## **Advertising Options Include:**

### **Sponsored Content**

**Graphic:** 225px x 225px, 1:1 aspect ratio

**Text:** Maximum 350 characters (with spaces)

**Link or Article:** Provide a destination URL, or send article copy for ISA to feature as sponsored content on our News page.

Pricing	1 Placement	3 Placements	6 Placements
Banner Image	\$1,250	\$3,000	\$5,000
Sponsored Content	\$2,000	\$5,000	\$10,000

*\*All sponsored content will be clearly identified as sponsored.*

### **Banner Image**

**Graphic:** 600px wide x 100px high

**Link:** Include destination URL



Companies receive post-campaign analytics that include impressions (email delivery), click-through rate, and total ad click count, based on email campaign performance.



# SPONSORED SOCIAL MEDIA

Promote your content to 8,000+ followers through ISA social media channels, including LinkedIn, X, and Facebook.

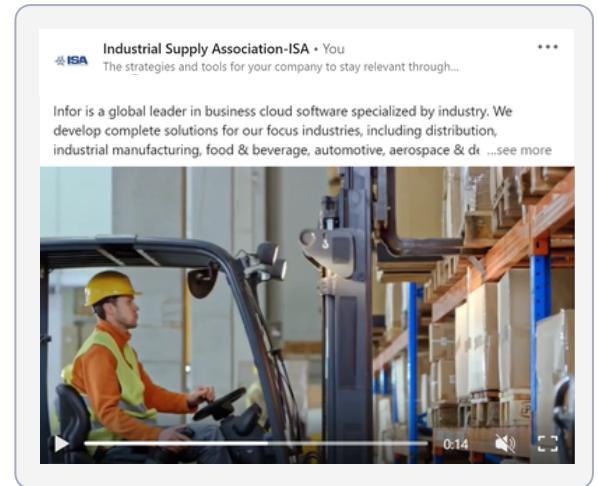
## Graphic Post Specifications:

- Graphic:** 1200 px wide x 628 px high
- Post text limits (including spaces):** 3,000-character maximum for LinkedIn and Facebook; 280-character maximum for X
- Links:** Include one (1) call-to-action link to your landing page of choice
- Hashtags:** Send up to three (3) relevant hashtags

## Video Post Specifications:

- Video:** 2-minute maximum length, MP4 format
- Post text limits (including spaces):** 3,000-character maximum for LinkedIn and Facebook; 280-character maximum for X
- Links:** Include one (1) call-to-action link to your landing page of choice
- Hashtags:** Send up to three (3) relevant hashtags

Pricing	1 Post	2 Posts	3 Posts
Graphic Post	\$1,500	\$2,500	\$3,500
Video Post	\$2,000	\$3,000	\$4,000



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# ISA WEBSITE

## Banner Ads

The ISA website, [www.isapartners.org](http://www.isapartners.org), is a trusted hub for industry professionals. Flexible monthly banner packages fit any budget. Contact us for options and availability.

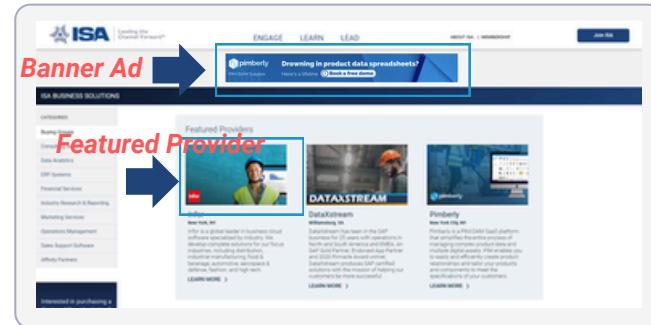
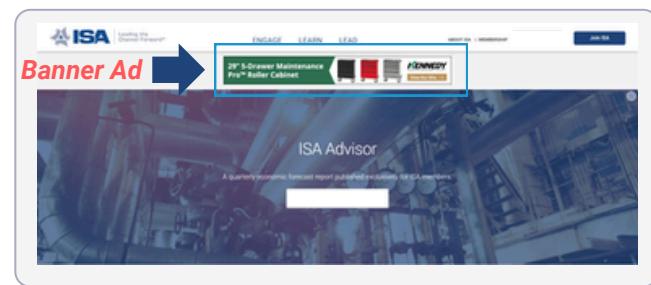
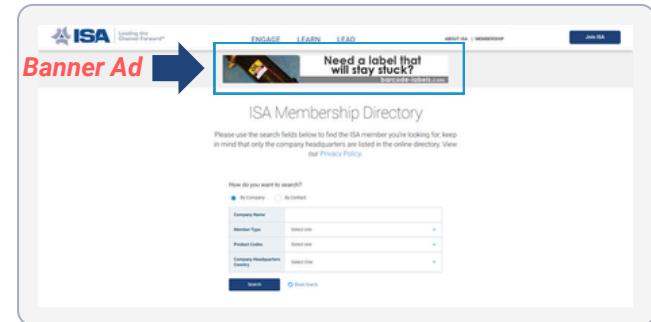
### Banner Image Page Options:

- **Membership Directory:** 728px wide x 90px high; jpeg, png or gif format
- **ISA Advisor:** 728px wide x 90px high; jpeg, png or gif format
- **Business Solutions Directory:** 300px wide x 250px high; jpeg, png or gif format
- **"Featured Provider" on Business Solutions Directory:** 300px wide x 250px high; jpeg, png or gif format

### Featured Provider Ad Specs

- **Company Logo & Banner/Hero Image:** Horizontal format WITHOUT text or logo
- **Description of Company Product/Service:** Text only
- **Promotional Video Links:** 3 maximum, Vimeo or YouTube links accepted
- **Supporting Document Links:** 3 maximum; Testimonial: 1 maximum

Pricing	6 Months	12 Months	18 Months
Banner Image	\$2,000	\$3,500	\$6,000
Featured Provider Ad	\$2,500	\$4,000	\$6,500



# INDUSTRIAL SUPPLY NEWS

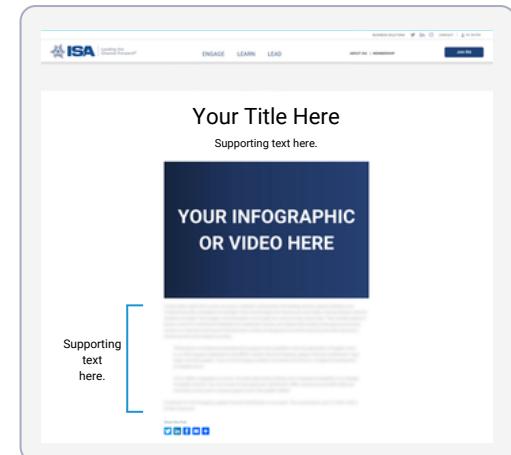
ISA's news and insights for the industrial supply channel.

## Sponsored Articles

Showcase your organization's thought leadership with a featured content placement on ISA's News page. Share an article, case study, infographic, guide, or video and increase visibility with ISA's community of industrial supply professionals.

### Specifications:

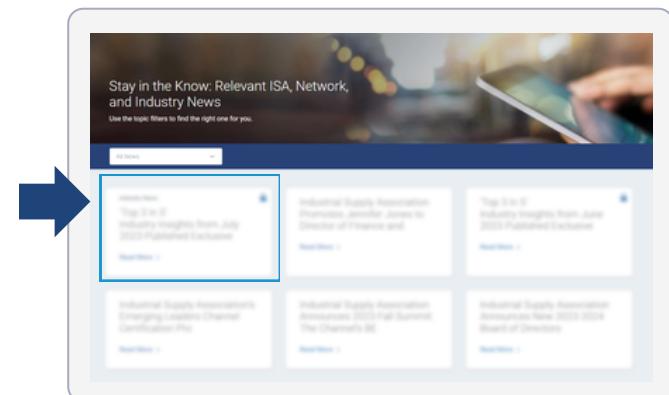
- Text-based Content:** Provide copy in a Word document with linked text and graphics placed where they should appear in the article.
- Infographic:** Include a high-resolution graphic in JPEG or PNG format sized to 900 px wide x any length with one (1) link, include a text description/overview of the Infographic in a Word document.
- Video (for Vlogs only):** MP4 format required; 20-minute maximum; include a text description/overview of the video content in a Word document.



### Plus, you also get:

- One (1) promo post on ISA social channels (LinkedIn, X, Facebook)
- Your content permanently on ISA's searchable News page

Pricing	1 Content Placement	2 Content Placements
Sponsored Content	\$3,000	\$5,000



\*All sponsored content will be clearly identified as sponsored.



# EXECUTIVE NETWORK BRIEFING

A monthly briefing newsletter for Executive Network members.

The Executive Network Briefing delivers timely insights, peer perspectives, and strategic takeaways exclusively for members of ISA's Executive Network — senior leaders and decision-makers in the industrial supply industry.

## Advertising Options Include:

### Sponsored Content

**Graphic:** 225px x 225px, 1:1 aspect ratio

**Text:** Maximum 350 characters (with spaces)

**Link or Article:** Provide a destination URL, or send article copy for ISA to feature as sponsored content on our News page.

### Banner Image

**Graphic:** 600px wide x 100px high

**Link:** Include destination URL

Pricing	1 Placement	3 Placements	6 Placements
Banner Image	\$1,250	\$3,000	\$5,000
Sponsored Content	\$2,000	\$5,000	\$10,000

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### Executive Network: Insights from Memphis

By Brendan Breen, ISA President and CEO

At the ISA Fall Summit in Memphis, Executive Network Chair Joyce Lansdale, Vice President at Vallen, and I sat down with a room full of senior leaders from across the channel to have a real conversation about what the Executive Network should be and how it can bring the most value to people at this level.

The Executive Network was created to give leaders a space to connect with peers who understand the realities of leading in the industrial supply channel. What makes this group different from other executive circles is that it brings together distributors, manufacturers, and independent reps in the same room. By design, we're not dividing the channel into separate peer groups. We're encouraging a multi-perspective discussion that leads to better alignment, stronger relationships, and ultimately, better outcomes for everyone involved.

During the session, we asked three simple questions: What topics matter most? How do you want to engage? And what does success look like? The responses were thoughtful and consistent. Executives want to focus on AI and how to apply it strategically, decision-making and prioritization, end user trends, and real-time benchmarking that helps them see how their performance compares to others. They also want time to work on strategic communication, coaching and professional growth and

**The Top 3 News Headlines Impacting Your Business Today**

► [RE-SHORING RISING: New Australian Manufacturer Taps Bladen County, NC, for \\$6M North American Launch](#)

The continued trend of moving production closer to the customer is creating localized demand spikes that require targeted, agile sales strategies.

**Strategic Advice for ISA Members**

**PROSPECTING:** Identify newly announced manufacturing investments (like this one in North Carolina) within a 50-mile radius of your distribution centers. Treat these new facilities as Tier 1 sales targets requiring immediate, personalized outreach.

**MANUFACTURING STRATEGY:** If you are a manufacturer, quantify the value of your Made-in-USA status (shorter lead times, reduced tariff risk) and use it as a primary competitive advantage over global sourcing alternatives

► [SECTOR VOLATILITY: Clean Energy Manufacturing Investments Drop \\$3.4 Billion Amid Funding Uncertainty](#)



# SERVICE PROVIDER PLUS

Premium Membership for Service & Tech Companies

## Why Service Provider PLUS?

Bundle your ISA membership with year-round marketing, sponsorship, and thought-leadership opportunities to maximize your visibility and ROI.

### Benefits of Joining



#### Save & Get More

Preferred pricing when you bundle opportunities.



#### Year-Round Exposure

Keep your brand in front of ISA members through events, digital, and editorial.



#### Premium Access

Priority sponsorship opportunities and speaking slots.



#### Thought Leadership

Sponsored articles, webinars, and research positioning your expertise.



#### Lead Generation

Analytics, opted-in lead lists, and measurable results across campaigns.

### Investment

- **Minimum Annual Spend:** \$15,000 with ISA
- **Includes your mix of:**

- Membership
- Sponsorships & Events
- Advertising (web, newsletter, digital)
- Sponsored Thought Leadership
- Lead Gen & Retargeting

\*Marketing Kit opportunities must be included in package to participate in SP+ program



The advantage with Service Provider PLUS, you're not just a member—you're a year-round partner with the highest visibility across the industrial supply channel.



# YOUR PARTNERS IN PROGRESS

Reach out to learn how ISA can help you achieve your goals.



**JOBY STROBO**  
Vice President of Development  
& Marketing



**JESSICA DI BIAGGIO**  
Senior Manager of  
Business Development

