



# MARKETING KIT



# ISA AUDIENCE & REACH

**480+**

Total  
Member Companies

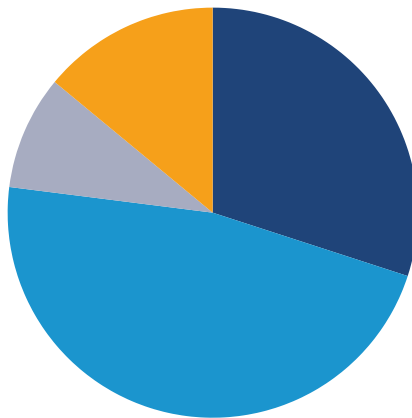
**4,200+**

Member  
Contacts

**8,900+**

Email Subscribers  
(Members & Non-Members)

## ISA Audience



■ Manufacturers | 47%  
■ Distributors | 30%  
■ IMRs | 14%  
■ Service Providers | 9%

## 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:

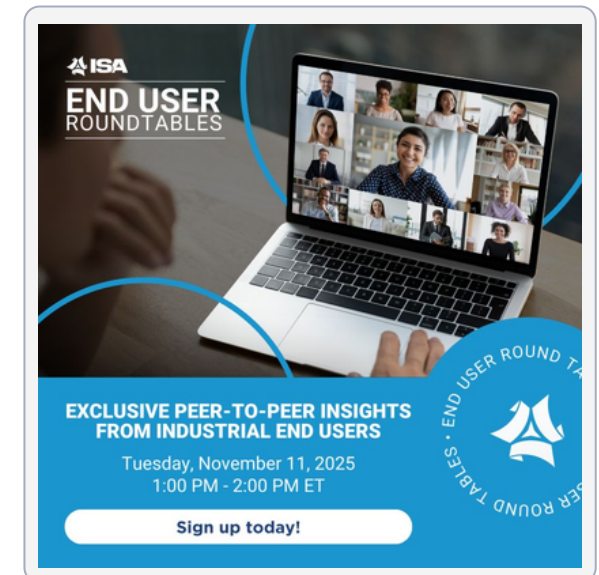
- Support an ISA-curated expert while gaining brand visibility.
- Introduce your company and help open the session.
- Full registration list with opted-in contact info.
- Company logo in all webinar marketing emails to 4,200+ members.
- One (1) ISA LinkedIn post tagging your company.
- Logo featured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

### **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



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

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



# SPONSORED SOCIAL MEDIA

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

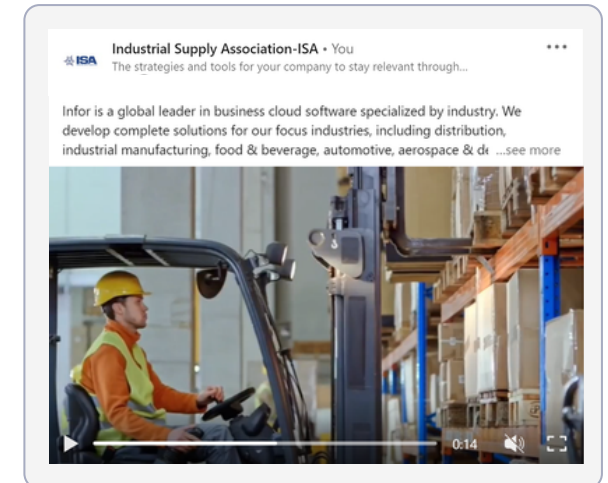
## Graphic Post Specifications:

- **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.

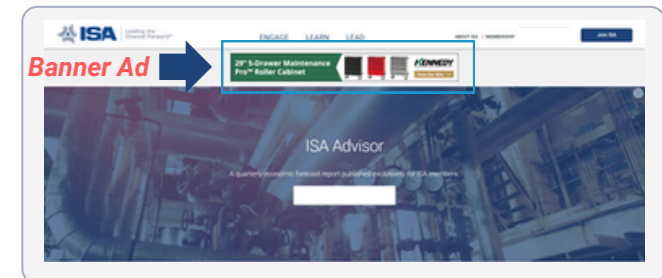
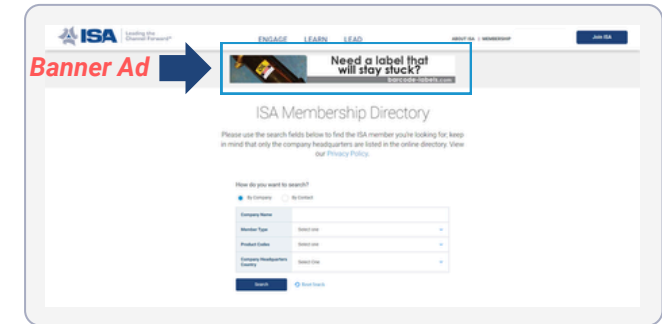
## Banner Image Page Options:

- **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.

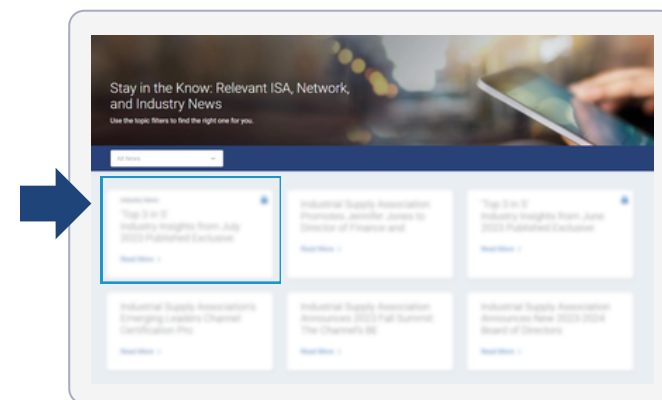
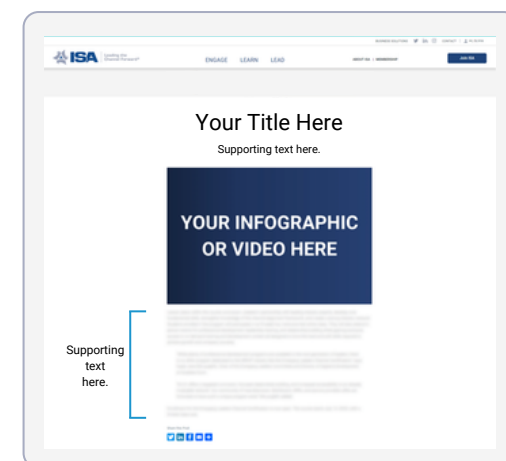
### Specifications:

- **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)

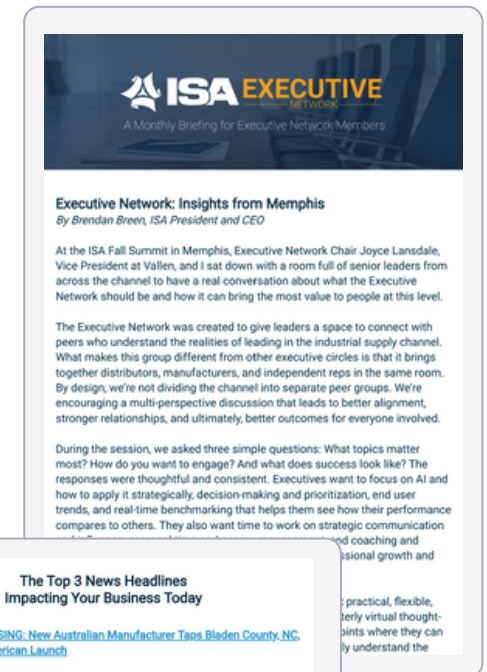
**Link or Article:** Provide a destination URL, or send article copy for ISA to feature as sponsored content on our News page.

### 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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# 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

