



Media Kit

ISA Advertising & Promotional Opportunities

isapartners.org



ISA

Leading the
Channel Forward™

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ISA Audience and Reach



About the Industrial Supply Association

Founded in 1902, the Industrial Supply Association (ISA) is the channel association for the industrial MROP industry – Leading the Channel Forward®.

As the only trade association that connects all partners within the industrial supply channel, ISA provides the networking opportunities, education, strategies, analytics, and tools for companies to stay relevant – and competitive – throughout industry change. Members are comprised of industrial Manufacturer, Distributor, and Industrial Manufacturer Representative (IMR) companies around the world.

As an ISA sponsor, you have a unique opportunity to connect with a highly engaged and knowledgeable audience of industrial professionals who are eager to educate themselves and drive business growth. By partnering with ISA, you gain direct access to key decision-makers within the industry, allowing you to establish valuable connections and unlock new possibilities for your business.

Don't miss out on this chance to make a significant impact on your target market and build lasting relationships with industry leaders. Join forces with ISA today and take your brand to new heights!



Audience and Reach

With 480+ member companies, ISA helps you reach key decision-makers industry wide.

Website Metrics:

The ISA website, ISAparters.org, sees more than 150,000+ pageviews per year and 66,500+ site sessions annually. Site traffic continues to grow remarkably year after year and is on pace to nearly double those figures.

Email Subscribers (Members and Non-Members): **8,500+**

Social Media Network



16,760+

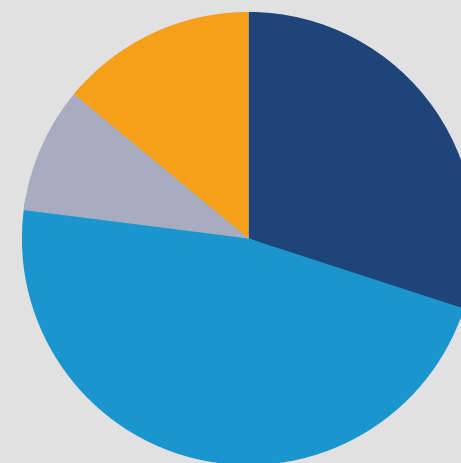


1,610+



2,000+ Page Followers/Likes

ISA Membership



Manufacturers | 47%

Distributors | 30%

IMRs | 14%

Solution Providers | 9%

Content Marketing and Thought Leadership



Sponsored Emails

Reach more decision-makers! Supplement your own email program with an email under the ISA banner.

Dedicated Emails:

- Feature your content exclusively
- Link directly to your landing page or lead generation form for instant results
- Reach 8,500+ unique industry professionals in a single email!

Specifications:

- Subject line: Best practice is between 28 – 50 characters
- Body copy: Best practice is between 50 – 125 words
- Email hero banner: 700 px wide x 300 px high
- Links: Include all CTA (call-to-action) links
- HTML: Accepted

Need email design or content support? ISA's Marketing Team is available to help ensure you have a compelling, targeted message that leads to action.

Pricing	1 Email	2 Emails	3 Emails
Sponsored Email	\$3,000	\$5,000	\$7,000

This email is sponsored by MDM.



Business Intelligence for Industrial Distributors

ISA Member Offer



MDM Premium Membership

As an ISA member we know how important it is for you to stay relevant through all the changes in the industry. MDM is a source for strategies and education to help you on that journey. Join now and save 10%.

[Learn More](#)

What is MDM Premium?

MDM guides industrial distributors like you to navigate market changes, leverage technology, outsmart the competition and operate efficiently and effectively.

Members have access to economic reports and exclusive briefings with trends, best practices, executive interviews, and case studies.

[Read More](#)

“MDM is my go-to in the Industrial/MRO space. It keeps me informed of the latest trends, current issues, innovations, and what's happening in the industry. It's an excellent value for the price because it provides me with industry M&A and key economic data throughout the year.”

Chris Boley, CEO, SureWorx

Are you ready to join the community?

Come join the community of industrial distribution professionals looking to further their careers, improve their operations and share their knowledge for the betterment of the entire industry.

Simply use your ISA member discount code at checkout for a 10% discount.

[Subscribe Now](#)

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Sponsored Social Media Post

Promote your content to 20,000+ followers through ISA social media channels, including LinkedIn, Twitter, and Facebook.

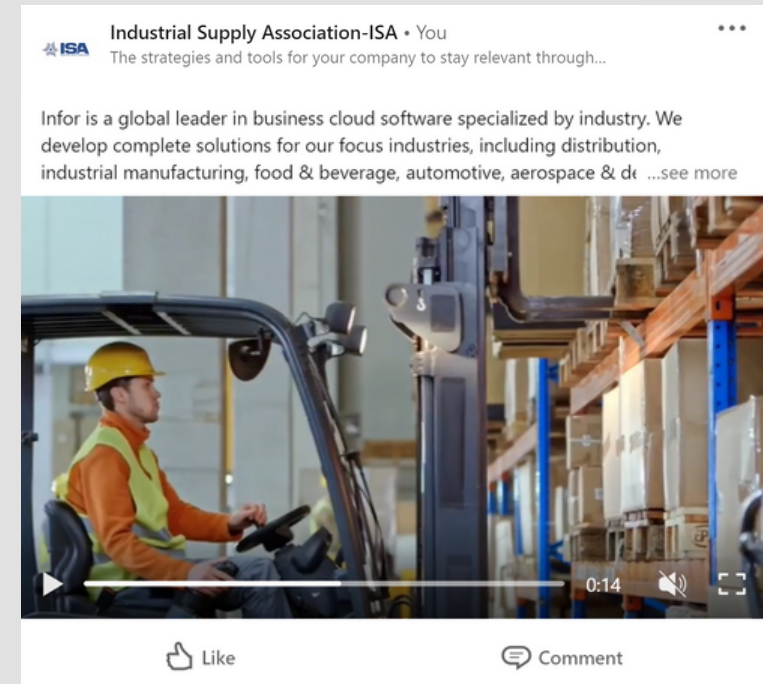
Sponsored Social Media Post (Graphic) Specifications:

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

Sponsored Social Media Post (Video) Specifications:

- Video: 2-minute maximum length, MP4 format
- Post language limits (including spaces): 3,000-character maximum for LinkedIn and Facebook; 280-character maximum for Twitter
- 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



Sponsored Content

Position your company as a thought leader through this high-profile content marketing opportunity.

Feature your content on the News page of the ISA website. Showcase an article, case study, infographic, guide, or vlog (video blog) and gain valuable thought leadership credibility with a decision-making audience of industrial supply professionals.

Specifications:

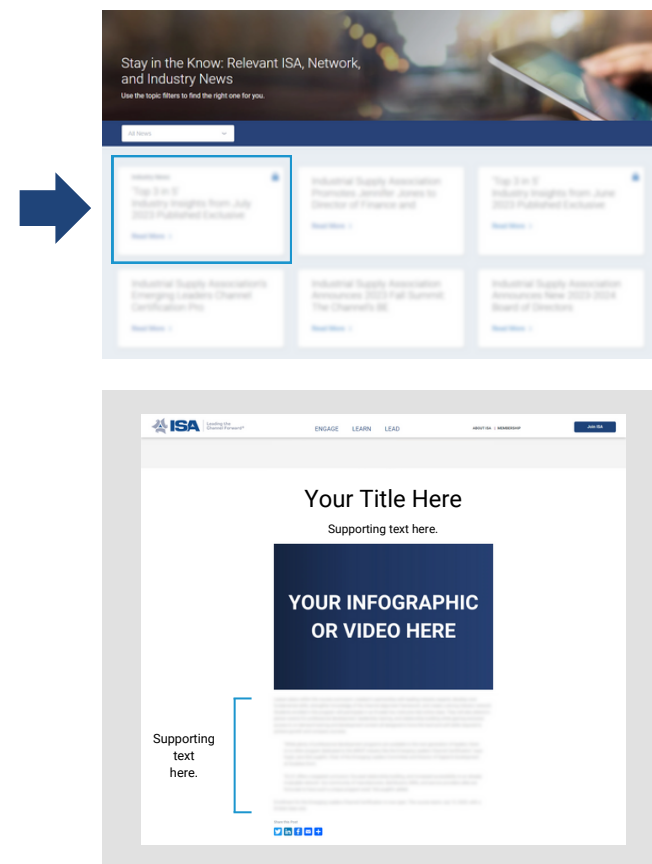
- **Text-based Content:** Provide copy in a Word document with linked text and graphics placed where they should appear in the article
- **Infographic:** Include a high-resolution graphic in JPEG or PNG format sized to 900 px wide x any length with one (1) link, include a text description/overview of 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) post on ISA social channels (LinkedIn, Twitter, Facebook)
- Inclusion in ISA's monthly e-newsletter, ISA Insider
- Your content permanently on ISA's searchable News page

Pricing	1 Content Placement	2 Content Placements
Sponsored Content	\$5,000	\$8,000

*All Sponsored Content will include mention that the content is sponsored



Sponsored Webinar

Partner with ISA through sponsorship of a webinar that informs and educates industrial supply professionals from executives and business leaders to management-level professionals, and everyone in-between. All webinars are recorded and made available for member-only access.

With each webinar, you receive:

- The opportunity to introduce the speaker and yourself/company to a virtual audience
- Your company logo on session pre-roll slide
- Your company logo in promotional webinar emails to 5,000+ member contacts
- One (1) social post promoting the webinar with your company logo and tagged company page

Pricing

\$2,500 per Webinar Sponsorship



Advertising



E-Newsletters

Targeted ISA e-newsletters are a great vehicle to get your message directly to ISA members. Choose from a variety of messaging options to fit your marketing plan:

ISA Industry Insider | Monthly Distribution – The Industry Insider e-newsletter includes curated industry news, exclusive member company updates, ISA breakthroughs, exciting events, and more!

Top 3 in 5 | Monthly Distribution – ISA's Top 3 in 5 e-newsletter delivers monthly 5-minute video updates to member companies, presenting real-time data from the MROP channel.

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.

Advertising Options Include:

Sponsored Content

Graphic: 225 px wide x 225 px high

Text: Maximum 350 characters (with spaces)

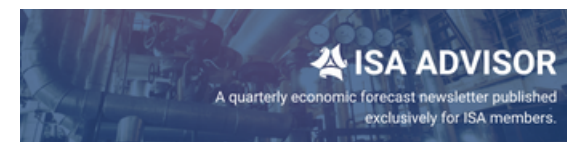
Link: Include destination URL

Banner Ad

Graphic: 600 px wide x 100 px high

Link: Include destination URL

Pricing	1 Placement	3 Placements	6 Placements
Banner Ad	\$1,000	\$2,500	\$5,000
Sponsored Content	\$2,000	\$5,000	\$10,000



Banner Ads

The ISA website, isapartners.org, is a go-to source for professionals in the industry. Choose from a range of monthly packages designed for any size marketing budget. Contact us about these banner ad options and availability.

Banner Ad Page Options:

Membership Directory:

- 728 px wide x 90 px high; jpeg, png or gif format

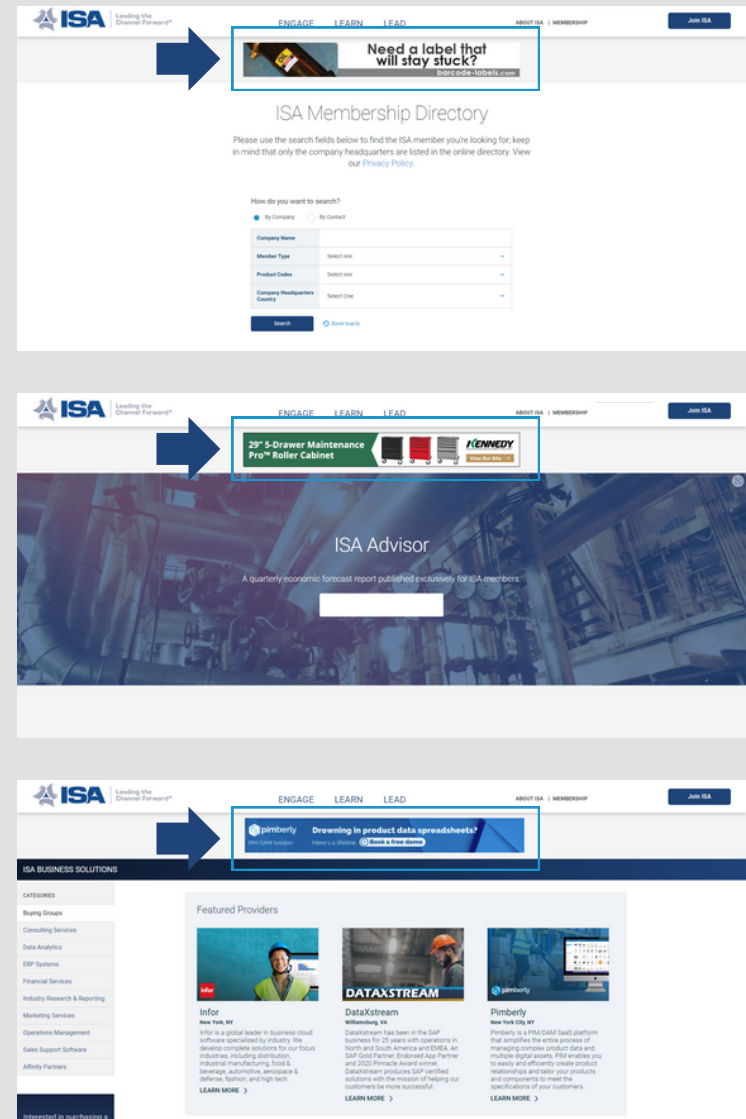
ISA Advisor:

- 728 px wide x 90 px high; jpeg, png or gif format

Business Solutions Directory:

- 300 px wide x 250 px high; jpeg, png or gif format

Pricing	6 Months	12 Months	18 Months
Banner Ad	\$2,000	\$3,500	\$6,000



"Featured Provider" Ad on ISA Business Solutions Directory

Limited Availability

The ISA Business Solutions Online Directory provides easy access for both members and non-members in the Industrial Supply space seeking solutions to enhance their business efficiency and gain a competitive edge. Stand out from the crowd with a "Featured Provider" ads, prominently showcasing your company to every visitor of the ISA Business Solutions website.

Specifications:

- Company Logo: PNG with transparent background
- Contact Person Details: Full name, title, email address, headshot
- 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, provide links to documents (i.e. case studies, success stories, demos)
- Testimonial: 1 maximum, provide the quote, and contact details of the person who said the quote including full name, title, company and headshot

ISA BUSINESS SOLUTIONS

CATEGORIES

Buying Groups

Consulting Services

Data Analytics

ERP Systems

Financial Services

Industry Research & Reporting

Marketing Services



Operations Management

Sales Support Software

Affinity Partners

Interested in purchasing a Featured Provider listing?

Featured Providers




Infor

New York, NY

Infor is a global leader in business cloud software specialized by industry. We develop complete solutions for our focus industries, including distribution, industrial manufacturing, food & beverage, automotive, aerospace & defense, fashion, and high tech.

LEARN MORE >




DataXstream

Williamsburg, VA

DataXstream has been in the SAP business for 25 years with operations in North and South America and EMEA. An SAP Gold Partner, Endorsed App Partner and 2020 Pinnacle Award winner, DataXstream produces SAP certified solutions with the mission of helping our customers be more successful.

LEARN MORE >



Pimberly

New York City, NY

Pimberly is a PIM/DAM SaaS platform that simplifies the entire process of managing complex product data and multiple digital assets. PIM enables you to easily and efficiently create product relationships and tailor your products and components to meet the specifications of your customers.

LEARN MORE >

Pricing	6 Months	12 Months	18 Months
Featured Provider Ad	\$1,750	\$3,000	\$4,250

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Contact Us

Events



ISA Annual Convention

Get your brand in front of a targeted audience of key decision makers.

ISA's annual convention is the preeminent networking event in the industry, attracting nearly 1,000 influential decision-makers. It serves as the ultimate platform for conducting business, forging vital connections, learning, and expanding one's professional network.

The convention takes place over 3 days annually every April and draws an impressive array of decision-makers, spanning from top-level C-suite and E-suite executives to accomplished leaders in Sales & Marketing, HR, IT, and beyond.

Attendees represent the diverse makeup of all companies within the channel including Distributors, Manufacturers, Industrial Manufacturers' Representatives (IMRs), and Solution Providers around the globe.



Fall Summit

ISA's Fall Summit event sets the gold standard for professional development among channel professionals.

Drawing a diverse and dynamic audience, from seasoned executives and business leaders to management-level professionals, women in industry, emerging talents, and beyond, this exceptional event fosters growth, learning, and meaningful connections throughout its engaging 3-day duration.

Don't miss this opportunity to get your brand in front of a targeted audience!



Partnership Program



ISA Annual Partnership Program

Your Customized, Year-Round Marketing Solution

Looking to establish strong connections with ISA members and enhance your presence in the industrial supply channel? The ISA Annual Partnership Program offers tailor-made, promotional marketing plans designed to meet your specific goals and budget.

What you get:

- A personalized, year-round marketing plan aligned with your company's objectives.
- Streamlined ISA participation with easy selection and consolidation of options into one comprehensive annual package, managed by ISA on your behalf.
- Enjoy complimentary benefits at your partnership level, saving you costs while elevating your brand visibility.

How it works: Schedule a call with ISA to discuss your annual strategy. Choose from a range of options, including in-person events, webinars, exhibit booths, sponsorships, advertising, sponsored content, and brand awareness initiatives, to craft your custom package.

Elevate your brand, engage with the ISA community, and maximize your impact in the industrial supply space with the ISA Annual Partnership Program.

Affinity Partnership



Affinity Partnership

Our Affinity Partnerships offer ISA Members exclusive access to enticing discounts on your top-notch products and services. By teaming up with us, your company can tap into a vast network of potential customers who trust and value ISA's recommendations. This strategic collaboration enhances your brand visibility and helps you establish a strong foothold in the industry.

This program fosters a mutually beneficial relationship, where your success is shared with ISA. As ISA Members take advantage of the exclusive offerings, a percentage of the profit generated goes back into supporting ISA's mission to advance the industry and provide valuable resources to our members.

What you get:

- **Distinctive Online Presence:** A dedicated ISA Business Solutions Online webpage with your exclusive "Affinity Partner" logo sets you apart from competitors, giving you maximum visibility to potential customers.
- **Complimentary Premium Marketing:** Benefit from complimentary marketing initiatives, including engaging social media posts, attention-grabbing ISA Web Ads, and targeted email campaigns that highlight your exclusive member discounts – all designed to drive traffic to your business.
- **Empowering Event Advantages:** 15% discount on event attendance, sponsorships, and advertising opportunities to seamlessly connect with your target audience, showcase your offerings, and make a lasting impact at ISA's prestigious events.

Work With Us



Achieve Your Goals with ISA

When you partner with ISA, you gain access to a powerhouse of brand awareness strategies that deliver tangible results. Unlock opportunities to connect with influential decision-makers in the industrial supply channel.

Our commitment is to tailor our programs to align with your specific goals, providing unwavering support throughout your engagement to ensure your partnership experience is a success.

We look forward to working with you!



Joby Strobo

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Schedule a meeting with me:

<https://calendly.com/jstroboisapartners>