ISA
INDUSTRIAL SUPPLY ASSOCIATION

MARKETING KIT



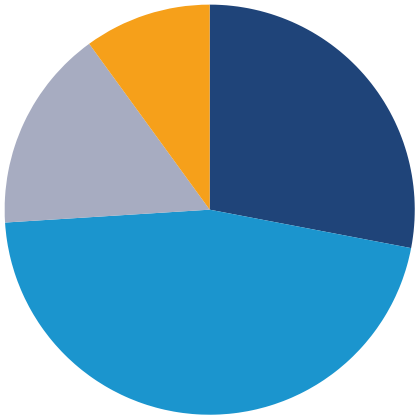
ISA AUDIENCE & REACH

450+
Total
Member Companies

3,600+
Member
Contacts

8,000+
All Email Subscribers
(Members & Non-Members)

ISA Audience



- Manufacturers | **46%**
- Distributors | **28%**
- IMRs | **10%**
- Service Providers | **16%**

Website Metrics

200,000+
pageviews per year

70,000+
active users annually

565,000+
events/site interactions
per year

Social Media Network

6,100+

1,500+

1,200+

370+

SPONSORED WEBINARS

Two Ways to Engage

Sponsor a Speaker: $3,500

Key Benefits:

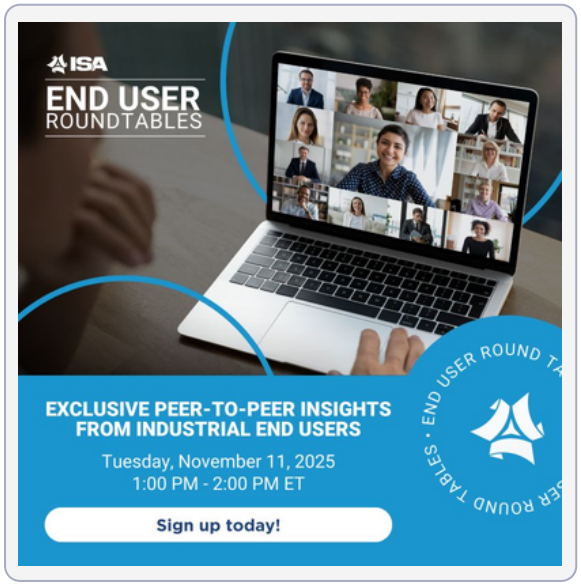
- Support an ISA-curated expert while gaining brand visibility.
- Introduce your company and help open the session.
- Full registration list with opted-in contact info.
- Company logo in all webinar marketing emails to 3,600+ members.
- Promotion in ISA's Education Weekly Newsletter.
- LinkedIn posts tagging your company.



Be the Speaker: $8,500

Key Benefits:

- Deliver your own one-hour webinar as the featured thought leader.
- Introduction and optional moderation by Brendan Breen (President & CEO)
- Full registration list with opted-in contact info.
- Promotion in ISA's Education Weekly Newsletter.
- LinkedIn promotional posts.
- Company logo in all webinar marketing emails to 3,600+ 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.

E-NEWSLETTERS

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

ISA Insider | Monthly Distribution
The Insider keeps readers connected to what's happening across ISA, featuring recent reports, ISA news, board announcements, upcoming events, new education programs, member updates, and more—all in one monthly e-newsletter.

Top 3 in 5 | Monthly Distribution
ISA's Top 3 in 5 delivers quick, five-minute episodes highlighting three key trends shaping the industrial market, using real-time survey data to reveal what distributors are seeing and experiencing right now.
**Banner Image only. Sponsored Content not available.*

ISA Advisor | Quarterly Distribution
ISA Advisor delivers quarterly economic intelligence built for the industrial supply channel, combining expert analysis from ITR Economics with key market indicators, forecasts, and industry-specific insights to help leaders understand current conditions, anticipate what's ahead, and make more informed business decisions.

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

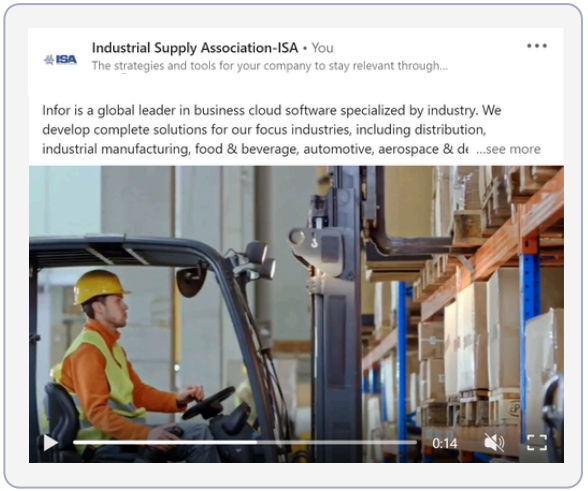
*All sponsored content will be clearly identified as sponsored.



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

SPONSORED SOCIAL MEDIA

Promote your content to 9,000+ followers through ISA social media channels, including LinkedIn, X, and Facebook.

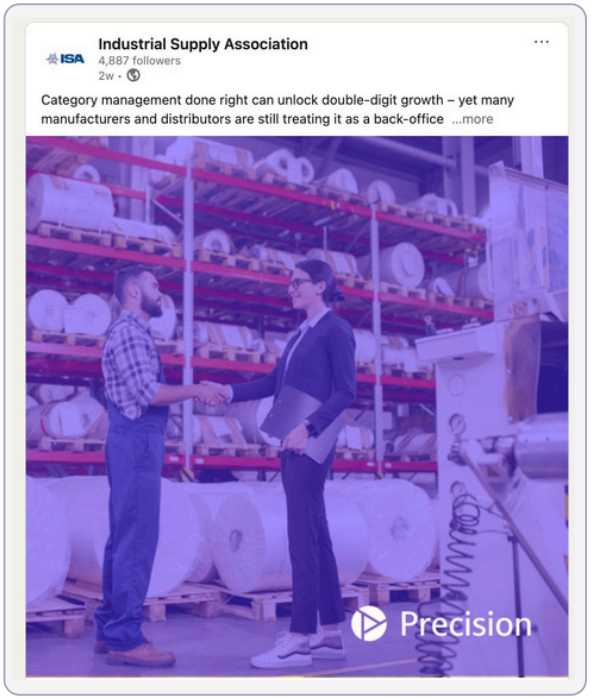


Graphic Post Specifications:

- **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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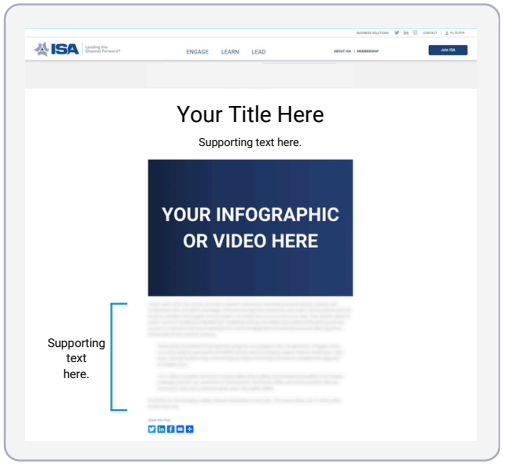
SPONSORED ARTICLES

Put your thought leadership in front of the industrial supply channel.

Showcase your organization's expertise to ISA's audience of industrial supply professionals. Share an article, case study, infographic, guide, or video on ISA's News page and extend its reach with promotion across ISA's social channels.

Specifications:

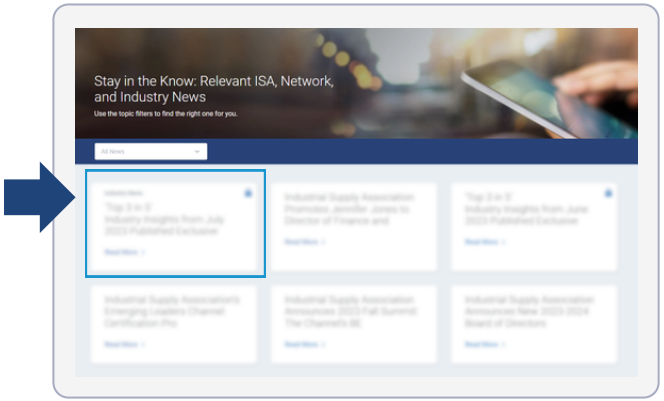
- **Text-based Content:** Provide copy in a Word document with linked text and graphics placed where they should appear in the article.
- **Infographic:** Include a high-resolution graphic in JPEG or PNG format sized to 900 px wide x any length with one (1) link, include a text description/overview of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



Your Placement Includes:

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

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



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INSIGHTS REPORT + WEBINAR

Put your brand on the data industrial supply leaders use to plan ahead.

Each quarter, ISA publishes an exclusive insights report giving industry leaders a clear view of the forces shaping the industrial supply channel, with the option of a live webinar that walks attendees through the findings. Sponsor the report on its own, or the report + webinar bundle for maximum visibility and leads.

Report Topics (choose one):

- **Market Report:** A focused look at one product category, such as metalworking or safety, covering performance, trends, and outlook
- **Geopolitical Report:** How global events, trade policy, and the economy are affecting the industrial supply channel

Webinar Speakers (bundle; choose one or both):

- **Alex Chausovsky,** President, 3DM Consulting; ISA Fall Summit speaker
- **Brendan Breen,** President & CEO, ISA

Your Sponsorship Includes:

- **Exclusive Name Sponsorship:** "[Report] brought to you by [Your Company]"
- **Report:** Logo on the cover, recognition on opening pages, and logo and link on the gated download page
- **Webinar (bundle only):** Sponsor recognition throughout, a 1–2 minute live welcome from your executive, and logo on registration page, opening/closing slides, reminder and follow-up emails, and the on-demand page
- **Promotion:** Brand in all report (and webinar) promotions (email, social, newsletters, website)
- **Leads:** Report download leads (members and non-members); bundle adds the full webinar registrant and attendee list (live + on-demand)

Pricing	Per Report
Report + Webinar Bundle	$15,000
Report Only	$10,000





Report (and webinar) available on demand year-round for long-tail exposure and continuous lead generation.

Quarterly Release Schedule:

Q1	Q2	Q3	Q4
February	May	August	November

*Limited to one exclusive sponsor per report. Sponsorship is name recognition only; ISA retains all editorial content. Release dates subject to change.

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 the Program



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.

Includes a Mix of:

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

*Marketing Kit opportunities must be included in the 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

VP of Development & Marketing



JESSICA DI BIAGGIO

Sr. Manager of Business Development

