

IMA ONLINE NEWS

REACH

46,500

MANAGEMENT ACCOUNTANTS

EVERY WEEK

MEDIA KIT



MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

ADVERTISING OPTIONS

A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

B SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

C1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

D PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

E CALLOUT TEXT AD

Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.

F TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

The screenshot shows the IMA Online News website with several advertising placements highlighted by letters A through F:

- A:** A large banner at the top left featuring a photo of a man and the text "Leaders share vision at IMA's annual meeting of members".
- B:** A vertical sidebar on the right side of the page with a pink graphic and the text "The Associate of Accountants and Financial Professionals in Business".
- C:** A banner for Cargill with a photo of a woman and the text "Personalized career opportunities within Cargill".
- D:** A banner for Beta Alpha Psi with a photo of a group of people and the text "BETA ALPHA PSI is an honorary organization for Financial Information students and professionals".
- E:** A callout text ad for Gleim Accounting with a photo of a man and the text "Our mission is to provide easy-to-use, effective knowledge transfer systems to pilots and accountants".
- F:** A banner for WSCPA (American Whiskey Society of Certified Public Accountants) with a photo of a man and the text "Disaster planning for small businesses".

Other visible content includes a "Rollback" banner, a "Supply chain risk management" article, and a "SEC steps up to the Muni plate" article.

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

SEE PRICING NEXT >>>

AD RATES & SPECS

Prices are for participation in 13 emails to the 46,500 Management Accountants (one 90 day cycle)



Leaderboard
\$2500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$2000/\$1500

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Skyscraper
\$2000

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



Product Showcase
\$1500

Lorem ipsum dolor
Lorem ipsum dolor
sit amet, consectetur
adipiscing elit, sed
do eiusmod tempor
incididunt ut labore et
dolore magna aliqua.
Ut enim ad minimum
veniam, quis nostrud
exercitation ullamco
laboreis nisi. [More](#)

Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**



Lorem ipsum dolor
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed
do eiusmod tempor incididunt ut labore et dolore magna
aliqua. Ut enim ad minimum veniam, quis. [More](#)

Callout Text Ad
\$1000

Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**



Lorem ipsum
dolor sit amet
Lorem ipsum
dolor sit amet,
consectetur
adipiscing elit,
sed do eius-
mod tempor
incididunt
ut labore et.
[More](#)

Traditional Text Ad
\$500

Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**

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IMA ONLINE NEWS, POWERED BY
MULTIBRIEFS, PROVIDES WEEKLY NEWS
AND INFORMATION TO ACCOUNTING AND
FINANCE PROFESSIONALS NATIONWIDE.

The news tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications and is delivered to the inboxes of management accountants and corporate financial managers - the top-tier people in the industry.

IMA ONLINE NEWS
IS A PROFESSIONAL RESOURCE FOR



TOP TEN REASONS TO ADVERTISE IN IMA ONLINE NEWS:



CREDIBLE SOURCE

For years, our members have turned to the association as the informational authority of the industry. Advertising in IMA Online News solidifies your place among weekly information provided to IMA members.



TARGETED DISTRIBUTION

Advertising in IMA Online News allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



OPT-IN SUBSCRIBER LIST

Subscribers to IMA Online News have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



FREQUENCY

Frequency builds awareness. As a weekly publication, IMA Online News ensures your ad will be seen every week by our 46,500 subscribers.



AFFORDABLE

Advertising in IMA Online News is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of IMA Online News has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in IMA Online News.



TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.