



IHMM Industry Reach

7%

Government

7%

Engineering

7%

Health Care

8%

Higher Education

9%

Chemicals

13%

Construction

17%

Energy Companies

29%

Environmental Services

IHMM 2024 ADVERTISING PROSPECTUS

Founded in 1984, the **Institute of Hazardous Materials Management®** (IHMM®), is a not-for-profit organization. IHMM has been protecting the environment and the public's health, safety, and security through the creation of credentials recognizing professionals who have demonstrated a high level of knowledge, expertise, and excellence in the management of hazardous materials, dangerous goods transportation, environmental protection, health, and safety.

WHY ADVERTISE WITH IHMM?

Cost Effective

Advertising with IHMM and HMS is less expensive than mainstream media outlets, allowing you to get in front of customers and the people you want to do business with at much more affordable rates.



Credibility

Since 1984 our certificants and members have turned to the Institute and now the Hazardous Materials Society as the informational authorities of the industry. Advertising in *IHMM Today*, *EHS Professional*, and *COLLABORATION* solidifies your place among daily and weekly information provided to our communities of practice.

Tailored Audience

With other mainstream advertising outlets, audiences are so broad which makes it impossible to build effective marketing campaigns that resonate with the end user. With IHMM advertising, your audience and our members are the same.



Niche Segment

Smaller, niche segments employ greater word of mouth and trust among its members—resulting in a level of confidence and assurance you'll get with no other mainstream advertising outlet.

Less Competitive Environment

With IHMM, you'll never worry about having to compete with mega brands for ad positioning. IHMM treats all companies who choose to advertise with us the same, no matter how large or small.



BROADCAST EMAIL

95,000+
subscriber base

Broadcast email is a powerful visibility tool that allows your organization the ability to reach our 180,000+ subscriber base. Provide us a custom HTML file that IHMM will send out on your behalf. We offer a limited amount of these each year, so reserve your spot today, the more you purchase the more you save.

Rate:

- 1 e-blast: \$2,500**
- 2 e-blasts: \$4,500**
- 3 e-blasts: \$6,750**
- 4 e-blasts: \$9,000**

Specifications:

- Emails may not contain attachments, should be less than 1 MB, and must be in HTML format that does not contain absolute positioning or javascript
- Emails should not be a single JPEG, GIF, or PDF file
- Graphics and images must be linked from a web server, not embedded in the communication
- The HTML file is due ten days prior to deployment to ensure proper time to upload, test, and proof
- The subject line will begin with the words "Sponsored Content," followed by any text and preheader content you provide. Please supply the language you would like to use when submitting your HTML file.
- Emails may go out any day except Tuesdays – since that is when our weekly newsletter *IHMM Today* goes out, and every other Thursday for our bi-weekly *EHS Professional* newsletter.

Order Your Broadcast



IHMM TODAY



72,000+
subscriber base

IHMM Today tackles today's most relevant hazardous materials management, dangerous goods transportation, environment, health & safety stories each week, gathered from government, leading news media sources, and other critical industry publications. Delivered by email to the inboxes of subscribers, *IHMM Today* keeps professionals informed of the topics that matter most. Subscribers are decision-makers with purchasing power – the 1% top-tier experts in the hazardous materials, dangerous goods transportation, environment, health, and safety communities of practice.

Leaderboard Ad: \$995

Clickable image appears at the top of *IHMM Today* before the *IHMM Today* banner.

Dimensions: 728x90 px
File Format: GIF, JPEG
File Size: 40 KB

Lower Leaderboard Ad: \$895

Clickable image appears at the top of *IHMM Today* right below the *IHMM Today* banner.

Dimensions: 580x70 px
File Format: GIF, JPEG
File Size: 40 KB

Center Ad: \$595

Clickable image appears halfway down *IHMM Today*.

Dimensions: 468x60 px
File Format: GIF, JPEG
File Size: 40 KB

Lower Ad: \$495

Clickable image appears at the bottom of *IHMM Today*.

Dimensions: 580x70 px
File Format: GIF, JPEG
File Size: 40 KB

Product Showcase: \$595

Includes your product image, text, and a link for buyers to purchase or learn more about your product.

Dimensions: 275x175 px
File Format: GIF, JPEG
File Size: 40 KB

Order Your Ad

All purchases run consecutively for 13 publications. IHMM does not provide graphic design services so your ad must meet the outlined specifications and be ready to publish.

For more information, contact Adam Saari at asaari@ihmm.org.



EHS PROFESSIONAL



37,000+
subscriber base

EHS Professional tackles today's most relevant EHS stories every other week, gathered from government, leading news media sources, and other critical industry publications. Delivered by email to the inboxes of subscribers, *EHS Professional* keeps professionals informed of the topics that matter most. Subscribers are decision-makers with purchasing power—the 1% top-tier experts in the health and safety communities of practice.

Leaderboard Ad: \$775

Clickable image appears at the top of *EHS Professional* before the *EHS Professional* banner.

Dimensions: 728x90 px
File Format: GIF, JPEG
File Size: 40 KB

Lower Leaderboard Ad: \$695

Clickable image appears at the top of *EHS Professional* right below the *IHMM Today* banner.

Dimensions: 580x70 px
File Format: GIF, JPEG
File Size: 40 KB

Center Ad: \$465

Clickable image appears halfway down *EHS Professional*.

Dimensions: 468x60 px
File Format: GIF, JPEG
File Size: 40 KB

Lower Ad: \$385

Clickable image appears at the bottom of *EHS Professional*.

Dimensions: 580x70 px
File Format: GIF, JPEG
File Size: 40 KB

Product Showcase: \$465

Includes your product image, text, and a link for buyers to purchase or learn more about your product.

Dimensions: 275x175 px
File Format: GIF, JPEG
File Size: 40 KB

Order Your Ad

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For more information, contact Adam Saari at asaari@ihmm.org.



COLLABORATION

36,000+
member base

COLLABORATION is IHMM and HMS' unique collaborative online platform where the top 1% of our industry's professionals gather every day to engage with each other to solve their most difficult problems. This electronic platform provides the ideal venue for advertising your company and what it offers to IHMM and HMS's top 1% decision-makers in the hazardous materials, dangerous goods transportation, environment, health and safety communities of practice.



COLLABORATION PLUS SOCIAL MEDIA

Perfect Advertising Combo

Get 15% OFF

Social Media Advertising
when packaged with an Ad
on COLLABORATION



Center Top Ad: \$475

Clickable image appears at the top of the COLLABORATION forum page before the main navigation menu.

Dimensions: 962x125 px
File Format: GIF, JPEG
File Size: 40 KB

Center Lower Top Ad: \$400

Clickable image appears at the top of the COLLABORATION forum page right below the main navigation menu.

Dimensions: 962x125 px
File Format: GIF, JPEG
File Size: 40 KB

Sidebar Ad: \$375

Clickable image appears on the sidebar of the COLLABORATION forum page under the Announcements headline.

Dimensions: 250x250 px
File Format: GIF, JPEG
File Size: 40 KB

Order Your Ad

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SOCIAL MEDIA

11,000+
engaged followers

As the leading authority on the management of hazardous materials, dangerous goods transportation, environmental protection, health and safety, individuals and corporate decision makers rely on us as the go-to experts in the industry. By advertising on IHMM's social media channels, you'll get in front of early career and seasoned professionals looking to grow and advance in their skills. It's also a great way to engage corporate decision makers that trust IHMM with their corporate training needs.

Your ad will appear on IHMM's LinkedIn profiles, Facebook, and X (formerly known as Twitter). A maximum of two sponsored posts are available per month.

30-Second Video or Static Ad: \$600

Clickable image or commercial appears on IHMM's social media channels. Please include text to use with your image ad or video.

Image Ad Dimensions: 1200x627 px or 1200x1200 px
File Format: GIF, JPEG
File Size: 40 KB

Video Ad Format: MP4 no more than 30 seconds in length.

Post Description Text: Your social media text description will begin with the words "Sponsored Content."

Character Count Limits for Supplied Text

Facebook: 700-character max
Twitter: 280-character max (includes the "Sponsored Content" text)
LinkedIn: 700-character max (includes the "Sponsored Content" text)



**SOCIAL MEDIA
PLUS COLLABORATION**
Perfect Advertising Combo

Get 15% OFF

Social Media Advertising
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