



# IHMM Industry Reach

7%

Government

7%

Engineering

7%

Health Care

8%

Higher Education

9%

Chemicals

13%

Construction

17%

Energy Companies

29%

Environmental Services

## IHMM 2025 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.



# BECOME A FRIEND OF THE INSTITUTE AND SAVE \$\$\$



## Working Together for Your Success

IHMM creates, maintains, and delivers some of the world's premier professional credentials to advance the global environmental, health, and safety communities of practice.

[The IHMM Foundation – Friends of the Institute](#), is our enterprise supporting critical aspects of being an IHMM certificant and the companies for which they work.

Reaching over 100,000 key decision makers and leaders in the EHS communities of practice is what IHMM and the IHMM Foundation provide.

**Friends of the Institute  
Annual Fee: \$599**

**For more information visit:**  
<https://hazmatociety.org/friends-of-the-institute-and-partners/>

## What You Unlock as a Friend of the Institute

### Professional Development

By becoming a Friend of the Institute, you can have your professional development and training programs featured on our professional development and training hub, making them accessible to a wide audience for marketing and visibility.

### Networking

You not only gain access to our *COLLABORATION platform* to network with certificant around the world but are able to advertise on the platform at a discounted rate.

### Digital Badges

Receive an exclusive IHMM Foundation Partner badge to display on your website and in marketing materials to gain instant recognition for your company and its approved marketing efforts within our IHMM communities of practice.

### Discounted Advertising

Receive discounted advertising rates to promote your products and services in IHMM's digital newsletters, targeted emails, *COLLABORATION* networking platform, and on social media.

### Conferences

The IHMM Foundation/HMS equips you with conferences and continuing education that promotes learning and professional development to enrich and advance our communities of practice.

### Affinity Programs

Gain exclusive access to any of our available programs and services through our affinity partners designed to support your professional growth and success.

### Scholarships — Giving Back

Your Friends of the Institute annual fee directly supports student scholarships, helping to cultivate the next generation of professionals in our communities of practice.

### Member Spotlights

As a Friend of the Institute and advertiser, you will receive electronic Member Spotlights, complimentary email announcements, news articles in our *IHMM Today* and *EHS Professional*, so that you achieve maximum visibility for your support.

# 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.

	Regular Rate	IHMM Foundation Partner (FP) Discount Rate
<b>1 eblast</b>	\$3,410	\$2,500
<b>2 ebasts</b>	\$5,610	\$4,500
<b>3 ebasts</b>	\$8,085	\$6,750
<b>4 ebasts</b>	\$10,560	\$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.

**IHMM does not provide graphic design services so your email must meet the outlined specifications and be ready to send.**

**Order Your Broadcast**

For more information, contact Adam Saari at [asaari@ihmm.org](mailto:asaari@ihmm.org).





# IHMM TODAY + EHS PROFESSIONAL



**100,000+**  
total subscriber base

Delivered weekly to subscribers, *IHMM Today* is a content-rich newsletter that covers the most relevant stories in hazardous materials management, dangerous goods transportation, and environmental, health, and safety. *EHS Professional* is a content-specific newsletter delivering essential EHS updates every other week to its subscribers.

**Both publications inform top-tier professionals—decision-makers with purchasing power in hazardous materials, transportation, environment, health, and safety.**



### Leaderboard Ad:

**Regular Rate: \$1,754**  
**FP Discount Rate: \$995**

Clickable image appears at the top of the newsletters before the *IHMM Today/EHS Professional* banner.

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

### Center Ad:

**Regular Rate: \$1,314**  
**FP Discount Rate: \$595**

Clickable image appears halfway down *IHMM Today/EHS Professional*.

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

### Product Showcase:

**Regular Rate: \$1,314**  
**FP Discount Rate: \$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

### Lower Leaderboard Ad:

**Regular Rate: \$1,644**  
**FP Discount Rate: \$895**

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

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

### Lower Ad:

**Regular Rate: \$1,204**  
**FP Discount Rate: \$495**

Clickable image appears at the bottom of *IHMM Today/EHS Professional*.

Dimensions: 580x70 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](mailto:asaari@ihmm.org).



# COLLABORATION

**36,000+**  
member base

COLLABORATION is IHMM's 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'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 an Extra 15% Off

Social Media Advertising when  
packaged with an Ad on  
COLLABORATION



### Center Top Ad:

**Regular Rate:** \$1,182  
**FP Discount Rate:** \$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:

**Regular Rate:** \$1,100  
**FP Discount Rate:** \$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:

**Regular Rate:** \$1,072  
**FP Discount Rate:** \$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

**IHMM does not provide graphic design services so your ad must meet the outlined specifications and be ready to publish.**

[Order Your Ad](#)

For more information, contact Adam Saari at [asaari@ihmm.org](mailto:asaari@ihmm.org).



# 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.

**SOCIAL MEDIA  
PLUS COLLABORATION**  
Perfect Advertising Combo  
**Get 15% OFF**

Social Media Advertising when  
packaged with an Ad on  
COLLABORATION

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:

**Regular Rate: \$1,320**

**FP Discount Rate: \$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)

[Order Your Ad](#)

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