

AMERICAN  
**CITY & COUNTY**

**GOVERNMENT  
PRODUCT NEWS**

GOVERNMENT  
**Procurement**

# 2022 Media Kit



Brought to you by

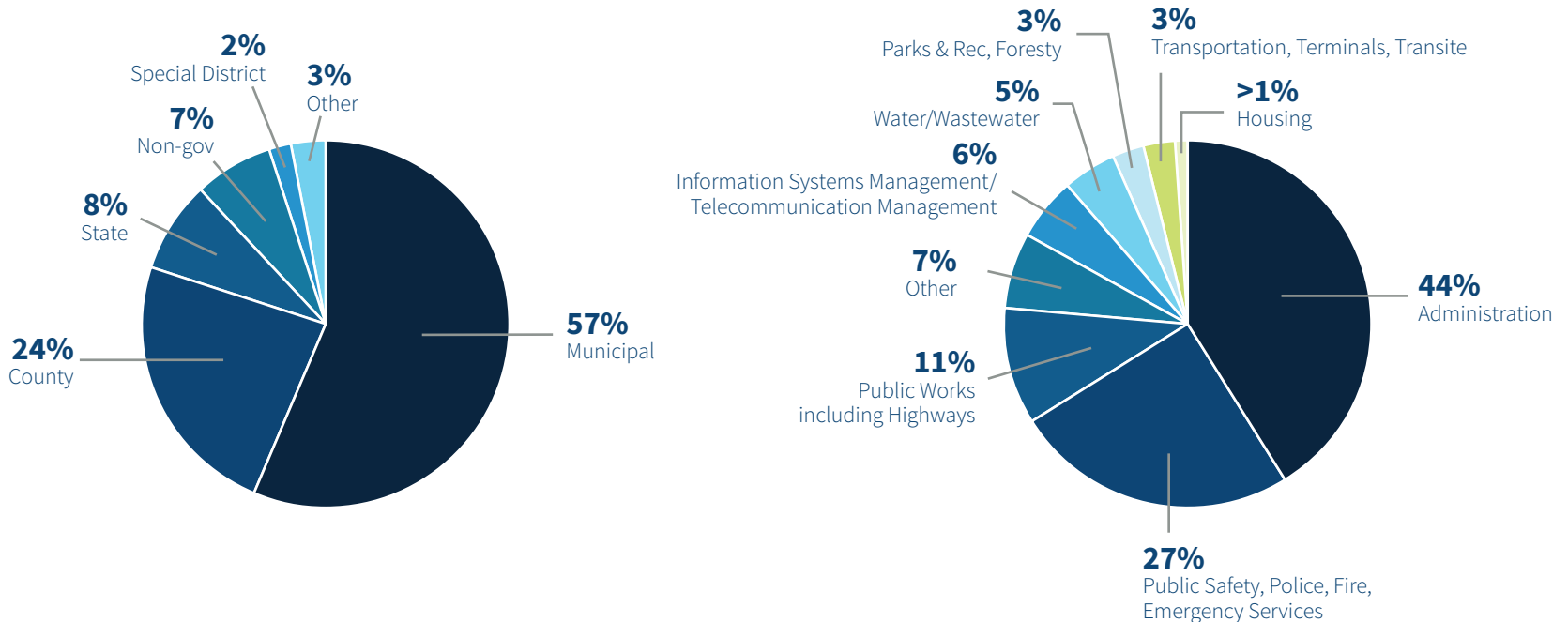
**informa tech**

[americancityandcounty.com](http://americancityandcounty.com)

GOVERNMENT DECISION MAKERS | POWER OF OUR NETWORK ➔

American City & County, Government Procurement and Government Product News, serve as the leading source of information for all aspects of government. Government readers turn to us for critical and timely information on the latest news, trends, products, reports and insight on integral industry data.

TOP GOVERNMENT DEPARTMENTS SERVED



◀ GOVERNMENT DECISION MAKERS | POWER OF OUR NETWORK ▶



**C-Suite Local Government Officials** who set policy (mayors, city or county managers, city or county councils, CFOs, CIOs/CTOs, treasurers)

**Executive Level Local Government Officials** who execute policy in all the major disciplines in public works and public safety (roads/bridges, streets/highways, parks & recreation, water/wastewater, solid waste, police, EMS and fire)

**C-Suite State Government Officials** who set policy (Governor/Lt. Governor, AG, CFO, Treasurer) and Executive Level officials who execute policy (IT, Transportation/Transit, DOT, Public Safety, Courts/Judicial)



**C-Suite Local Government Officials** who set policy (mayors, city or county managers, city or county councils, CFOs, CIOs/CTOs, treasurers)

**Executive Level Local Government Officials** who execute policy in all the major disciplines in public works and public safety (roads/bridges, streets/highways, parks & recreation, water/wastewater, solid waste, police and fire)



**Executive Level Vice-Presidents**, Directors or Managers of Purchasing, Finance & Logistics

**Executive Level Directors**, Department Heads, Managers or Supervisors of Administration, Agencies or Operations

Do you have a story idea, product or press release you would like us to consider?  
Contact our editors:

- **Michelle Havich:** michelle.havich@informa.com
- **Andy Castillo:** andrew.castillo@informa.com

◀ GOVERNMENT DECISION MAKERS | POWER OF OUR NETWORK ▶

**Inform Your Plan. Engage Your Audience. Advance Your Sales.**



58,800  
average monthly  
page views



24,162  
average monthly  
unique visitors



63,776  
eNewsletter  
reach



8,043  
site  
registrations



◀ GOVERNMENT PROCUREMENT

Issue	Feature	Departments
<p><b>March</b></p> <p>Ad Close: 2/9/2022 Ad Material Due: 2/16/2022</p>	Infrastructure	<ul style="list-style-type: none"> <li>• Hot Topics*</li> <li>• Events</li> </ul>
<p><b>June</b></p> <p>Ad Close: 5/11/2022 Ad Material Due: 5/18/2022</p>	Technology	<ul style="list-style-type: none"> <li>• Hot Topics*</li> <li>• Events</li> </ul>
<p><b>September</b></p> <p>Ad Close: 8/10/2022 Ad Material Due: 8/17/2022</p>	Climate Change/Sustainability	<ul style="list-style-type: none"> <li>• Hot Topics*</li> <li>• Events</li> </ul>
<p><b>November</b></p> <p>Ad Close: 11/9/2022 Ad Material Due: 11/16/2022</p>	New Trends 2023	<ul style="list-style-type: none"> <li>• Hot Topics*</li> <li>• Events</li> </ul>

\*Hot Topics include: Energy Management • Spend Management/Analysis • Standards/Best Practices • Language Matters

AMERICAN CITY & COUNTY

Issue	Feature 1	Feature 2
January	Exemplary Public Servants of the Year Award announcement & profiles	Crown Communities Awards announcement & profiles
February	Leadership Skills / Career Advice Women in government	Resiliency Bouncing back from COVID—engaging with local businesses
March	Procurement	EV charging/vehicles
April	Citizen Engagement New appreciation for the importance of government	Parks and Recreation
May	Workforce issues Police reform/training/programs	Utilities* Broadband
June	Budgeting, Cost Control / Project Financing	Pensions
July	Disaster Recovery and Preparedness Hurricane preparedness	Drone technology
August	Asset Management/Roads and Bridges Infrastructure priorities	Recruitment Getting young people involved in gov. jobs
September	Sustainability/Climate Change	EMS, Fire / Policing
October	Policymaking Elections/voting	Smart Cities / Big Data, Analytics
November	Economic Development	Cybersecurity
December	Looking forward to 2023—goals, challenges	5G

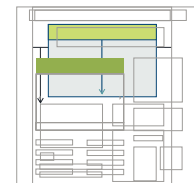
\* = Utilities includes the topics of electricity, water, gas, alt energy, municipal Wi-Fi

WEBSITE | CONTENT MARKETING | LEAD GENERATION | E-NEWSLETTERS ➔

Home to American City & County, Government Procurement and Government Product News, americancityandcounty.com is the leading source for critical and timely news, trends, products and procurement. Use our website as leverage to build your brand, drive traffic and accelerate sales. Choose from a variety of digital advertising options to create an integrated marketing program with immediate responses.

AMERICANCITYANDCOUNTY.COM

Ad Type	Size	Price
BILLBOARD	728x90 OR 970x90	\$95 net CPM
LEADERBOARD	728x90	\$85 net CPM
BOOMBOX	300x250	\$85 net CPM
HALF PAGE	300x600	\$120 net CPM



PUSHDOWN

**Rate: \$85 net CPM**

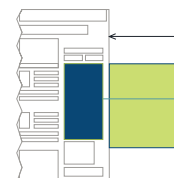
Pushdown ads appear above the fold and allow you to tell your story in a seamless, attention grabbing way, through videos, photos, and animation. Seamlessly retracts after a set period, or if the user opts to close the ad.



FLOOR AD

**Rate: \$85 net CPM**

Always in view at the bottom of the screen even as user's scroll the page, floor ads are great for spotlighting content, product awareness and persistent visibility.



JUMBOTRON AD

**Rate: \$120 net CPM**

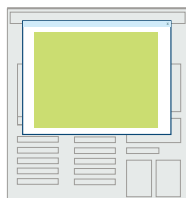
Half-Page page ad unit expands to page width. Rich creative possibilities - advertiser messaging, video elements, product samples, etc. The viewer stays in control of the ad experience.



IN-ARTICLE VIDEO

**Rate: \$90 net CPM**

Capture their attention with video! Great for branding or new products and demos, in-article videos offer the best viewability. Videos auto play without sound and can be 30-60 seconds long.



WELCOME AD

**Rate: \$2,000 net per week (2 weeks per month)**

Welcome ads are 100% exclusive, high impact ads that appear before the user enters the site; these ads generate high response rates. The image runs for approximately 7-10 seconds before redirecting to americancityandcounty.com. Rate is based on two non-consecutive weeks per month. Contact your sales rep for details.



WALLPAPER

**Rate: \$4,500 net per month**

Brand both sides of any page on the website with the wallpaper unit for maximum visibility. Note: Every additional ad material change will incur a separate production charge of \$500.

◀ WEBSITE | CONTENT MARKETING | LEAD GENERATION | E-NEWSLETTERS ▶

## CUSTOM CONTENT CHANNEL

Custom Content Channel gives you an exclusive share of voice surrounding a relevant topic for your target audience. In addition to relevant existing content, content developed exclusively for you will appear in a dedicated landing page that is embedded in the American City & County website. Your company will have exclusive branding on the page, and options for adding additional content.

- Dedicated landing page with original editorial content
- Your Ads (two 728x90, two 300x250)
- Your Featured Content (Products, Case Studies, Whitepapers, etc.)
- Your Branding (company description and logo)
- One exclusive monthly newsletters that incorporate featured content and your branding
- Added promotion in e-newsletters and in (American City & County, Government Product News, Government Procurement) issues

### Rate: \$8,000 per month

Based on a minimum of six consecutive months. Additional frequency discounts are available. Speak to your sales representative for details.

**AUG 17** **Coop Solutions**  
Sponsored by U.S. Communities

Coop Solutions is Government Procurement's destination for trends, industry news, articles and commentary from our editors and contributing experts in the government purchasing community.

**Procurement professional appraises & praises cooperative agreements**  
Especially for smaller governments, using cooperative pacts makes sense. Maja Lamponen, Procurement and Contracts Administrator for the Port of Everett, Wash., tells us why her agency relies on cooperative agreements.

**Cooperative Government Contract**  
**amazonbusiness**  
A powerful procurement option to improve the way you buy items for work

**Cooperative purchasing best practices from a seasoned procurement officer**  
Reach out to your legal and finance team is one piece of advice from Terry McKee Terry McKee, IT and Procurement Director at Knoxville's (Tenn.) Community Development Corporation (KCDC) offers his views on suggested best practices for cooperative

**New Atlanta ballpark gets public safety, vehicle help for first pitch**  
Cooperative contracts deliver public safety products and transport vehicles that ensured SunTrust Park was ready for opening day and ensured all the fans had an experience unlike any other while keeping the community safe.

◀ WEBSITE | CONTENT MARKETING | LEAD GENERATION | E-NEWSLETTERS ▶

## EDITORIAL CUSTOM RESEARCH

Research provides valuable insight and guidance to more deeply understand your audience, expand into new markets, test product concepts or refine your strategic plans. Often the research can be released as an industry study – establishing your brand as an authority, which is also great for upgrading website content.

**Rate: Contact your sales representative for pricing**

## CUSTOM EPOSTCARDS

This personalized, single-sponsored message is sent in a brand-recognizable, templated format that is easy to digest. With high-impact messaging, it provides exceptional ROI by driving impressive click-throughs and encourages audiences to take action. Sponsors simply supply a graphic, text and URL. We place content into our ePostcard template and blast to our opt-in subscribers.

**Rate: \$2,500 net per E-Postcard**



## CUSTOM E-BLASTS

E-Blasts are an exclusive advertorial email that provide a quick turn-around electronic delivery for sales messages and announcements. Audiences can be targeted by geographic and demographic criteria. Performance measurements are available 5 days after deployment and include results for delivery, opens and click through metrics.

**Rate: \$4,000 net per email**



## EXPLAINER VIDEOS

Explainer videos break down complex topics into simple and easy-to-digest video segments. Typically, 30-90 seconds, these videos are perfect content marketing assets that can be leveraged in a variety of ways. They're especially effective for top-of-funnel prospects in discovery and consideration phases.

**Explainer Videos Program Includes:**

- Creation of one-custom, 30-90 second video (typically – 200 words or less)
- Our team of experts work with you to craft your unique video from end-to-end, including concept development, custom storyboards, scripting, production and editing
- Development or curation of the animated graphics, artwork/ stock clips, background music, and voiceover that bring your message to life
- You own the video and can use elsewhere

**Rate: \$8,500 per video**

◀ WEBSITE | CONTENT MARKETING | LEAD GENERATION | E-NEWSLETTERS ▶

## INFOGRAPHICS

Bring your message to life through visual design. Infographics are one of the most popular forms of content on the web today, driving more traffic than most traditional content due to their highly visual and easy to digest format that helps users translate data into insights. Infographics draw a wider viewing audience into information that might otherwise be hidden in long-form content. They also encourage social sharing of your content

### Infographics Program Includes:

- End-to-end program management include topic discovery, consultation with industry expert and creative designer
- Custom-designed infographic based on relevant, sponsor-provided information 4 data points (basic) or 6 data points (premium).
- You own the data and final graphics to share via your own website, social channels, email deployments, tradeshows, etc.

**Rate: \$5,000 (basic)**  
**\$7,500 (premium)**

## BRAND PERCEPTION

Helping you measure awareness & perception of your brand. Your customers & prospects matter, and so do their opinions. Our in-depth market perceptions around your brand, brand awareness & recall, purchase intent, and more. Providing valuable insight into the positioning of your brand among your competitors so you can take your marketing strategy to the next level.

### Program Includes:

- 15-question survey, developed collaboratively with sponsor
- 100+ respondents from target audience
- Results Report to include:
  - Proprietary report (10-15 pages; charts/graphs)
  - Survey data results
  - Unlimited usages rights to research data

**Rate: \$12,000**

Do you have a story idea, product or press release you would like us to consider?  
Contact our editors:

- **Michelle Havich:** michelle.havich@informa.com
- **Andy Castillo:** andrew.castillo@informa.com

◀ WEBSITE | CONTENT MARKETING | LEAD GENERATION | E-NEWSLETTERS ▶

## IndustryVoice (Native Content)

Inject your voice into our trusted editorial communities. IndustryVoice extends the reach of your educational content by placing it within a relevant category on the American City & County site. Your content lives seamlessly next to our credible editorial content in a manner that matches our website's form and function

### IndustryVoice Program Includes:

- End-to-end program management includes content review, setup, promotion, and reporting
- Content is posted to the American City & County brand site
  - Hosted for 12 months
  - Appears in the site's editorial content feeds, gets tagged to relevant categories of the site and is searchable
  - Content is labeled as sponsored, with your company name and byline
  - 1-month promotion plan typically includes:
    - Featured in the 4 American City & County newsletters
    - Reporting provided at the end of program and includes content page views

Content should be educational in nature, and not promotional

**Rate: \$3,000 net per month**

## FastChat

Video-based discussions provide a platform for executives to tell the story of their brand's innovation, market leadership, and expertise; creating a content marketing experience that generates an authentic connection with audiences hungry for information

### FastChat Program Includes:

- 10-15 minute executive interview video with a content leader
- Single video or packages together as a series of 2-3 videos
- Remote video capture
- Interview consists of 3-5 questions
- Dedicated landing page to house the program (live for 12 months)
- Marketing promotion campaign (1 month promotion period per interview)
- Client may include up to 3 related assets
- Includes speaker & moderator bios
- Includes written summary of video
- Includes your logo and call to action

**Rate: \$7,500**



## Drive ROI with results-driven programs that take your marketing campaign to the next level.

### WEBINARS Rate: \$15,000 net

Webinars are one-hour sponsored educational events. Position your company as an industry expert and connect with prospects who are actively looking for education on a key topic, or solution to their challenge. Webinars are a cost-effective way to create powerful, engaging content that generates many leads and allows you to connect directly with prospects. Do you have a webinar you have produced inhouse? Ask us about our Reverse Webinar option.

#### Webinar Program Includes:

- A webinar landing page on americacityandcounty.com
- A registration form that captures contact information, as well as three custom questions to help qualify prospects
- Up to 1 hour, with live Q&A
- Presentation can include PPT slides, demos, and sponsors-provided video clips and up to 3 poll questions.
- Display relevant, related resources (e.g. PDF of slides, links to website, social media links, speaker information, etc.) within the webinar console
- Turnkey promotion, including creative development of all materials, including:
  - Email invites and native newsletter placements as well as social media post.
  - Automated emails to confirm registration and remind users prior to the event as well as post-event follow up
- Reporting includes:
  - Post-event summary highlighting overall registrants, attendee rate, duration, and engagement
  - Detailed lead report that includes all registrant provided contact info, whether they attended, poll responses, questions asked, and visit duration

### WEBINAR KEY TAKEAWAYS

Webinar content optimized for digital consumption post event. The content in a webinar should live past the one-hour event. The real underlying value of a webinar is the content itself, which can serve as a continued catalyst to engage audiences well beyond the live event. This offering captures the central themes from a live webinar and breathes new life into the content by framing it through a visual, interactive experience.

#### Program Includes:

- Development of web-based guide to capture webinar key points
- 3-5 key takeaways from webinar
- Short video segments from webinar
- On-ramp to full webinar (gated)
- Up to three related assets
- Speaker bios with social links
- Marketing promotion campaign – 1 month
- Engagement metrics reporting
- Live duration period: 12 months

**Rate: \$7,500**

◀ WEBSITE | CONTENT MARKETING | **LEAD GENERATION** | E-NEWSLETTERS ▶

**CONTENT SYNDICATION** Rate: **\$6,000 net**

Share your knowledge and distribute educational white papers, industry research, articles or case studies. Leads will be generated with a customizable registration form.

**Program Includes:**

Landing page on americacityandcounty.com

A registration form that captures contact information, as well as three custom questions to help qualify prospects

Active marketing campaign that includes

- Three dedicated email blasts to promote your content
- Native newsletter placements and social media promotion on americacityandcounty.com



**AUDIENCE EXTENSION** Rate: **\$40 CPM**

Extend your reach and stay in front of your most valuable prospects with audience-based targeting. Audience Extension campaigns target the business decision makers in our database who match your target criteria. Utilizing thousands of sites across the web, your campaign is displayed multiple times. ONLY to those that fit your targeted profile. Audience Extension ensures your ads are viewed on the trusted sites your targets frequent; no wasting valuable marketing dollars on sites your prospects might not be visiting.

“Reading American City & County provides insight into problem solving and innovation in other municipalities and counties. I often use what I learn to help develop creative solutions for Asheville.”

– **Barbara Whitehorn, Chief Financial Officer,**  
**City of Asheville, NC**

WEBSITE | CONTENT MARKETING | LEAD GENERATION | E-NEWSLETTERS



NEWSLETTER	BRAND	FREQUENCY	TOP	2ND	3RD	4TH
<b>Government Update</b> Deploys every Monday	American City & County	4x/month	\$600 net/ad	\$600 net/ad	\$500 net/ad	\$500 net/ad
Specs & requirements: 180x150 + 60 words text, 580x80 & 300x250 , headline & linking URL						
<b>Issues &amp; Trends</b> Deploys every Wednesday	American City & County	4x/month	\$600 net/ad	\$600 net/ad	\$500 net/ad	\$500 net/ad
Specs & requirements: 180x150 + 60 words text, 580x80 & 300x250 , headline & linking URL						
<b>Government Weekly</b> Deploys every Friday	Government Product News	Weekly	\$600 net/ad	\$600 net/ad	\$500 net/ad	\$500 net/ad
Specs & requirements: 180x150 + 60 words text, 580x80 & 300x250 , headline & linking URL						
<b>Government Procurement</b> Deploys the third Tuesday of every month	Government Procurement	Monthly	\$600 net/ad	\$600 net/ad	\$500 net/ad	\$500 net/ad

◀ GOVERNMENT PROCUREMENT DIGITAL EDITION | AMERICAN CITY & COUNTY WEBSITE | NEWSLETTER ▶

4-Color Rates	1x	2x	4x
Full Page	\$3,349	\$2,846	\$2,419
1/2 Page	\$2,578	\$2,182	\$1,855
1/4 Page	\$1,690	\$1,437	\$1,221

Refer to ad space dimensions on next page.

**All rates are net.**

“I enjoy learning what local governments of all sizes are doing to improve the lives of their citizens, especially how GIS is incorporated into the mix.”

– **Paula Lemke, GIS Coordinator Cerro Gordo County, IA**

◀ GOVERNMENT PROCUREMENT DIGITAL EDITION | AMERICAN CITY & COUNTY WEBSITE | NEWSLETTER ▶

**AD SPACE DIMENSIONS**

DIMENSIONS	Non Bleed	Bleed*
Full Page	7 x 10	7.5 x 10.5
1/2 Page	7 x 4.625	
1/4 Page Vertical	3.375 x 4.625	

Ad Size	Bleed Trim	Bleed Dimensions*	Live Area
Full Page Bleed	7.5" x 10.5"	7.75" x 10.75"	7" x 10"

\*Ads that Bleed require 0.125" bleed beyond the trim on all sides.  
 \*\* All live mater not intended to bleed should be kept 0.25" inside the trim

**INSTRUCTIONS**

Informa now offers a new way to submit print ad files — an ad portal called SendMyAd at [Informa.sendmyad.com](http://Informa.sendmyad.com).

With SendMyAd, you will be able to upload, preflight and approve your ads in a single process.

Send ad proofs to:

**Denise Walde**  
**Ad Operations Specialist**

Government Procurement (issue date)  
 22701 West 68th Terr., Suite 100, Shawnee, KS 66226.  
[denise.walde@informa.com](mailto:denise.walde@informa.com)

**Info on Bleed Specs:**  
<http://assets.penton.com/sma/pgtrim.pdf>

◀ GOVERNMENT PROCUREMENT DIGITAL EDITION | AMERICAN CITY & COUNTY WEBSITE | NEWSLETTER ▶

**Lead Time:** Ads must be submitted 5 business days from scheduled deployment unless noted otherwise.

AD TYPE	DIMENSIONS	MAX FILE	ACCEPTED FORMATS:
Welcome Ad	640 x 480	200 KB	GIF, JPEG, Java, Iframe, 3rd party tag.
Leaderboard	728 x 90	200 KB	GIF, PNG, JPEG, HTML5, 3rd party tag.
Rectangle	300 x 250	200 KB	GIF, PNG, JPEG, HTML5, 3rd party tag.
Half page	300 x 600	200 KB	GIF, PNG, JPEG, HTML5, 3rd party tag.
Navigation	180 x 150	200 KB	GIF, PNG, JPEG, HTML5, 3rd party tag.
Wallpaper Skins	1024x468, 1280x1024	200 KB	GIF, PNG, JPEG. (Static image). Lead time: 10 business days
Pushdown	Teaser: 970 x 90 Expanded: 970 x 415	200 KB	GIF, PNG, JPEG. Video Files & Audio files along with instruction of where to place the video (optional). If wanting special text animation it must be created on clients end as a gif. Additional charges may be applied if wanting to go through Informa's 3rd party vendor. Animation on initial load should not last more than 15 seconds. Unlimited for user initiated animation. Lead time 14 business days

\* Flash ads must come with a back up GIF or JPEG

◀ GOVERNMENT PROCUREMENT DIGITAL EDITION | AMERICAN CITY & COUNTY WEBSITE | NEWSLETTER

**Lead Time:** Ads must be submitted 5 business days from scheduled deployment.

AD TYPE	DIMENSIONS	MAX FILE SIZE	SPECIFICATIONS
580x80	580x80	200 KB	GIF, Animated GIF, JPEG
300x250 + text	300x250	200 KB	GIF, Animated GIF, JPEG
180x150 + text	180x150	200 KB	GIF, Animated GIF, JPEG. Optional: Body copy, 60 words max

\* Outlook users do not see animated images, therefore we highly recommend that your first frame contain all call to action and pertinent information.

**Send all creative, links and third-party tags to Hannah Ward at [hannah.ward@informa.com](mailto:hannah.ward@informa.com)**

“The articles from other city and counties that I can use to compare to the way things are done in our consolidated government keeps me reading your magazine. It is helpful to see how other cities face similar problems. I also like to read articles showing the way cities and counties come together to the aid of other cities in need during a crisis, such as tornadoes, hurricanes, floods and other disasters.”

– **David. M. Pate. Assistant Manager Street Division Public Works Columbus, Georgia.**

Informa's Public Infrastructure Group represents the largest network of customers in targeted public service markets. We deliver concise, essential information covering the full spectrum of the state, county and municipal government marketplace. Together, our powerful group of brands provides solutions for branding, lead generation and thought leadership that work in harmony across industries.

**AMERICAN  
CITY&COUNTY**

Serves a powerful audience of city, county, and state officials who develop and implement government policy, programs, and projects. American City & County's family of media products delivers editorial insights, government trends, project profiles, best practices, exclusive analysis, and a broad scope of local and state government news.

[americancityandcounty.com](http://americancityandcounty.com)

**IWCE**

Connecting Critical Communications

The premier annual event for communications technology professionals with 380+ exhibitors showcasing the latest products and trends in the industry and attracting 7,000 attendees.

[iwceexpo.com](http://iwceexpo.com)

**GOVERNMENT  
Procurement**

The official publication of NIGP which targets senior-level, public-sector purchasing professionals and provides them with procurement methods, case histories, management techniques, and reports on influential legislation as well as association and industry news.

**IWCE's  
URGENT  
COMMUNICATIONS**

IWCE's Urgent Communications is the official content partner of IWCE. Together they are a powerful resource for the communications technology industry - how it evolves and how it is used. IWCE's Urgent Communications delivers real world, practical information needed by dealers, private radio and wireless systems operators and large volume commercial, industrial and public safety communications end-users.

[urgentcomm.com](http://urgentcomm.com)

**GOVERNMENT  
PRODUCT NEWS**

The comprehensive product resource for public-sector decision-makers. GPN serves government managers, engineers, administrators, department heads, and procurement professionals who specify, plan, and buy for city, county, state and federal governments.

**OMDIA**

Omdia unifies and harnesses the depth and breadth of expertise from Informa Tech's legacy research brands: Ovum, IHS Markit Technology, Tractica and Heavy Reading. We bring you unparalleled, world-class research and consultancy to navigate the now and create the future. Omdia serves many markets, with IWCE's team closely aligned with the Physical Security, Public Safety & Critical Communication team. As an established market leader, we help you navigate this space through powerful market, technology and supply chain research, and consultancy.

[omdia.tech.informa.com](http://omdia.tech.informa.com)

## EDITORIAL

AMERICAN  
CITY&COUNTY

GOVERNMENT  
Procurement

GOVERNMENT  
PRODUCT NEWS

IWCE's  
URGENT  
COMMUNICATIONS

### Michelle Havich

Senior Editor  
[michelle.havich@informa.com](mailto:michelle.havich@informa.com)

### Andy Castillo

Editor  
[andrew.castillo@informa.com](mailto:andrew.castillo@informa.com)

### Donny Jackson

Editor, IWCE's *Urgent Communications*  
[donald.jackson@informa.com](mailto:donald.jackson@informa.com)

## ADVERTISING SALES



### Tim Clary

Sales Manager  
ph: (214) 616-6405  
[tim.clary@informa.com](mailto:tim.clary@informa.com)



### Stephanie McCall

Director of Sales -  
Government & Manufacturing  
[stephanie.mccall@informa.com](mailto:stephanie.mccall@informa.com)

## AD PRODUCTION

Hannah Ward • Campaign Analyst • [hannah.ward@informa.com](mailto:hannah.ward@informa.com)  
Denise Walde • Ad Operations Specialist • [denise.walde@informa.com](mailto:denise.walde@informa.com)