

i-SIGMA[®]

International Secure Information
Governance & Management Assoc.

2025 MEDIA KIT

MEDIA CONTACT

602-788-6243 | advertising@isigmaonline.org

isigmaonline.org



International Secure Information
Governance & Management Assoc.

The International Secure Information Governance & Management Association™ (i-SIGMA®) is a non-profit watchdog organization, enforcing standards and ethical compliance of approximately 2,000 secure destruction and records and information management service providers on six continents. The association currently maintains the most rigorous and widely accepted third-party data security vendor compliance certifications in the world. www.isigmaonline.org

i-SIGMA offers Corporate Partners exclusive advertising opportunities to this growing niche market of information governance service providers. A Corporate Partner can be any company that offers products or services to the services providers who make up the Service Provider Members of the association. So, make the most of your advertising dollars this year by directly targeting the secure information governance and management industry, who actively seek to utilize your products and services.

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CORPORATE PARTNER BENEFITS

Corporate Partner Membership in i-SIGMA is a proven way for you to grow your business. Here's how...

BETTER ACCESS TO SERVICES PROVIDERS

i-SIGMA is the world's largest congregation of data destruction and records management service providers. Your company's membership gives you access to these fast-growing companies; not just as another vendor, but as a trusted partner who is supporting their growth.

Provide Education on What You Sell

i-SIGMA publications and events are constantly looking for content from Corporate Partners that want to better inform industry participants how the products they produce and services they offer can help. Whether you want to create a non-promotional feature article in our flagship publication, post a blog on our websites, or give a session at one of our events, if your firm would benefit from a better-informed customer, i-SIGMA is the place for you.

Advertising in Publications

Make your brand top of mind by advertising in one of i-SIGMA's many highly-regarded and well-read publications. These unique outlets are top quality and reflect the image you want for your firm.

Quarterly Journal | The industry and member journal delivered quarterly

Buyers' Guide | A handy directory of industry product and service suppliers

iG Direct | The twice monthly e-newsletter focused on association news and the Secure Data Destruction and RIM Industry

Exhibit at & Sponsor i-SIGMA Events

ANNUAL CONFERENCE & EXPO

The annual conference and expo attracts the largest concentration of secure data destruction and records management service providers worldwide. It has proven to be an invaluable networking and educational opportunity for information governance professionals who want to learn from experts, exchange ideas, and perhaps most importantly see new products and the latest industry technology. Members receive a substantial discount.

REGIONAL EVENTS THROUGHOUT THE WORLD

i-SIGMA traditionally hosts events throughout the world with focused topical content, providing a great opportunity for Corporate Partners to get in front of service providers in a smaller setting.

GET FOUND BY CLIENTS

Corporate Partners receive exclusive access to a growing list of secure destruction service providers to which you may directly reach out to as a lead source. And by showing support for the industry, they are more likely to buy from you!

INDUSTRY SUPPLIERS MARKET

All Corporate Partners supplying products and services to Service Provider Members within the industry are listed online in the i-SIGMA Market by category and region. This is a great resource for service providers to find business solutions at their fingertips.

BUYERS' GUIDE

Each Corporate Partner receives one complimentary listing in the i-SIGMA Buyers' Guide, which is heavily promoted each month throughout the year to service providers as a resource.

EXCLUSIVE ADVERTISING OPTIONS

The iG Quarterly Journal

The association's iG Quarterly Journal keeps members and other industry service providers informed about all things Information Governance, including RIM and secure data destruction news, international government actions, and current association initiatives. It is digitally published four times per year, with the first issue as a special annual edition, with digital and physical distribution, at the i-SIGMA Annual Conference. As a Corporate Partner you have the exclusive opportunity to promote your company to RIM & Secure Data Destruction companies aside relevant industry content via the association journal. Learn more on page 6.

iG Direct e-Newsletter

i-SIGMA distributes a regular e-newsletter with content tailored to its membership and industry. The iG Direct is sent to a focused list of thousands of secure data destruction and RIM professionals worldwide. The newsletter keeps subscribers up-to-date on the latest industry and association news. Banner ads with a direct link to your company's website are available for purchase only to Corporate Partners. Learn more on page 8.



2025 Buyers' Guide

The i-SIGMA Buyers' Guide is an annual, electronic publication with exclusive advertising opportunities for Corporate Partners. It contains a comprehensive list of the RIM and secure data destruction industry's leading suppliers of products and services. The guide is heavily promoted to thousands of service provider members and consumers each year. As a Corporate Partner, you receive one complimentary, basic listing in the category of your choice as well as access to other advertising space in the rest of the guide and the opportunity to do a dedicated e-blast containing your company content, sent from i-SIGMA to a focused list of RIM and secure data destruction professionals worldwide. Learn more on page 10.

Shred School® Sponsorships

Shred School is the sales training program for secure data destruction professionals exclusively offered by i-SIGMA. Traditionally held in person as two-day workshops in multiple cities each autumn, these events are affordable and convenient enough to encourage professionals to re-attend every few years. As a Corporate Partner, you have the opportunity to sponsor and participate in each workshop for the year. With thousands of professionals receiving promotional materials that include our sponsors and a hundred professionals attending Shred School annually including key decision makers that you can sit and have a drink with, you are sure to catch attention. This is an amazing opportunity to prospect and network with a captive audience of industry professionals.

Annual Conference Exhibiting and Sponsorships

The Annual Conference & Expo attracts the largest concentration of industry professionals worldwide and is home to the industry's largest trade exhibition of products and services. The 2025 event will be held IN PERSON in Dallas, Texas, 6-9 April 2025. As a Corporate Partner you automatically receive a member-rate for attending and have special opportunities to showcase your company further by exhibiting, sponsoring and/or advertising at the event.

Regional Events Sponsorships Around the World

i-SIGMA traditionally hosts events in various parts of the world annually. Please contact advertising@isigmaonline.org for the latest schedule. Regional event are promoted to select service providers from the area who are apt to attend. We've seen captive audiences eager to learn about industry best practices and to hear from sponsors at these seminars. Corporate Partners receive a member-rate on attending and the have the exclusive opportunity for key sponsorships that are promoted leading up-to and at these events.



ShredSchool
An educational service of i-SIGMA

Learn to Stand Apart

Do you want to:

- Land those hard-to-get meetings?
- Double business with existing clients?
- Create digital market that sells for you?
- Leave your competition speechless?
- Build a selling machine?

If you answered "Yes!" to any of these, great news! **Shred School is coming** to a city near you with a curriculum and networking opportunities to help grow your business. [View the full agenda and register today!](#)

2018 Workshops

September 12-13	Pittsburgh, PA
October 24-25	Chicago, IL
November 7-8	Las Vegas, NV

[Register Now](#)

Hurry, Only 5 Seats Remaining for Pittsburgh.

Sponsors

- ACES American Container Equipment & Supplies, LLC
- ALLSOURCE
- Allegany Shredders
- ALPINE SHREDDERS
- ASI
- RINS
- LAKE CONNOR & CREW
- NETSPIN



QUARTERLY JOURNAL

The association’s quarterly journal keeps members informed about industry news, international government actions, and current association initiatives.

The journal is digitally published four times per year and actively distributed direct to thousands of industry member representatives and online through the iG Direct e-newsletter, association websites, and social media campaigns.

The first issue is our special annual edition, which is also printed and distributed directly to members at the Annual Conference in the spring.

As a Corporate Partner you have the exclusive opportunity to promote your company to records and information management and secure destruction companies aside relevant industry content via the journal.



INSERTION & ART SUBMISSION DEADLINES

ISSUE	INSERTION DEADLINE	ART DEADLINE
1st Quarter March	01/24/2025	01/31/2025
Special Annual Edition <i>(Physical & Digital Distribution; Bonus Conference Distribution)</i>		
2nd Quarter June <i>(Digital Distribution)</i>	05/08/2025	05/15/2025
3rd Quarter September <i>(Digital Distribution)</i>	08/07/2025	08/14/2025
4th Quarter Early December <i>(Digital Distribution)</i>	10/8/2025	10/15/2025

JOURNAL ADVERTISING SPECIFICATIONS

- File Preparation:** Documents should be built to scale and without rotation, including all standard trim marks
- Bleeds** (if required): Include all standard trim, 1/8" bleed and registration marks outside the live image area
- Image resolution:** 266-300dpi
- Color:** All ads are automatically 4-color, CMYK processed
- File Types:** PDF with high-resolution CMYK or grayscale images and all fonts embedded; Adobe Illustrator and Adobe InDesign packaged files, and in some cases, high resolution JPEG files (above 300dpi) may be acceptable
- Email all files to** advertising@isigmaonline.org

DESIGN SPECIFICATIONS

Publication trim size: 8.375" x 10.875". All sizes are in inches (width x height).

AD TYPE	TRIM SIZE	WITH BLEED	REQUIRED BLEED	LIVE AREA*
Full Page Spread (2 adjoining pages)	16.75 x 10.875	17 x 11.125	.125 on all sides (excluding binding)	.5 inch from trim and binding
Full Page	8.375 x 10.875	8.625 x 11.125	.125 on all sides	.5 inch from trim
Full Page (no bleed)	7.375 x 9.875	N/A	N/A	N/A
Half Page	7.375 x 4.75	N/A	N/A	N/A
Third Page (vertical)	2.5 x 9.875	N/A	N/A	N/A
Quarter Page	3.5 x 4.75	N/A	N/A	N/A
Billboard Ad	3.5 x 2.25	N/A	N/A	N/A

*Live Area is the area the printer understands as a safe zone for important graphics and text of the advertisement. While the trim size is established, should the trim be slightly off during production, the live area is nested inside of this parameter so that no essential components will be cropped. Please keep this in mind so that critical components are not too close to the edge of your ad.

iG Direct Twice Monthly E-NEWSLETTERS

The i-SIGMA twice-per-month e-newsletter is sent to thousands of secure data destruction professionals and core RIM professionals worldwide. The iG Direct keeps subscribers up-to-date on the latest industry and association news. Banner ads featuring your products with a direct link to your company's website are available for purchase to Corporate Partners.

ACCEPTABLE FILES

- Must be submitted in the selected size
- PNG, JPEG or GIF format (non-animated)
- Maximum file size of 250KB
- Email all files to advertising@isigmaonline.org

E-NEWSLETTER REQUIREMENTS

- Only Corporate Partners may place a banner advertisement in the one of the association's e-newsletters.
- Banner ads are linked to the advertiser's web site at no additional charge.
- The banner may be changed once per month at no charge.
- The advertiser is responsible to produce the banner ad to the specifications.
- The appearance order of advertisers will rotate in sequence to a new position each issue. The bottom advertiser rotates to the top each issue. New advertisers start in the second placement and rotate down.
- Advertising is a 6 month minimum commitment.
- There will be no limit to the number of ad placements sold.
- The file size is to be no larger than 250KB.
- Advertising rates will remain the same for the period purchased, but rates are subject to change upon expiration.
- Banners will be posted in the issue immediately following their submission and remain posted until the expiration of the insertion commitment.



2025 BUYERS' GUIDE

15 January 2025

Insertion orders stating you would like to participate is due. **Creative Due: 20 January**

The i-SIGMA Buyers' Guide is an annual, electronic publication with exclusive advertising opportunities for Corporate Partners. It contains a comprehensive list of the records information management and secure data destruction industry's leading suppliers of products and services, and as such is the go-to guide for industry service providers. The guide along with the online i-SIGMA Market reach thousands of i-SIGMA service provider members and consumers each year. As a Corporate Partner, you receive one complimentary, basic listing in the Buyer's Guide category of your choice as identified on the selection form as well as access to other advertising space in the rest of the guide.



BUYERS' GUIDE PROMOTION

As an electronic guide, i-SIGMA works to ensure that this piece is extensively promoted and actively works to drive traffic to the industry's best Buyers' Guide.

FIRST MONTH ROLL-OUT

- Dedicated e-blast
- One iG Direct article
- Social Media Promotion

ON-GOING PROMOTION

- A banner on the i-SIGMA homepage
- An advertisement in the association's quarterly journal
- A linked Banner in the iG Direct e-Newsletter (2x/mo.)
- Bi-Monthly dedicated e-blast to thousands of targeted industry professionals
- Quarterly Social Media Promotion
- Quarterly iGdirect article
- Advertisers spotlight via social media

LISTING & ADVERTISING INFORMATION

COMPLIMENTARY BASIC LISTING

Each Corporate Partner receives one **complimentary** basic listing within the Buyer's Guide. Members may select the category in which they appear by returning the Listing Selection Form. i-SIGMA will select the category if the form is not returned.

ADDITIONAL LISTINGS AVAILABLE

Additional categories may be added for an additional fee. Please use the additional listings or additional ads forms to submit these. There will be NO limit to the number of listings or ad placements sold.

CATEGORY LISTING LIMITATIONS

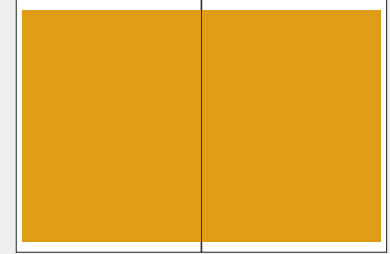
For best placement, return forms as soon as possible; ads will be assigned on a first received, first assigned basis.

Advertising Specifications

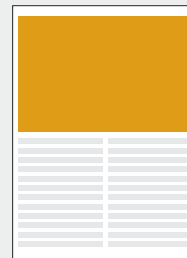
- JPEG or PDF file format
- Minimum 300dpi resolution
- RGB color preferred (all ads are automatically 4-color)



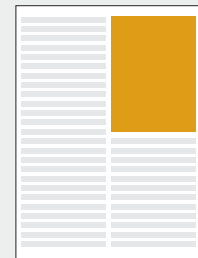
FULL PAGE /COVERS
8.375 x 10.875



FULL PAGE SPREAD
16.75 x 10.875



HALF PAGE
7.375 x 4.75



QUARTER PAGE
3.5 x 4.75

SPOTLIGHT DIRECT EMAIL

SPOTLIGHT DIRECT EMAIL INCLUSION AVAILABLE

Buyers' Guide advertisers may exclusively purchase a dedicated spotlight direct email for an additional fee.

This dedicated e-blast contains your company content and is sent from i-SIGMA to a focused list of more than 3,000 records and information management and secure data destruction professionals worldwide. Limit of two per year and cannot be back to back months. Only one e-blast will be sold per month on a first requested, first assigned basis.

SEND MONTH	CREATIVE DUE DATE
January	01/04/2025
February	1/17/2025
March	2/14/2025
April	3/13/2025
May	4/17/2025
June	5/15/2025
July	6/12/2025
August	7/17/2025
September	8/14/2025
October	9/18/2025
November	10/16/2025
December	11/13/2025

E-BLAST SPECIFICATIONS

Please include the following with your creative submission:

- Company URL
- Desired subject line and header
- Body content, indicating any text to be hyperlinked, along with the corresponding URLs
- Call-to-action text and corresponding URLs
- Company logo
- Any desired images

Submission Instructions

- Email copy should be provided in a Word document
- Any images should be provided as a separate attachment in JPEG or non-animated GIF format
- Images should be no larger than 250 KB each
- Email all files to advertising@isigmaonline.org

Educational Sponsorships

Industry Study Whitepaper Sponsorship

Be at the forefront of industry research and thought leadership by partnering with i-SIGMA on a study and sponsoring the white resulting whitepaper.

This opportunity is highly customizable and is taken on a limited first come, first serve as well as case-by-case basis depending upon the research area of interest.

Contact i-SIGMA at media@isigmaonline.org to discuss opportunities and ideas. Past areas of focus included dumpster dives, second hand electronics, and client attitude studies. Costs may range between \$20,000 - \$50,000.

Webinar Presentation & Sponsorship

Select an educational topic to present and sponsor as i-SIGMA hosts and promotes the webinar to its members and followers.

Corporate Partners may exclusively participate in this opportunity. Webinar educational content must be pre-approved by i-SIGMA. i-SIGMA will promote the webinar session via 2 direct emails to a focused list of more than 3,000 records and information management and secure data destruction professionals worldwide (list may be narrowed if desired), as well as in at least 1 iG Direct e-newsletter and 2 social media posts. Limit of one per year per Corporate Partner and only one sponsored educational webinar will be sold per month on a first requested, first assigned basis.

Recordings will be available after the event by i-SIGMA and content will be available to the presenting company as well. A list of sign-ups will be given to the presenting organization after the live presentation as well as 30 days after the event for any post-event viewers.

SEND MONTH	CREATIVE DUE DATE
January	12/15/2025
February	1/17/2025
March	2/14/2025
April	3/13/2025
May	4/17/2025
June	5/15/2025
July	6/12/2025
August	7/17/2025
September	8/14/2025
October	9/18/2025
November	10/16/2025
December	11/07/2025

COMPANY NAME: _____

i-SIGMA 2025 Advertising Insertion Order

Indicate your selected
advertising mix for 2025

QUARTERLY JOURNAL

PLACEMENT	1 INSERTION Issues 2-4 Distribution: Digital	1 INSERTION Issue 1 <i>Special Annual Edition</i> Distribution: Physical at Conference & Digital	4 INSERTIONS Issues 2-4: Distribution: Digital Issue 1: Distribution: Physical Bonus Conference Distribution & Digital
Billboard Ad	<input type="checkbox"/> \$193/each	<input type="checkbox"/> \$275	<input type="checkbox"/> \$772 or \$193/issue
Quarter Page	<input type="checkbox"/> \$674/each	<input type="checkbox"/> \$962	<input type="checkbox"/> \$2,392 or \$674/issue
Third Page <i>(vertical)</i>	<input type="checkbox"/> \$789/each	<input type="checkbox"/> \$1,127	<input type="checkbox"/> \$3,156 or \$789/issue
Third Page <i>(vertical) x2/issue</i>	<input type="checkbox"/> \$1,020/for two	<input type="checkbox"/> \$1,457	<input type="checkbox"/> \$4,080 or \$1,020/issue
Half Page	<input type="checkbox"/> \$886/each	<input type="checkbox"/> \$1,265	<input type="checkbox"/> \$3,544 or \$886/issue
Full Page	<input type="checkbox"/> \$1,099/each	<input type="checkbox"/> \$1,428	<input type="checkbox"/> \$4,396 or \$1,099/issue
2 Full Facing Pages	<input type="checkbox"/> \$1,923/each	<input type="checkbox"/> \$2,499	<input type="checkbox"/> \$7,692 or \$1,923/issue
Inside Front Cover <i>(across from Table of Contents)</i>	N/A	N/A	<input type="checkbox"/> \$5,484 or \$1,371/issue FROR
1st Full Page Right Exposure <i>(across from i-SIGMA Contacts)</i>	N/A	N/A	<input type="checkbox"/> \$5,120 or \$1,280/issue FROR
1st Full Page Left Exposure <i>(across from Editors Letter)</i>	N/A	N/A	<input type="checkbox"/> \$5,016 or \$1,254/issue FROR
1st Half Page Right Exposure <i>(with Editor's Letter)</i>	N/A	N/A	<input type="checkbox"/> \$4,890 or \$1,222/issue FROR
Inside Back Cover <i>(across from Index)</i>	N/A	N/A	<input type="checkbox"/> \$4,598 or \$1,149/issue
Outside Back Cover <i>(Final Page of Scroll)</i>	N/A	N/A	<input type="checkbox"/> \$4,598 or \$1,149/issue

iG DIRECT E-NEWSLETTERS

Pricing reflects the monthly rate when prepaid for
a 6 or 12 month ad term.

OPTION SIZE (IN PIXELS)	6 MONTHS (PREPAID)	12 MONTHS (PREPAID)
Small 120 x 60	<input type="checkbox"/> \$275/mo	<input type="checkbox"/> \$247/mo
Medium 120 x 120	<input type="checkbox"/> \$385/mo	<input type="checkbox"/> \$357/mo
Large 120 x 240	<input type="checkbox"/> \$495/mo	<input type="checkbox"/> \$467/mo

COMPANY NAME: _____

ANNUAL BUYERS' GUIDE: LISTINGS

The Buyers' Guide is published digitally once annually. See details on pages 10-11. Select which Category(ies) your company will be listed under for the 2025 Edition.

CATEGORY	FREE (select only one)	\$181 ADDITIONAL	\$93 BOLD BLACK	\$93 BOLD BLUE	\$93 BOLD GREEN	\$93 BOLD RED	\$93 BOX AROUND	\$181 COMPANY PROFILE	\$181 LOGO	SUBTOTAL
Access Control										
Air Quality/HVAC Systems										
Balers, Baling Wire & Tying Systems										
Barcode Equipment Supplies										
Cabinets & Consoles, Security										
Carts & Collection Containers										
CCTV, Surveillance, Security, Alarm Sys										
Collection Containers: Office										
Collection Containers: Residential										
Consultants: Certification/Compliance										
Consultants: Operations										
Conveyors, Sorters & Handling Equip										
Data & Records Management Services										
Data Recovery										
Data Security / Data Privacy										
Destruction Equipment: Electronic Media										
Destruction Equipment: Mobile										
Destruction Equipment: Plant-based										
Destruction Equipment: Repair & Parts										
Destruction Services: Electronics/Products										
Drug Screening & Training Programs										
Dust Collection and Compliance										
Employee Training Services										
Financial Services										
Hard Drive Repair										
Imaging: Software/Equipment										
Legal, Business Valuation & Brokerage										
Marketing & Promotional Services										
Media Vault Equipment Services										
Mergers & Acquisitions										
Office Equipment										
Records Storage Equipment										
Recyclers: Non-Paper										
Recyclers: Paper Mills & Brokerage Firms										
Shelving/Racking										
Software: HD/SDD Erasure										
Software: RIM/Data Destruction Mgmt										
Trucks/Vehicles & GPS/Fleet Mgmt										
Various										

TOTAL: _____

COMPANY NAME: _____

ANNUAL BUYERS' GUIDE: ADVERTISING

RUN OF GUIDE ADS		PRICE
<input type="checkbox"/> Quarter Page (Run of Guide)		\$467
<input type="checkbox"/> Half Page (Run of Guide)		\$825
<input type="checkbox"/> Full page (Run of Guide)		\$1,155
<input type="checkbox"/> Full spread (Run of Guide)		\$1,567
CATEGORY ADS (INDICATE CATEGORIES ON PAGES 7-8)		PRICE
<input type="checkbox"/> Quarter page (in Specified Category)		\$687
<input type="checkbox"/> Half page (in Specified Category)		\$1,045
<input type="checkbox"/> Full page (in Specified Category)		\$1,375
PREMIUM ADS (FULL PAGE, SPECIFIC PLACEMENTS)		PRICE
<input type="checkbox"/> Inside Front Cover Across from Table of Contents		\$1,842
<input type="checkbox"/> Page 3 Across from Presidential Welcome Message FROR		\$1,567
<input type="checkbox"/> Page 5 Across from Member Benefits FROR		\$1,292
<input type="checkbox"/> Inside Back Cover Across from Index End Page FROR		\$1,237

SPOTLIGHT DIRECT EMAIL

Advertisers in the Buyers' Guide are eligible to secure up to Spotlight Direct Emails. If selecting two months, advertisers may not select back-to-back months.

Rate: \$650 per issue

DISTRIBUTION MONTH

Mark your 1st and 2nd preferences

January	May	September
February	June	October
March	July	November
April	August	December

**Buyers' Guide listings or listing enhancements not eligible.*

WEBINAR PRESENTATION & SPONSORSHIP

Limit of one per year per Corporate Partner.

Rate: \$1,500

DISTRIBUTION MONTH

Mark your 1st and 2nd preferences

January	May	September
February	June	October
March	July	November
April	August	December

COMPANY NAME: _____

Member Account Info

Member Contact Info

Contact Name

Address

Email

Phone

URL

Payment

Email Address to Send Invoices to

NOTE: The Buyers' Guide and Quarterly Journal are always billed at the time of distribution; you may opt to have your credit card billed or to receive an invoice.

Use credit card on file:

Card Type: _____

Exp. Date: _____ Last four digits: _____

Use a new credit card to add to my file. I will call Accounting at 602-788-6243 x2010 upon submission of this form to set up payments.

I want to be invoiced for any payments.

Authorized Signature

Printed Name

Date

Insertion Totals

	PRICE PER ISSUE	PRICE PER YEAR
Journal		
iG Direct		
Webinar		
Buyers' Guide Listings		
Buyers' Guide Advertising		
TOTAL		

Corporate Partner may cancel advertising of any component of this contract with an advance of 30 days written notice of any creative insertion deadline or 30 days prior to the beginning of the next month's display for online banners. Member understands that cancellations may negate bulk pricing or add-on discounts for the remainder of the year and possibly forfeit this benefit for the following year. Digital cancellations will be pro-rated under the higher term rate.

For Staff Only:


	Amount Billed	When
Journal		
iG Direct		
Webinar		
Buyers' Guide Listings		
Buyers' Guide Advertising		

Admin: _____ Director: _____


Media Contact


602-788-6243
advertising@isigmaonline.org

isigmaonline.org

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[@iSIGMAonline](#)

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[i-SIGMA](#)

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[i-SIGMA](#)