

# ISS 2025 Media Planner

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The Leader in Self-Storage Education and Insight

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The Leader in Self-Storage Insight and Education

June 2024  
issstore.com

## Devising Your Project Plan

The decisive influences on today's facility design and development

**IN THIS ISSUE:**

- Top Trends
- Sustainability
- Site selection
- Scheduling
- Costs
- Facility layout
- Components
- Building types

**PLUS:**

- ISS WORLD EXPO WRAP-UP
- DATA PRIVACY AND LIABILITY
- AUTOMATION AND ASSET VALUE
- DEVELOPMENT CAPITAL
- FACEBOOK ADVERTISING

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August 2024  
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## The Light at the End of the Tunnel

### Outsourcing your way to operational success

**IN THIS ISSUE:**

- Why and when to seek support
- Facility management
- Customer service
- Technology evaluation
- Property care
- Staff hiring and training
- Digital marketing

**PLUS:**

**ISS 2024 BEST OF BUSINESS**

MEET THIS YEAR'S WINNERS!

**TOTAL SOLUTIONS**

Get streaming copies of all 42 seminars presented at the 2024 ISS World Expo. Browse your video options now!

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## MARKETING AND THE MACHINE

Exploring the new mechanics behind business promotion and sales

**IN THIS ISSUE:**

- An audited approach
- Multi-media advertising
- Audience targeting
- Tracking techniques and metrics
- Website construction and care
- Content creation
- Local SEO and online ads
- Social media strategy

**PLUS:**

- ACCESSIBILITY REQUIREMENTS
- NEW BUILDS VS. PORTABLES
- DUE-DILIGENCE CHECKLIST
- HIRING-INTERVIEW TIPS
- YOUR GOLDEN YEARS

**BUILD MARKETING MUSCLE!**

The ISS Store offers tons of products to strengthen your efforts. To browse, visit [ISS-STORE.COM](http://ISS-STORE.COM) and choose "Marketing" from the left-hand bar.

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October 2024  
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## The Quest for Higher Profit

Wielding revenue management to attain desired NOI

**IN THIS ISSUE:**

- Delinquency and collections
- Operations budgeting
- Approaches to pricing
- Customer concessions
- Fee management
- Expenses, including capex
- Smart tax strategies

**PLUS:**

- YOUR DEVELOPMENT TEAM
- LEARNING LENDER LINGO
- ESTATE PLANNING
- MILLENNIALS AND GEN Z

**THE WAY TO WEALTH**

Discover it via our Self-Storage Investing 2024 Video Package, available exclusively at [ISS-Store.com](http://ISS-Store.com)

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**16,000+**  
MONTHLY PRINT  
SUBSCRIBERS

**5,000+**  
MONTHLY DIGITAL  
SUBSCRIBERS

**25,500+**  
WEEKLY NEWSLETTER  
SUBSCRIBERS

**8,550+**  
WEBSITE  
SUBSCRIBERS

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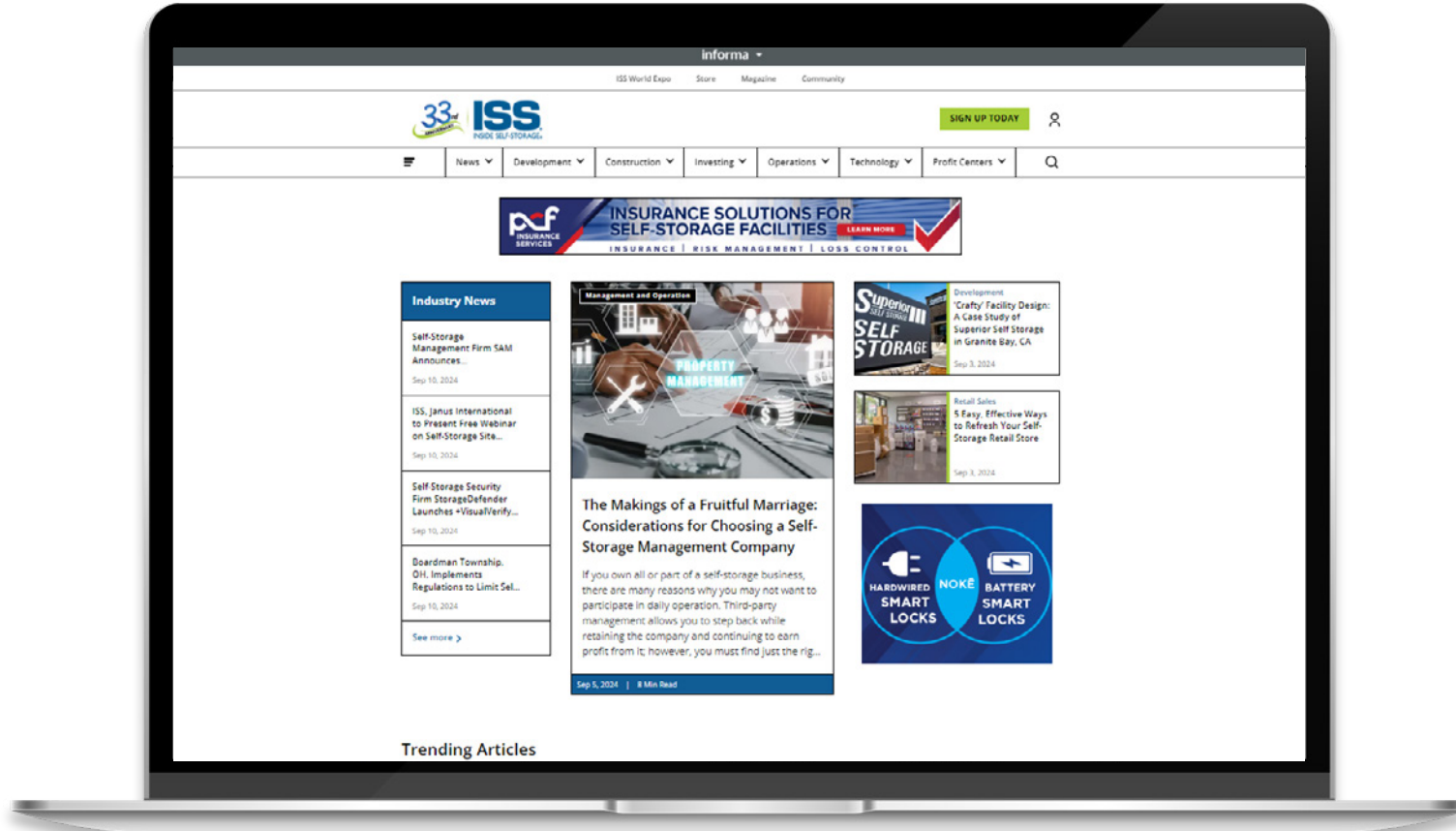


**Inside Self-Storage** has been the trusted resource  
at the forefront of the industry for more than **33 years!**

# Who We Are

**Inside Self-Storage (ISS)** is a full-service, business-to-business (B2B) brand offering quality content via a print magazine, a robust website, an online community, a live conference and tradeshow, and an online store. We directly and consistently reach tens of thousands of industry professionals. By aligning our content with the media our audience most consumes, we're able to offer the greatest reach and engagement for our advertisers, sponsors, exhibitors and underwriters.

ISS was founded in 1991 by industry veteran Troy Bix, now president of the R3 Division at Janus International. Vice president Teri Lanza has been with the brand since 1998. In total, the staff have been involved in self-storage for nearly 100 years between them, with remarkable experience in B2B content strategy and development, education, marketing, sales, ecommerce, event management and operation, and more.



# The Inside Self-Storage Family

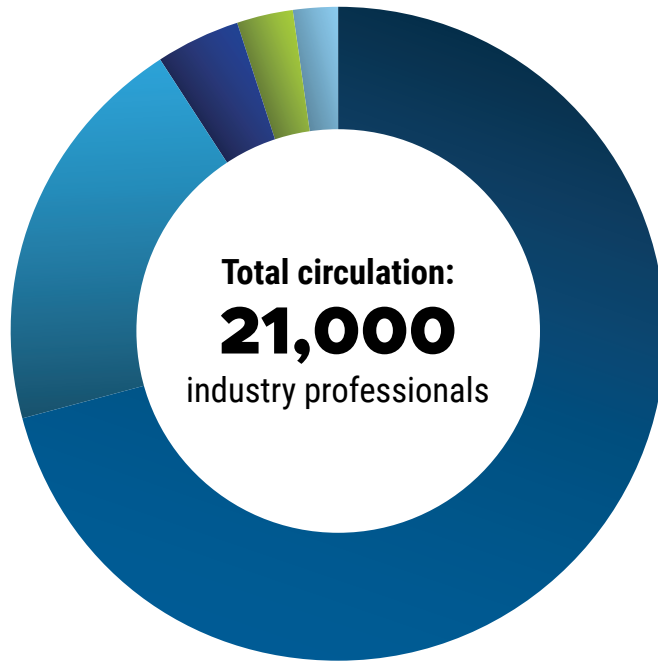
The ISS family of brands, owned by Informa, includes a monthly print magazine, a robust media website full of free resources, the industry's largest annual conference and tradeshow, an online store, and the industry's largest, most active web community.



# Audience

Our readers are industry professionals looking to successfully build, expand, buy, sell, manage and market a self-storage operation, including facility owners, managers, support staff, investors, developers and suppliers.

Let's look at the ISS Magazine audience.\*



**71%**  
Owners/Operators

**20%**  
Facility Managers

**4%**  
Senior Management

**3%**  
Developers

**2%**  
Investors

*\*As of August 2024*



**Reach top decision-makers!**

Tailor your advertising program by leveraging a variety of popular channels to build brand awareness, create a pipeline and generate high-quality leads.

## A Look at the Online Audience July 2023 - July 2024



# Inside Self-Storage Magazine: Overview

Whether you're a seasoned self-storage veteran or just starting your career, you'll find the tools and information you need to succeed with **ISS Magazine**, available in print or digital format. Published 12 times a year, this publication is the market leader to which industry professionals go to meet their information needs. Every issue contains late-breaking news, in-depth articles, insights from the experts, highlights on products and services, operational tips, and much more.

**Circulation:** 16,000 softcover copies are mailed to industry professionals worldwide. Another 5,000-plus copies are consumed digitally.

**Reach:** Each month more than 71,000 self-storage community members read **ISS Magazine**, based on an industry average of 3.4 readers per copy.



# ISS Magazine: Special Issues

While every issue of ISS Magazine is packed with timely, relevant, high-demand self-storage information, these special issues are among the highest read each year:

## March

This edition contains the ISS World Expo Show Planner, a preliminary guide to the industry's largest, most comprehensive conference and tradeshow.



## April

The Official Show Issue is distributed to thousands of participants at the annual ISS World Expo in Las Vegas through literature-distribution bins and the ISS booth on the show floor.



## August

The winners of our annual Best of Business reader-choice poll are revealed and interviewed in this edition, often sharing little-known facts about their business.



## September

This issue contains the extremely popular, annual Top-Operators Lists of self-storage facility owners and management firms. It also contains an analytical report of the list data.



## The Annual ISS Guidebooks

Advertise in these coveted, educational publications that cover all aspects of the industry! Available in softcover or digital formats, you can choose between the **Building/Investing Guidebook** or the **Facility-Operation Guidebook**.



# ISS Magazine: Editorial Calendar

Issue	Theme	Features	Bonus Distribution
<p><b>January</b> Ad reservations: 11/4/24 Ad materials due: 11/9/24</p>	<p><b>Investment &amp; Real Estate</b></p>	<ul style="list-style-type: none"> <li>• Finance options and strategies</li> <li>• Alternative investment vehicles</li> <li>• Feasibility and due diligence</li> <li>• Real estate essentials</li> </ul>	
<p><b>February</b> Ad reservations: 12/6/24 Ad materials due: 12/11/24</p>	<p><b>Add-On Services</b></p>	<ul style="list-style-type: none"> <li>• Profit centers to explore</li> <li>• Creating ancillary space</li> <li>• Promoting and selling add-on offerings</li> <li>• Other logistical challenges</li> </ul>	<p><b>Arizona Self-Storage Association Conference and Tradeshow</b></p>
<p><b>March</b> Ad reservations: 1/8/25 Ad materials due: 1/15/25</p>	<p><b>Technology</b></p>	<ul style="list-style-type: none"> <li>• Facility automation</li> <li>• Mobile devices and apps</li> <li>• Management software</li> <li>• Tech support</li> </ul>	<p><b>Self Storage Association Spring Conference and Tradeshow</b></p>
<p><b>April</b> Ad reservations: 2/7/25 Ad materials due: 2/9/25</p>	<p><b>Manager Enrichment</b></p>	<ul style="list-style-type: none"> <li>• Sales skills</li> <li>• Customer care</li> <li>• Career-advancement advice</li> <li>• Conflict resolution</li> </ul>	
<p><b>May</b> Ad reservations: 3/8/25 Ad materials due: 3/18/25</p>	<p><b>Risk Management &amp; Security</b></p>	<ul style="list-style-type: none"> <li>• Legal issues</li> <li>• Insurance (commercial and tenant)</li> <li>• Crisis and crime management</li> <li>• Safety and security</li> </ul>	<p><b>California Self Storage Association Napa Owner's Conference;</b> <b>Northeast Self Storage Association Conference and Tradeshow</b></p>
<p><b>June</b> Ad reservations: 4/10/25 Ad materials due: 4/12/25</p>	<p><b>Development &amp; Design</b></p>	<ul style="list-style-type: none"> <li>• Planning and zoning</li> <li>• Design trends and aesthetics</li> <li>• Construction trends and challenges</li> <li>• Components and materials</li> </ul>	

Continued on next page 



# ISS Magazine: Editorial Calendar

Issue	Theme	Features	Bonus Distribution
<p><b>July</b> Ad reservations: 5/13/25 Ad materials due: 5/17/25</p>	<p><b>Marketing</b></p>	<ul style="list-style-type: none"> <li>• Grassroots and community marketing</li> <li>• Traditional promotion methods</li> <li>• Digital strategies</li> <li>• Public relations and the media</li> </ul>	
<p><b>August</b> Ad reservations: 6/10/25 Ad materials due: 6/14/25</p>	<p><b>Outsourcing / Best of Business</b></p>	<ul style="list-style-type: none"> <li>• When to outsource</li> <li>• Vetting service suppliers</li> <li>• Negotiating contracts</li> <li>• “Best of Business” winners revealed</li> </ul>	
<p><b>September</b> Ad reservations: 7/9/25 Ad materials due: 7/12/25</p>	<p><b>Annual Top-Operators Lists &amp; Operator Showcase</b></p>	<ul style="list-style-type: none"> <li>• 100 of the industry’s top facility owners</li> <li>• 50 of the industry’s top management firms</li> <li>• List observations and analysis</li> <li>• Operator showcase and insights</li> </ul>	<p><b>Self Storage Association Fall Conference and Tradeshow</b></p>
<p><b>October</b> Ad reservations: 8/12/25 Ad materials due: 8/16/25</p>	<p><b>Revenue Management</b></p>	<ul style="list-style-type: none"> <li>• Pricing strategies</li> <li>• Delinquencies and collections</li> <li>• Operating expenses</li> <li>• Budgeting and forecasting</li> </ul>	<p><b>Texas Self Storage Association Conference and Tradeshow;</b> <b>Self-Storage Hawaii unConference;</b> <b>Federation of European Self Storage Associations Conference and Tradeshow</b></p>
<p><b>November</b> Ad reservations: 9/9/25 Ad materials due: 9/13/25</p>	<p><b>Property Care</b></p>	<ul style="list-style-type: none"> <li>• Understanding/increasing facility value</li> <li>• Upgrades and remodeling</li> <li>• Site-maintenance tasks</li> <li>• DIY service and repair</li> </ul>	
<p><b>December</b> Ad reservations: 8/8/25 Ad materials due: 8/11/25</p>	<p><b>Staffing</b></p>	<ul style="list-style-type: none"> <li>• Hiring, training and evaluating</li> <li>• Compensation and incentives</li> <li>• Policies and procedures</li> <li>• Discipline and termination</li> </ul>	

# ISS Website: Overview

**Insideselfstorage.com** provides a wide range of essential industry content covering news, trends, legislation, facility operators, products, acquisitions and so much more. In-depth feature articles delve into all aspects of the business including construction, development, finance, real estate, legal issues, management, marketing, technology, add-on services and so much more.

The combination of relevant editorial and traffic that consistently tops industry competitors makes our website the perfect vehicle to reach facility operators, developers and investors on the go.

The image displays two screenshots of the ISS website, illustrating various advertising opportunities. Callouts point to specific ad placements:

- Big Sky Ad:** Located at the top of the page, above the main navigation bar.
- Leaderboard Ad 1:** Located below the navigation bar and above the main content area.
- Rectangle Ad 1:** Located in the right-hand column of the main content area, next to an article.
- Rectangle Ad 2:** Located in the right-hand column of the main content area, below the first rectangle ad.
- Leaderboard Ad 2:** Located below the main content area and above the footer.
- Rectangle Ad 3:** Located in the right-hand column of the secondary page screenshot, next to an article.
- Rectangle Ad 4:** Located in the right-hand column of the secondary page screenshot, below the first rectangle ad.
- Floor Ad:** Located at the very bottom of the page, within the footer area.

See ad specs and pricing on pages 20-22.

# ISS Website: Offerings

**Inside Self-Storage** offers a plethora of free resources to help industry professionals like you make the best decisions for their business. Learn about the offerings available to you and your customers.

## Articles

We provide a wide range of essential, in-depth industry content covering news, trends, legislation, facility operators, products, acquisitions and so much more.

! *VENDOR TIP: To submit your press releases, simply send them to [issnews@informa.com](mailto:issnews@informa.com). Interested in contributing educational articles to ISS Magazine and website? Email Senior Editor Amy Campbell at [amy.campbell@informa.com](mailto:amy.campbell@informa.com).*

## Best of Business

Taking place each spring, our “Best of Business” reader-choice poll solicits online votes from industry professionals who elect their favorite product and service suppliers in 40 categories.

! *VENDOR TIP: Make your company a winner! Encourage your customers to vote when the campaign opens in early March!*

## Blogs

The ISS Blog provides a series of insightful, industry-relevant posts to help readers keep abreast of the latest trends in the marketplace as well as premium content and educational offerings.

! *VENDOR TIP: We’re always looking for insightful guest posts! To participate, email ISS Senior Editor Amy Campbell at [amy.campbell@informa.com](mailto:amy.campbell@informa.com).*

## Buyer’s Guide

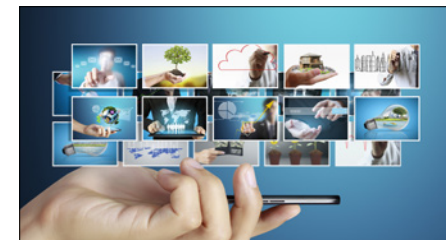
This easy-to-use directory contains detailed information about hundreds of self-storage product and service suppliers, companies and associations.

! *VENDOR TIP: Make sure your company is included in this comprehensive, free resource. To submit or update a listing, visit [buyersguide.insideselfstorage.com](http://buyersguide.insideselfstorage.com).*

## Calendar of Events

This is the reference point to learn about the industry events happening around the globe, including conferences, tradeshows, luncheons and more!

! *VENDOR TIP: Use the calendar to ensure your company is participating in the industry’s top happenings.*



# ISS Website: Offerings

## Galleries

Designed to educate and entertain, our galleries highlight industry hot topics via informative data displays and graphical storytelling.

! *VENDOR TIP: Interested in contributing to a future gallery? Email ISS Senior Editor Amy Campbell at [amy.campbell@informa.com](mailto:amy.campbell@informa.com).*

## Newsletter

The ISS Newsletter is a great way to reach an engaged audience hungry for the latest news, feature stories, videos and more on the ISS website.

! *VENDOR TIP: Maximize your exposure by buying a leaderboard or rectangle ad. The newsletter goes out to more than 24K opt-in readers per week!*

## Podcasts

The “Sounds of Storage” podcast features interviews and relaxed discussions with industry insiders and trendsetters on a host of important topics.

! *VENDOR TIP: Want to get one of your company executives featured in a future podcast episode? Reach out to ISS Senior Editor Amy Campbell at [amy.campbell@informa.com](mailto:amy.campbell@informa.com).*

## Self-Storage TV (SSTV)

Our SSTV channel is an online stream for all types of industry video, from expert insights to how-tos to facility events and much more.

! *VENDOR TIP: Send us your educational, non-promotional videos. We'll be happy to post them to the stream for free!*

## Top-Operators Lists

The ISS Top-Operators Lists are an annual compilation of the industry's leading players ranked by total rentable square footage.

! *VENDOR TIP: If your company is a self-storage management firm, submit your data to be placed on our Top-50 List!*

## Whitepapers and Case Studies

We distribute these valuable, digital publications to the ISS audience to drive traffic and create the qualified leads you demand.

! *VENDOR TIP: Spots are limited! Grab one to showcase your company as a leader in industry intelligence.*


## Webinars

ISS delivers custom, live webinars which allow you to showcase your industry expertise to an interested, engaged audience. These events include moderated Q&A sessions with the audience.

! *VENDOR TIP: These presentations are an excellent way to gather qualified leads and position your company as a market leader.*



# Digital Advertising: Newsletter




**ISS**  
INSIDE SELF-STORAGE  
*Weekly News and Content*  
FROM THE LEADER IN SELF-STORAGE INSIGHT AND EDUCATION

JULY 10, 2024

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FEATURE



**5 Potential Threats to Your Self Storage Business in 2024**

Current economic conditions create fresh vulnerabilities for the self-storage industry. An industry expert shares the five potential threats that are on his radar for the remainder of the year and should be watched by other facility owners, investors and builders.

FEATURE




**Remaking Your Self-Storage Marketing With Artificial Intelligence**

The artificial intelligence (AI) revolution is here and it's having an impact on marketing in every industry, including self-storage. Learn why you should embrace it and how to leverage its capabilities to make your marketing better, faster and more profitable.

ADVERTISEMENT

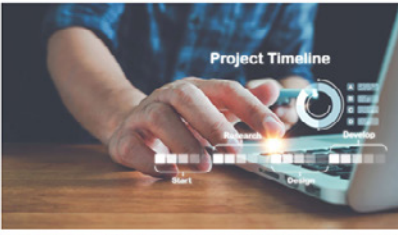
FEATURE



**Tenant Insurance or a Tenant-Protection Plan? Guidance to Help You Choose the Right Product for Your Self-Storage Business**

An essential way to guard your self-storage business against legal and financial risk is to sell tenant insurance or a tenant-protection plan to your customers, but which is best for your operation? To arrive at an answer, you need sift through a complex array of factors. This article offers guidance to help you make an informed decision.

FEATURE




**Keep Your Next Self-Storage Project on Track! Managing Your Construction Timeline**

Any number of things can derail a self-storage construction project, causing delays and higher costs. Being prepared for possible hiccups can help you better manage the process to complete the development on time and within budget. Let's examine the timeline, what it typically looks like and ways to keep it on track.


**Leaderboard Ad**

BLOG




**ISS BLOG – Why and How I Make Remote Management Work for My Self-Storage Business and You Can, Too!**

There's so much talk in the self-storage industry now about remote facility management. Some operators are all in while others are content to sit on the sidelines. Where do you stand? The owner of three facilities in Montana has taken the plunge. He shares how it has simplified every aspect of his business and given him the freedom to enjoy life.



VIDEO



**Tenant Bitterness and Backlash: Self-Storage Owner Shares His Take on 'Teaser Rates' and Price Transparency**


Self-storage competition is fierce, and some facility operators are using aggressive discount strategies to lure new renters. Trouble is, tenants don't always understand the terms. When their rate inevitably goes up (often quickly), they cry "You'll play." Do they have a point? The CEO of Bluebird Self Storage believes they do. Get his take on "teaser rates" and the importance of price transparency in this video interview.

ADVERTISEMENT

NEWS HIGHLIGHTS

- New Self-Storage Laws Are Now in Effect in Georgia, Idaho, Kansas and Virginia**
- Thief Caught in the Act and Arrested After Falling Through Ceiling at Homestead, FL, Self-Storage Facility**
- Singapore Self-Storage Operator Lock+Store Partners With Malaysia Moving Company Packers Xpress**
- Self-Storage REIT Public Storage Releases 2024 Sustainability Report**
- Ireland/UK Self-Storage Operator Storebox Merges With Valet-Storage Provider Lovespace to Form Spectrum Storage Group**
- UnecX Launches Unifi Productivity Platform for Self-Storage Operators**
- EquiCap Commercial Adds Self-Storage Veteran as Partner and Broker**
- Self-Storage Real Estate Acquisitions and Sales: July 2024**

Connect With Us



**Rectangle Ad**

**Opt-in subscribers:**  
**25,500+**

**Average open rate:**  
**10.5%**

**Average CTOR:**  
**29.6%**

See ad specs and pricing on page 22.

Inside Self-Storage

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2024 Media Planner

# Digital Advertising: FastChat Expert Interview

Our ISS “FastChat” video interviews are an excellent way to satisfy your changing customer base and corporate marketing needs. Video-based communication has become a preferred method of reaching target audiences. With this product, your chosen company representative will interact via online conferencing with a member of the ISS team to tell the story of your brand’s innovation, market leadership and expertise.

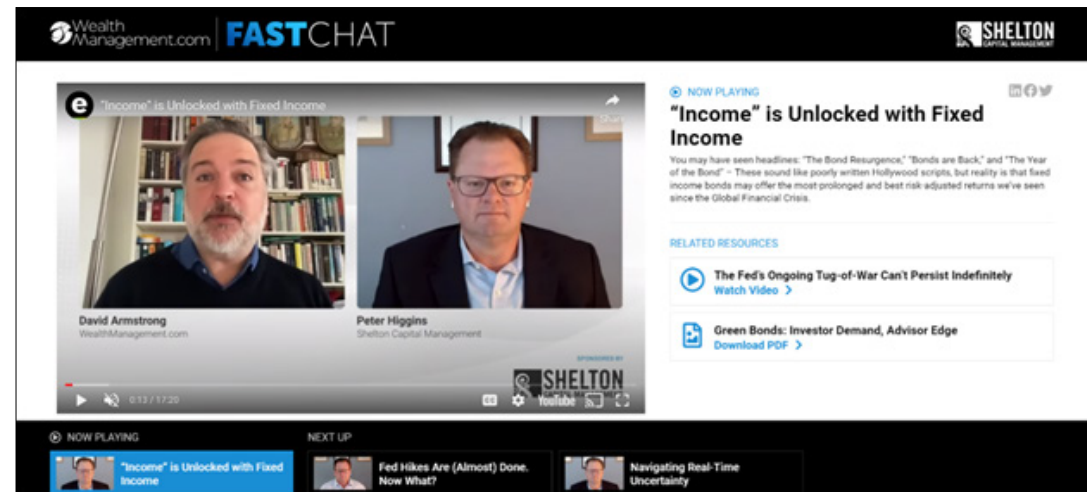
Your FastChat can be five to 15 minutes long. Our team member will ask your representative three to five compelling questions, agreed upon in advance. All recording will take place remotely.

## This purchase includes:

- ➔ Front to end guidance and support for video content and production
- ➔ One month of turnkey marketing promotion
- ➔ A dedicated landing page containing:
  - Your final, polished FastChat video
  - A brief summary of the interview content
  - A bio for your company representative
  - Your company logo
  - Up to three downloadable assets relating to the topic of the interview, such as an article, whitepaper or other video
- ➔ Reporting on user-engagement metrics including:
  - Landing-page unique visitors
  - Landing-page visits
  - Video starts
  - Total/average video-play duration
  - Clicks to client websites
  - Clicks to related assets and interactive links

**Cost: \$7,500**

**Examples:** <https://fastchats.informaengage.com/fast-chats/>



# Digital Advertising: Whitepapers and Case Studies

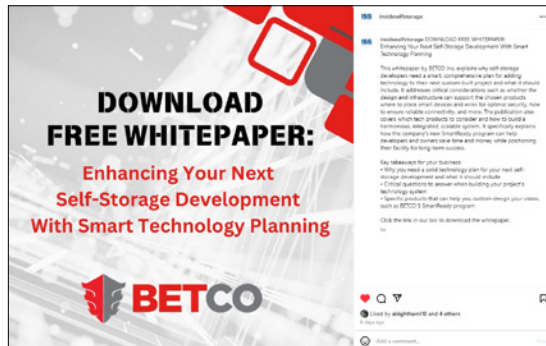
Many self-storage companies have created valuable whitepapers and case studies but lack a marketing strategy to distribute and support them. What good is a publication if the right people don't see it? Allow us to position your offering in front of the ISS audience, apply a performance-marketing strategy, and drive the traffic to create the qualified leads you demand.

## You receive:

- A 60-day program of asset promotion and lead gathering
- Your company logo on the asset landing page
- One dedicated promotion email to relevant audience members
- One promotional social post on Facebook and X/Twitter
- All leads from readers who have given consent for third-party sharing per our parent company's data-privacy policies, provided weekly over the duration of the program

See ad specs and pricing on page 22.

## Whitepaper marketing samples:



## Whitepaper cover sample:



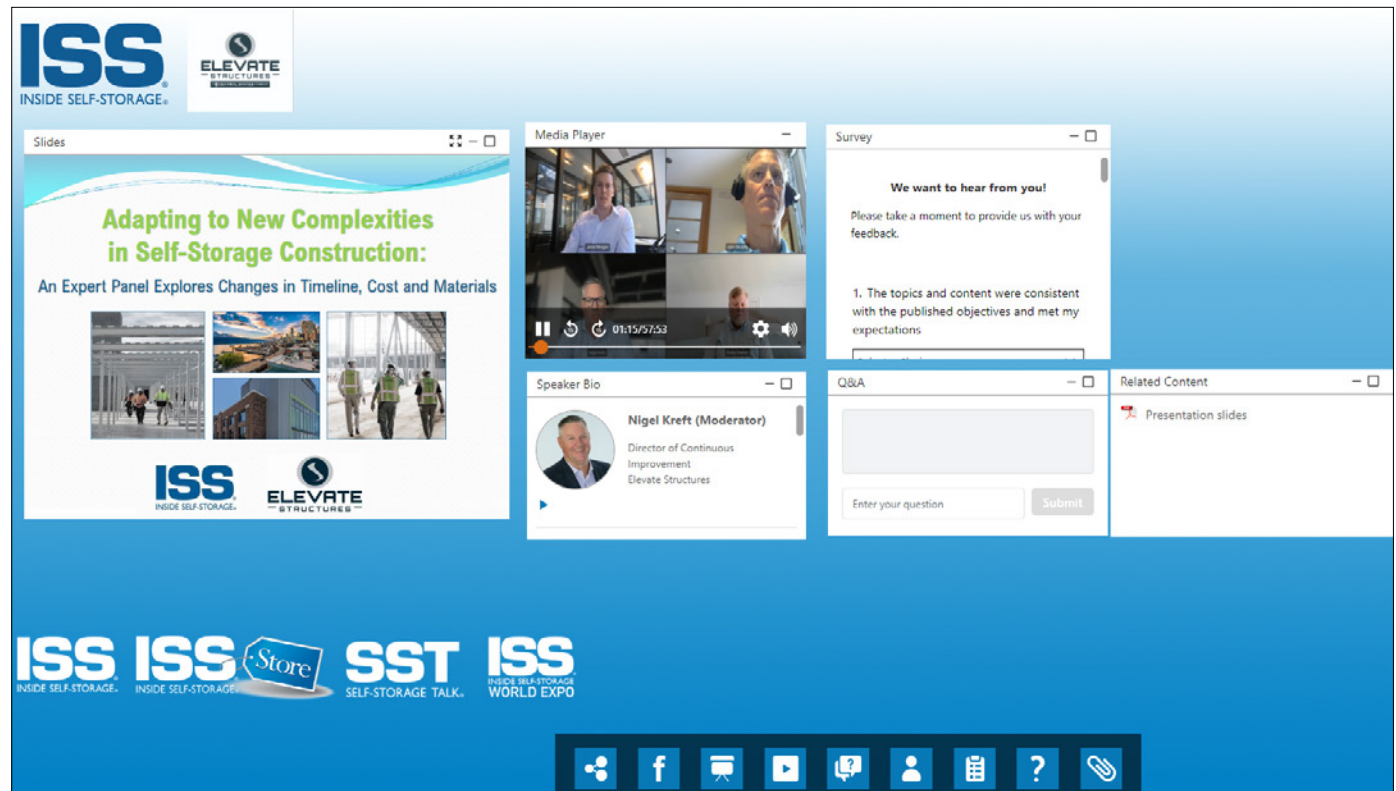
# Digital Advertising: Webinars

ISS delivers custom, live webinars that allow you to showcase your industry expertise to an interested, engaged audience. These online events allow you to define a market position, surround a market theme and educate large groups of industry professionals on a specific topic. They're presented live, and then the recording remains available on the ISS website for 90 days.

**You receive:**

- Expert webinar management that includes platform education for your presenters, practice runs and live-event administration
- Event moderation and materials editing by a member of the ISS content team
- All leads from registered attendees who have given consent for third-party sharing per our parent company's data-privacy policies
- Your company logo and description on the registration page and in the final PowerPoint presentation
- 30 days of pre-event marketing
- Comprehensive event metrics

See ad specs and pricing on page 22.





# Digital Advertising: Online Community



SST is the industry's largest online community, where professionals network with experts and peers to make connections and find answers to common questions.

## As of August 2024

- More than 12,123 members
- More than 155,962 posts
- More than 16,931 topics
- 39,567 average page views per month over the last 12 months
- 14,915 average unique visitors per month over the last 12 months

## Advertising opportunities:

- Leaderboard ad: \$1,701/month
- Rectangle ad: \$907/month
- Logo in right-hand column: \$567/month



"I have been able to meet a few people on here. I love the humor, the good-natured ribbing and the wealth of information."  
~ Member lamkathleenj

"Being a storage rookie, I knew there was a lot I didn't know. Boy, did I learn some stuff here ... I've learned a lot in the four years at my facility, and I like to think much of it came from this site and all the people here."  
~Senior Member DairyGirl

"This has been a great resource to help me grow my business over the years. I can easily come here to ask questions about issues I may currently face and, at the same time, help others with problems they face."  
~Senior Member RandyL

# Social Media

There is no more effective method of generating sales and improving brand perception than by word of mouth. Through our pages on the four social platforms, we draw a social networking audience of more than 20,000.

## Key metrics:

**5,800+**

Facebook fans

**5,100+**

LinkedIn followers

**6,600+**

X/Twitter followers

**2,100+**

Instagram followers

## Find us at:

 [facebook.com/insideselfstorage](https://facebook.com/insideselfstorage)

 [twitter.com/selfstorage\\_iss](https://twitter.com/selfstorage_iss)

 [linkedin.com/in/insideselfstorage](https://linkedin.com/in/insideselfstorage)

 [instagram.com/insideselfstorage](https://instagram.com/insideselfstorage)



Build **meaningful connections**  
with our audience across all  
media channels.

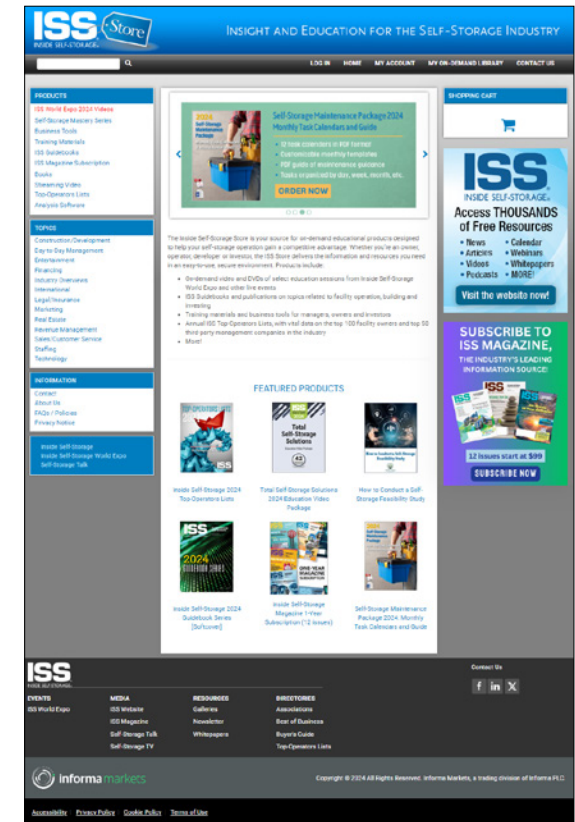


# ISS Store Partnership Opportunities

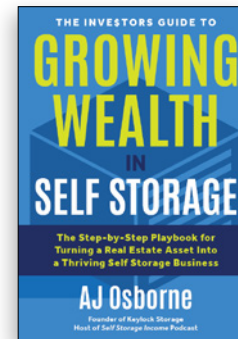
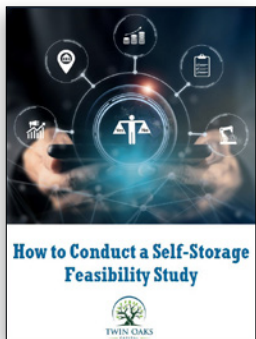


The **ISS Store** is a one-stop shop for education resources including videos, books, training materials, special reports and other products designed to help industry operators gain a competitive advantage. We offer hundreds of products at [iss-store.com](http://iss-store.com).

Do you have a self-storage product you'd like to sell through the store such as a book, video, training program, report or other useful tool? We are happy to consider revenue-share opportunities and have successfully generated quarterly income for our partners since our e-commerce platform launched in 2012. For more information, please reach out to ISS Store Manager Kortney McCasland at [kortney.mccasland@informa.com](mailto:kortney.mccasland@informa.com).



## A sample of ISS Store partner products:



# Inside Self-Storage World Expo

The **ISS World Expo** is the industry's largest conference and tradeshow in the world, featuring four days of education, networking and exhibits. Show offerings include more than 42 seminars, eight workshops, four open-forum Q&A sessions, roundtable discussions, vendor presentations, and much more. The expo hall features approximately 250 suppliers, allowing attendees to sample the latest products and services in the field. The 2025 event will take place April 22-25 at Caesars Forum Conference Center in Las Vegas.



## Show-Floor Priority Placement

The priority-placement system for ISS World Expo determines the order in which exhibitors are allowed to choose their booth space for an upcoming event. Priority is based on total points, which are earned when your company spends money with the ISS brand. Points are awarded when you buy booth space, an event sponsorship, a print-magazine ad, a web ad, or any of the many digital products we offer. Every dollar spent equals a single point.

Booth sales for our 2026 event will begin March 24, 2025. The point window for this placement goes back to Jan. 1, 2022, and applies to all signed contracts in place by Feb 28, 2025. (Please note: Priority placement for the 2025 expo was determined in early 2024.)



### Media Buys = Expo Power!

It really pays to buy media advertising, especially if you plan to exhibit at the ISS World Expo! Every time you purchase an ISS print or web advertisement or invest in one of our many digital programs, you earn points toward expo priority placement, which improves your booth choice on our show floor.



### Attendee Breakout

Interested to know who attends our annual Las Vegas event? Visit [issworldexpo.com/exhibit](https://issworldexpo.com/exhibit) and download the Exhibitor Prospectus! It contains anything you might want to know about exhibiting at the industry's most popular event.

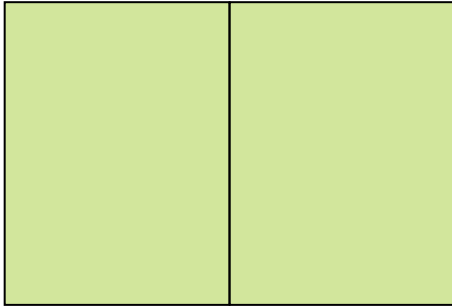


**ISS**<sup>®</sup>  
INSIDE SELF-STORAGE<sup>®</sup>

**RATES & SPECS**

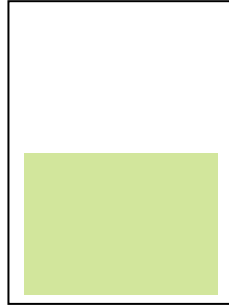
# Print-Advertising Specs

## Two-Page Spread



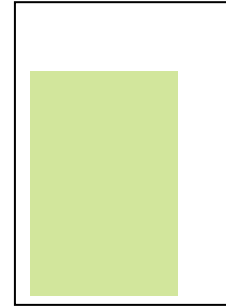
**Non-Bleed Size:** 15" x 10"  
**Bleed Size:** 16.5" x 11.125"  
**Trim Size:** 16.25" x 10.875"

## Half-Page Horizontal



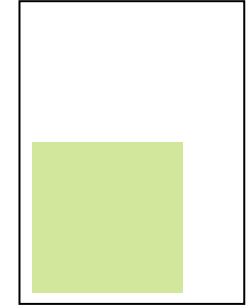
**Non-Bleed Size:** 7" x 4.875"  
**Bleed Size:** 8.375" x 5.625"  
**Trim Size:** 8.125" x 5.375"

## Half-Page Island Vertical



**Non-Bleed Size:** 4.625" x 7.375"  
**Bleed & Trim Size:** NA

## Third-Page Square



**Non-Bleed Size:** 4.625" x 4.875"  
**Bleed & Trim Size:** NA

## Single Full Page

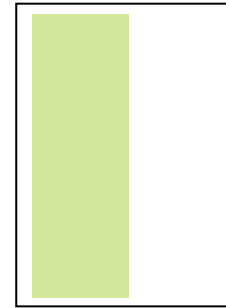


**Non-Bleed Size:** 7" x 10"  
**Bleed Size:** 8.375" x 11.125"  
**Trim Size:** 8.125" x 10.875"

Safety is 1/4" from the trim on all sizes that have a bleed.

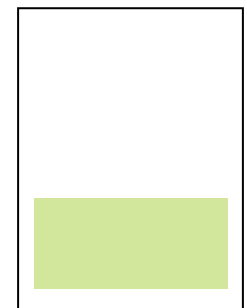
Please review the additional specs on the next page.

## Half-Page True Vertical



**Non-Bleed Size:** 3.625" x 10"  
**Bleed Size:** 4.375" x 11.125"  
**Trim Size:** 4.125" x 10.875"

## Third-Page Horizontal



**Non-Bleed Size:** 7" x 3.25"  
**Bleed Size:** 8.375" x 4"  
**Trim Size:** 8.125" x 3.75"

# Print-Advertising Rates and Specs

AD SIZE	1X	3X	6X	12X
Full Page	\$6,988	\$6,590	\$6,082	\$5,763
2/3 Page	\$5,059	\$4,770	\$4,615	\$4,019
1/2 Page	\$4,100	\$3,910	\$3,523	\$3,107
1/3 Page	\$3,523	\$3,107	\$2,801	\$2,402

## Additional Specs

**Color:** CMYK

**Resolution:** Minimum 300 dpi

**File type:** PDF X1A

- All fonts embedded
- Convert Spot Color to CMYK
- Change RGB Black to 100% CMYK black (C0/M0/Y0/K100)
- RGB color to CMYK
  - Embeds an RGB ICC profile in RGB objects that do not already have a profile and then converts the color to CMYK.
- Untag CMYK ICC Profiles
  - Removes CMYK ICC profiles from CMYK objects.
- Knockout overprinting for all objects.



To upload your ad, please visit the **Send My Ad Portal**. We invite you to use this portal by clicking this link and creating a profile: <https://virgo.sendmyad.com>

**\* PLEASE NOTE** that if you are submitting a spread, the two pages should be submitted separately through **Send My Ad** with the left and right notated.

# Digital-Advertising Specs

POSITION	DIMENSIONS	DURATION	PRICE
<b>Website Big Sky</b>	1920x500	1 week	\$6,000
<b>Website Rectangle</b>	300x250	30 days	\$3,742
<b>Website Leaderboard</b>	728x90	30 days	\$3,742
<b>Website Floor</b>	1120x90	1 week	\$5,000

POSITION	DIMENSIONS	DURATION	PRICE
<b>Newsletter Leaderboard</b>	580x80	1 week	\$1,497
<b>Newsletter Rectangle</b>	180x150	1 week	\$1,021

PREMIUM CONTENT	LEAD GENERATION	PROGRAM LENGTH	PRICE
<b>Whitepaper</b>	Yes	60 days	\$6,000
<b>Case Study</b>	Yes	60 days	\$6,000
<b>Webinar</b>	Yes	60 days	Call
<b>FastChat Expert Interview</b>	No	30 days	\$7,500



# Contact Us

For information about advertising:



**Debbie Pirkey**

Business Development Manager

212.710.7424

[debbie.pirkey@informa.com](mailto:debbie.pirkey@informa.com)

## Write for us! Share your news!

Interested in sharing your expertise with our audience or contributing a skilled perspective? ISS is happy to accept article submissions so long as they're educational and non-promotional in nature. If you'd like to propose a specific topic to address or have research to share, please email senior editor Amy Campbell at [amy.campbell@informa.com](mailto:amy.campbell@informa.com).

To submit press releases about your company including its staff, products, services, milestones, charitable work and other announcements, email the ISS News Center at [issnews@informa.com](mailto:issnews@informa.com).



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