

ibpa 2025-26 Media Planner

Team up with IBPA to reach more than
3,500 independent publishers

Founded in 1983, the **Independent Book Publishers Association (IBPA)** is a not-for-profit membership organization that leads the independent publishing community. With an IBPA community of over 19,000, IBPA is the largest and oldest publishing trade association in the United States. We serve a diverse community of independent publishers and publisher partners.

Members We Serve



Large
Independent
Publishers

100+



Independent
Publishers

1,500+



Author
Publishers
and Authors

1,500+

Why Sponsor or Advertise with IBPA?

IBPA runs more than forty (40) programs that help our members successfully manage their publishing businesses. Advertising with IBPA provides sponsors the opportunity to engage with publishing professionals looking for a variety of services including: cover design, manufacturing, e-book and audio production, metadata management, warehousing, distribution, fulfillment—and more.

**JOIN IBPA &
ENJOY GENEROUS
DISCOUNTS ON
SPONSORSHIPS AND
ADVERTISING!**

“**IBPA is a lifesaver!** It gives me valuable advice about Publisher Partners, including excellent and affordable printing companies, wholesalers, and more. I avoid many headaches with IBPA, and highly recommend it!”

—Charlotte Digregorio, Artful Communicators Press

IBPA offers a variety of sponsor packages and à la carte advertising options to engage with members and the larger IBPA community through our print magazine, e-newsletter, webinars, podcast, and in-person events.

PREMIUM PARTNER PACKAGES

New! IBPA is excited to offer these upgraded premium packages that offer high-impact engagement opportunities to showcase your brand, thought leadership, and services across the IBPA community. These packages* provide incredible value by combining print, digital, email, web and in-person connection points throughout the year.

PLATINUM SPONSOR \$10,000 (5 available)

- 🎓 Exclusive sponsor for Think Tank, IBPA's Large Independent Publisher event, includes 1 registration (sponsor recognitions, no exhibits at special sessions)
- 🎓 IBPA Publishing University All-Access Exhibit sponsorship includes:
 - Preferred exhibit table placement
 - 3 conference registrations
 - 2 Ask the Experts spots
 - Logo feature on materials and signage
 - PubU website placement
 - Discounted additional registrations
 - Pre-event eblast to PubU attendees
- ▶ Year-long e-newsletter & website exposure
- ▶ Lead sponsor 2 podcasts or webinars
- ▶ E-newsletter "Sponsor Spotlight" feature
- ▶ 4 Full-page color print ads in issue of *IBPA Independent* magazine

SOLD OUT GOLD SPONSOR \$6,000 (10 available)

- 🎓 Exclusive co-sponsor for Think Tank, IBPA's Large Independent Publisher event, includes 1 registration (sponsor recognitions, no exhibits at special sessions)
- 🎓 IBPA Publishing University All-Access Exhibit sponsorship includes:
 - Preferred exhibit table placement
 - 2 conference registrations
 - 2 Ask the Experts spots
 - Logo feature on materials and signage
 - PubU website placement
 - Discounted additional registrations
- ▶ Year-long e-newsletter & website exposure
- ▶ Lead sponsor 1 podcast or webinar
- ▶ E-newsletter "Sponsor Spotlight" feature
- ▶ 4 Half-page color print ads in issue of *IBPA Independent* magazine

SILVER SPONSOR \$4,000

- 🎓 IBPA Publishing University All-Access Exhibit sponsorship includes:
 - Guaranteed exhibit table spot
 - 2 conference registrations
 - 2 Ask the Experts spots
 - Logo feature on materials and signage
 - PubU website placement
 - Discounted additional registrations
- ▶ Year-long website exposure
- ▶ 4 Quarter-page color print ads in issue of *IBPA Independent* magazine

**Packages run July 1 to June 30, or we'll match your fiscal year.*

DIAMOND SPONSOR \$18,000

Exclusive and fully customized VIP sponsorships are available at an \$18,000+ commitment

We're always available to discuss your Company's best options to reach IBPA members!

Every issue of **IBPA Independent** magazine is sent to more than 5,000 readers.

Get your business noticed by active participants in the publishing industry who are in need of services like yours.



ADVERTISING PRICING

Full Page	\$1800
1/2 Page	\$1200
1/4 Page	\$600

20% discount for Members.
Ask about our multi-ad discounts.

ADVERTISING DEADLINES

Issue	Ad Close	Files Due	Delivery Est
Nov/Dec '25	9/8	9/15	11/1
Q1 2026	11/24	12/1	1/30
Q2 2026	2/4	2/11	4/1
Q3 2026	5/6	5/13	7/1
Q4 2026	8/6	8/13	10/1

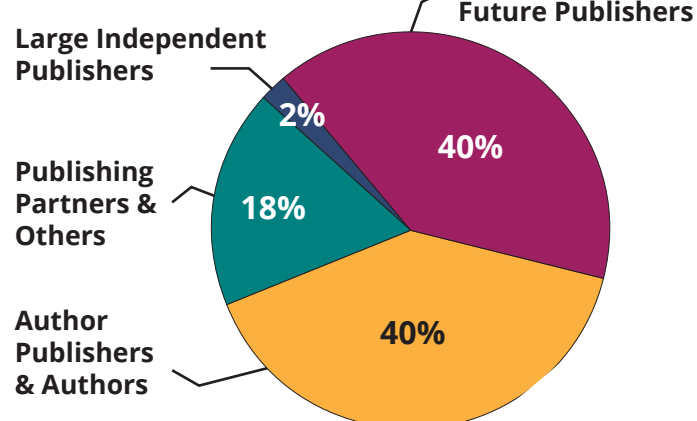
All ads should be supplied as a high-resolution Adobe Acrobat PDF with fonts embedded and all colors/images at 300 dpi with CMYK color attributes.

76% of survey respondents read certain sections or the entire issue each month.

75% of survey respondents save their issues for several months.

92% of survey respondents spend at least 10 minutes with each issue; 42% read up to an hour.

READERSHIP



ADVERTISING SPECIFICATIONS

Advertising Unit	Width	Height	Placement
Trim Size	8.5	10.875	
(A) Full page with bleed	8.75	11.125	
(B) Full page, no bleed	7.5	9.8125	
(C) Back cover page with bleed	8.75	8.8845	
(D) 1/2 page vertical	3.6	10.5	
(E) 1/2 page horizontal	7.5	4.75	
(F) 1/4 page	3.6	4.75	

E-NEWSLETTER ADVERTISING

IBPA Independent This Week: members check this e-newsletter weekly for current IBPA news, our calendar of upcoming educational and networking events, book marketing opportunities, IBPA Member Benefits spotlights, find solutions for their businesses, and to read about other publishers.

CIRCULATION

The e-newsletter is distributed weekly to 3500+ members. One issue a month is also distributed to 15,000+ non-members on IBPA's house list. Get more ad placements in our well-read e-newsletter. A quarterly buy gets you a minimum 12 sends, with a bonus 4 blasts to 15,000 non-members.

E-NEWSLETTER BANNER AD

675X83 \$1500 (3 month / 12 ad bundle)

20% discount for IBPA Members. Contracts and ad files must be submitted two weeks prior to the first Friday of the month.

FILE FORMAT

RGB image as either JPG or GIF; animated GIFs are acceptable; 72 DPI; maximum file size is 40K; include a link to URL. Flash and SWF files are not accepted.

WEBINAR & PODCAST SPONSORSHIPS

Webinars: IBPA produces two webinars each month—Publishing University Online and Member Benefits webinars. Each of the two high-engagement, 1-hour webinars is designed to educate and inform IBPA members. Our Member Benefit webinars are, of course, always FREE and open to all.

Podcasts: "Inside Independent Publishing" aims to make members smarter publishers, by providing access to powerful ideas, strategies, and tools for success through a monthly podcast.

WEBINAR & PODCAST AD PRICING

\$3000 includes 6 instances of exclusive "Presented By (Your Company)" webinar or podcast sponsorships. 20% discount for IBPA Members.

3,500+

delivered weekly to members

15,000+

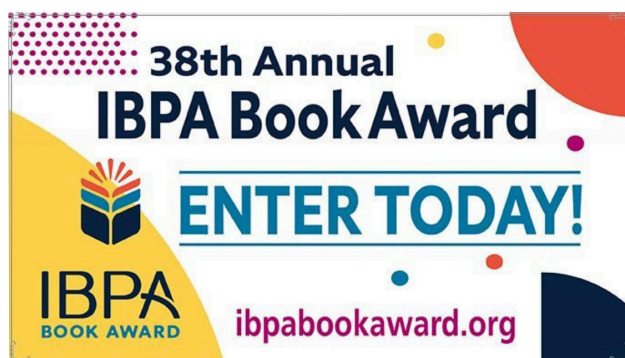
delivered once a month to non-members

58.7%

average open rate

5.5%

average click rate



A total of 174 of the best indie books and audiobooks of 2024 were recognized at the 37th IBPA Book Award ceremony on May 16, 2025 in St. Paul, MN. And now, the most established (since 1985!) award in independent publishing is once again excited to invite your entries! With 60 categories to choose from, you can enter in your genre and/or in categories where your book shines such as cover design, audiobook, new publisher, first time author, and in underrepresented communities. IBPA is looking forward to recognizing our members' best books of 2025! [Learn more and submit >>](#)

YOUR BANNER AD HERE!



MAY 14-16, 2026
PORTLAND, OREGON

JOIN US IN LEADING PUBLISHING'S EVOLUTION

Join us to Make Connections, Maximize Exposure, Generate High-Value Leads

IBPA Publishing University 2026 will be attended by highly-motivated professional publishers and self-published authors actively planning their publishing strategies. They attend IBPA Publishing University to discover the tools and industry partners they need to create and sell their print, digital, and audiobooks. Exhibits are a key part of the event, and are designed to maximize engagement and interaction between attendees, guests, presenters, and vendors. Attendance and sponsorship is the best way to connect our vendor partners face-to-face with this interested and engaged audience.

YOUR BEST BET

IBPA heavily promotes this flagship annual gathering, with regular acknowledgements to our conference sponsors before, during, and after the event. Priority is given to our Premium Partners who are guaranteed an exhibit table; this is your best bet for ensuring a spot in the exhibit area (see page 2 of this Media Kit). Our à la carte *All-Access Exhibit* is an option—while exhibit space is still available—on a first-come, first-served basis.

IBPA Publishing University All-Access Exhibit Sponsorship: \$2300

- 1 exhibit table, 1 conference registration
- IBPA members 10% discount
- Additional registrations available at 60% discount

IBPA Publishing University Think Tank exclusively for Large Independent Publishers

- Event is exclusively for our established Large Independent Publisher members. Sponsorship and registration for vendors/sponsors available only with a Platinum or Gold Premium Partner year-round package, see page 2 of this Media Kit.



"Two words:
Blown away!
Efficient, well-organized,
uplifting. . . Thank you—
small words for
a huge impact!"

WANDA OBERMEIER

Visit publishinguniversity.org to learn more about attending. Interested in sponsoring Pub U?
Contact Jackie Thompson Maillet at 310-546-1818 or jackie@ibpa-online.org