OUR MISSION

To listen to your marketing needs and goals in order to create a customized branding and lead generation plan targeting our responsive audience of distributors using the right message through the right channel – print, online, email, eLearning, social and face-to-face events.
Print+Promo Is Your Media Partner

As the only independent trade publication serving the print distributor and promotional product communities, and reaching more than 12,000* subscribers each month, Print+Promo enables your advertising to influence more decision makers at more distributorships, trade printers and manufacturing facilities than any competing industry publication.

Print+Promo reaches more than 1,400 of the largest suppliers of forms, labels, direct mail, promotional products, commercial printing and equipment. Targeting distributors/brokers within the $200 billion print industry, Print+Promo takes a cutting-edge approach to covering what matters most to industry professionals. Each issue of Print+Promo is designed to help you protect legacy print revenue, and expand and grow new revenue streams. Topics range from sales strategies, human resource issues and management development, to manufacturing, safety regulations and product trends.

And don’t forget your online resources. Our website and weekly e-newsletter complement Print+Promo magazine, allowing you the ability to search through more than 300,000 promotional products on our free product search database on goprintandpromo.com.

Thank you for your interest in Print+Promo. We look forward to helping you reach your marketing goals for 2020.

“We at Team Concept have often advertised in Print+Promo with great success. This effort has proven unmatched by other resources we have used.”

Anthony Rouse
President, CEO
Team Concept Printing

Jim Harvie
Publisher

* Publisher’s Own Data
BUSINESS STRATEGIES FOR THE DISTRIBUTOR SALES PROFESSIONAL

GOPRINTANDPROMO.COM
The website created for distributors – where advertisers get results. Whether you want impressions or clicks, actions or leads, brand awareness or “all of the above,” online advertising opportunities on goprintandpromo.com add tremendous value.

PRINT+PROMO MAGAZINE
Print+Promo targets and reaches distributor sales professionals with selling power. Written and edited for distributor salespeople and dedicated to helping them increase sales, Print+Promo showcases supplier products in a high-impact, easy-to-read format.

Fast Stat:
Reach more than 12,000 Distributor Sales Professionals with each issue

PRINT+PROMO PRODUCT SEARCH
Promo Marketing Search is the free online product search platform for distributor salespeople.

Fast Stat:
30,796 active distributor members searching for YOUR products

DISTRIBUTOR CONNECT
Distributor Connect Events provide you with a captive, qualified audience to educate and sell your products. Attendees are left with a lasting impression and relationship with your products and company.

E-LEARNING
Webinar sponsorships offer premier lead-generation and branding opportunities. Every webinar is a full-service marketing solution that offers direct interaction with distributor attendees.

PRINT+PROMO PRINT+PROMO
MAGAZINE
MAGAZINE

Women in Print
Shifting perceptions and attitudes in the industry

PRINT+PROMO MAGAZINE
Print+Promo targets and reaches distributor sales professionals with selling power. Written and edited for distributor salespeople and dedicated to helping them increase sales, Print+Promo showcases supplier products in a high-impact, easy-to-read format.

Fast Stat:
Reach more than 12,000 Distributor Sales Professionals with each issue

E-NEWSLETTERS
The Press reaches 10,000 qualified opt-in distributors. Providing tips and industry news, e-newsletters are the perfect medium to deliver brand or lead-generation advertising.

Fast Stat:
Reach 10,000+ opt-in distributor sales professionals each week

MARKETING SERVICES
Let us act as an extension of your marketing team. Services include video, data append, social media marketing and so much more.
Superior Market Coverage

Print+Promo reaches top-level decision makers. Your advertising message is read by more than 12,000 subscribers who have buying power—executives involved in the purchasing of your products.

Today’s Distributor Market Includes Much More than Forms

*81% of print distributors also consider themselves distributors of commercial printing
*77% of print distributors also consider themselves distributors of promotional products

<table>
<thead>
<tr>
<th>Reaching top-level subscribers*</th>
<th>A concentration in the distributor market*</th>
</tr>
</thead>
<tbody>
<tr>
<td>61.9% Business Management (President, Owner, Corporate Officer, Vice President, General Mgr.)</td>
<td>90.8% Print &amp; Promotional Products Distributors</td>
</tr>
<tr>
<td>29.2% Marketing/Sales Management</td>
<td>9.2% Manufacturers/Suppliers</td>
</tr>
<tr>
<td>5.9% Production Management</td>
<td></td>
</tr>
<tr>
<td>3.0% Production Operations</td>
<td></td>
</tr>
</tbody>
</table>

Selling Power

Print+Promo circulation efforts are focused on reaching distributor sales professionals who are responsible for selling your products.

Percentage of readership where sales is part of their daily activity.

| Sales is part of daily activity | 84% |
| Sales is not part of daily activity | 16% |

Consider Print+Promo as being most helpful in assisting to reach their annual sales goals.

| Readers who choose Print+Promo | 80% |
| Other | 20% |

Would select Print+Promo as their only source of trade information.

| Print+Promo | 81% |
| Other | 19% |
Superior Editorial

Editorial with a Mission
Most distributors sell within the categories of forms, labels and tags, commercial printing, direct mail and promotional products. Print+Promo’s coverage touches on all of these areas, all vertical markets, and much more. The magazine delivers the latest industry news and information distributors need to succeed, be effective and profitable. Print+Promo also provides the most referenced buyer’s guide in the industry, every December. It includes the most sought-after industry information for distributors of printed products. Advertising in this issue keeps your company’s products and services on customers’ minds all year long.

Special Coverage
Up-to-date news coverage and in-depth marketplace analysis, plus annual features, such as the Top 50 Suppliers, Top 50 Distributors rankings and the comprehensive State of the Industry Report, make Print+Promo a must-read. Distributors will uncover important resources on marketing strategies, sales tips and new printing technologies by thumbing through the magazine, visiting our website and viewing our e-newsletter.

UpFront
Print+Promo provides monthly coverage of the latest industry developments, new product launches, innovative marketing solutions and tips for boosting sales.

Free Promotional Product Search Powered by

Our product search engine is a free online product search platform for distributor salespeople.

User Profile
46,000 active user members*

Product Search Advertising

1 Product Placement
Net Rate: $3,000/yr
When a distributor conducts a search in your product category, your products will appear on the first page of search results.

2 Product Search Banners**
Net Rate: $2,700/yr
(160 x 600 pixels)
As distributors search in your sponsored product category, your Product Search Banner will be featured on the search results page.
Added-Value Opportunities

Advertise in Print+Promo and take advantage of an unparalleled added-value program. From lead-generation opportunities and direct mail, to marketing studies and added impressions, Print+Promo provides a total marketing package.

Market Research Assistance
As a qualified advertiser, Print+Promo will coordinate any third-party research necessary to give you the best competitive edge on your marketing, including customized surveys developed to answer questions specific to your company.

Bonus Distribution
Advertise in Print+Promo and your sales message will be showcased at the industry’s most important trade shows and conferences, such as P2P Technology + Innovation Summit, SGIA Expo and Graph Expo.

Editorial Support
Give your company a competitive advantage by sending our editorial team news about new products and services and other business developments. We'll publish the information to keep the industry up-to-date on your organization.

Direct Mail Lists and E-mail Lists
Print+Promo makes available its exclusive and confidential mailing list and email list to reinforce your advertising and sales efforts.

Custom Opportunities
Bellybands, gatefolds, inserts and cover stickers are just some of the unique ways Print+Promo can help design an exciting way to gain extra exposure during industry trade shows and conferences. Your message will be the first one people see when they pick up an issue at industry events.

Product Showcase
Place a half-page or larger advertisement in Print+Promo’s December Buyer’s Guide and have your product line showcased in this annual issue.

Directory Listings
Schedule your ad campaign in Print+Promo and we’ll make sure your company is listed in our annual Buyer’s Guide issue, Top Suppliers issue and Top Distributors issue.

Rates

<table>
<thead>
<tr>
<th>All Editions</th>
<th>Effective January 1, 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad Space Units</td>
<td>Wide x Deep</td>
</tr>
<tr>
<td>Full Page</td>
<td>8 ⅝&quot; x 10 ⅞&quot;</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>4 ⅝&quot; x 10&quot;</td>
</tr>
<tr>
<td>1/2 Island</td>
<td>4 ⅝&quot; x 6 ⅝&quot;</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>3 ⅝&quot; x 10&quot; or 7&quot; x 4 ⅛&quot;</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>4 ⅝&quot; x 5&quot; or 2 ⅝&quot; x 10&quot;</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3 ⅝&quot; x 4 ⅛&quot;</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>2 ⅝&quot; x 4 ⅝&quot;</td>
</tr>
<tr>
<td>Back Cover*</td>
<td></td>
</tr>
<tr>
<td>Inside Front*</td>
<td></td>
</tr>
<tr>
<td>Inside Back*</td>
<td></td>
</tr>
<tr>
<td>2 Page Insert</td>
<td></td>
</tr>
</tbody>
</table>

* Includes up to four-color process and bleed
## 2020 | Magazine Editorial Calendar

<table>
<thead>
<tr>
<th>MONTH</th>
<th>FEATURES</th>
<th>TRADITIONAL PRINT</th>
<th>SALES KNOW-HOW</th>
<th>PRODUCT SPOTLIGHT</th>
<th>VERTICAL MARKET</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY</td>
<td>■ Style Guide — What’s Trending in Promotional Apparel</td>
<td>■ Beverage Labels</td>
<td>■ Best Tips for Starting Your Year Off Right</td>
<td>■ New Products for 2020</td>
<td></td>
</tr>
<tr>
<td></td>
<td>■ Online Printing — Advantages of Online Trade Printers</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FEBRUARY</td>
<td>■ Big Profits — Growing Your Wide-Format Sales</td>
<td>■ Jumbo Rolls</td>
<td>■ How to Grow Your Sales by Maximizing Existing Accounts</td>
<td>■ Caps and Headwear</td>
<td>■ Health Care</td>
</tr>
<tr>
<td></td>
<td>■ Under 40 — A Spotlight on the Industry’s Newest Talent</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MARCH</td>
<td>■ State of the Industry Report</td>
<td>■ Security Printing</td>
<td>■ Leaving Money on the Table — Why Distributors Need to Become a One-stop Shop</td>
<td>■ Drinkware</td>
<td></td>
</tr>
<tr>
<td></td>
<td>■ Family Businesses — Preserving the Legacy</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>APRIL</td>
<td>■ Investing in the Future — Buying the Right Equipment for the Best ROI</td>
<td>■ Packaging Challenges and Solutions for Distributors</td>
<td>■ Using LinkedIn for New Customer Development</td>
<td>■ Stickers and Decals</td>
<td>■ Automotive</td>
</tr>
<tr>
<td></td>
<td>■ No Place Like Home — What to Know About Overseas Purchasing</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MAY</td>
<td>■ Women in Print and Promo – Female Professionals Talk Accomplishments, Challenges and Why They Love This Industry</td>
<td>■ Pressure Seal</td>
<td>■ M&amp;A – Turning Relationships into Acquisitions</td>
<td>■ Bags and Totes</td>
<td></td>
</tr>
<tr>
<td></td>
<td>■ Get Smart – Selecting Software for Your Print or Promo Business</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>JUNE</td>
<td>■ The Sweet Spot — Vertical Market Roundup</td>
<td>■ Continuous Forms</td>
<td>■ Sales Presentation Pointers</td>
<td>■ T-Shirts</td>
<td></td>
</tr>
<tr>
<td></td>
<td>■ Fresh Perspectives — Attracting Young Blood to a Mature Industry</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>JULY</td>
<td>■ Meet Your CSR All-Stars – The Best and Brightest at Reducing Client Friction and Keeping Your Project Organized</td>
<td>■ Presentation Folders and Brochures</td>
<td>■ What’s Hot in Apparel Decoration</td>
<td>■ Magnets</td>
<td></td>
</tr>
<tr>
<td></td>
<td>■ Making the Grade — Why Paper Choice Matters to Your Project</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>AUGUST</td>
<td>■ Best Case Studies — Promotional/Print</td>
<td>■ Wide-Format Printing</td>
<td>■ Making the Most of the Holidays</td>
<td>■ Calendars</td>
<td></td>
</tr>
<tr>
<td></td>
<td>■ Page-turner – The Ins and Outs of Book Printing</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td>■ Power Couple – The Importance of Supply Chain Partnerships</td>
<td>■ Integrated Tags and Labels</td>
<td>■ The Pros of Women-owned Businesses</td>
<td>■ Signs, Flags and Banners</td>
<td></td>
</tr>
<tr>
<td></td>
<td>■ Fully Invested – Navigating the M&amp;A Landscape</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>OCTOBER</td>
<td>■ Top 50 Trade Printers/Top 50 Promotional Products Suppliers — With Interviews from the Top</td>
<td>■ Digital Printing</td>
<td>■ Postcard Marketing</td>
<td>■ Badges and Lanyards</td>
<td></td>
</tr>
<tr>
<td>NOVEMBER</td>
<td>■ Top 50 Print Distributor Co.’s/Top 50 Promotional Products Distributor Co.’s — With Interviews from the Top</td>
<td>■ Laser Cut Sheets and Unit Sets</td>
<td>■ Adding Promo to Your Product Line</td>
<td>■ Plastic Cards and Gift Cards</td>
<td></td>
</tr>
<tr>
<td>DECEMBER</td>
<td>■ ANNUAL BUYER’S GUIDE</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Note:** For each month, the features are listed along with specific topics and sub-topics. Ad Close and Material Due dates are also included.
BUSINESS STRATEGIES FOR THE DISTRIBUTOR SALES PROFESSIONAL

Events

PRINT+PROMO DISTRIBUTOR CONNECT

Results-driven buyer events for A-List distributors and suppliers

Designed for the industry’s elite, Print+Promo Distributor Connects are exclusive relationship-building events featuring 30 pre-scheduled, one-on-one sessions between distributors and suppliers over 2 1/2 days. Each meeting is held in an exclusive supplier suite, securing privacy and improving supplier-selling opportunities. Distributor Connects provide suppliers with an unmatched selling environment and a guaranteed return on investment.

Event Schedule

<table>
<thead>
<tr>
<th>DAY 1</th>
<th>Welcome reception</th>
</tr>
</thead>
<tbody>
<tr>
<td>DAY 2</td>
<td>Up to 20 pre-scheduled meetings / Networking at hosted breakfast, lunch and dinner</td>
</tr>
<tr>
<td>DAY 3</td>
<td>Up to 10 pre-scheduled meetings / Networking at hosted breakfast / Afternoon departure</td>
</tr>
</tbody>
</table>

FORT LAUDERDALE, FL: MAY 13-15, 2020
SCOTTSDALE, AZ: NOVEMBER 4-6, 2020

RATE: $5,950
Discounts extended for multiple locations.

Your participation in Distributor Connect includes:
/ An upscale, one-bedroom suite for three nights
/ All meals and entry to networking events
/ Transportation to and from the meeting resort

“I HAVE ACTION ITEMS FOR EVERY CUSTOMER AND POTENTIAL CUSTOMER THAT I MET WITH. FROM A SUPPLIER STANDPOINT, I COULD NOT HAVE ASKED FOR A BETTER EVENT.”
— Brian Rivolta, Incentive Concepts

“AFTER 35 YEARS OF ATTENDING SHOWS, I FINALLY FOUND A FORMAT THAT WORKS. TO HAVE ONE-ON-ONE QUALITY TIME WITH EACH ATTENDEE IS PRICELESS.”
— Neville Johnson, ComplyRight Distribution Services

“THIS IS SO FAR BEYOND WHAT YOU CAN GET FROM A TRADE SHOW. I LOVE THE FORMAT AND WILL CONTINUE TO ATTEND AT EVERY OPPORTUNITY!”
— Linda Martinelli, Proforma Graphic Printsource

“THIS IS TRULY THE NEW WAY TO GO TO MARKET! WHAT OTHER FORMAT PROVIDES THE OPPORTUNITY TO MEET 25+ DIFFERENT PRINT AND PROMO DISTRIBUTORS IN A SPAN OF THREE DAYS? IT ALLOWS BOTH THE MANUFACTURERS AND DISTRIBUTORS 20 MINUTES OF UNINTERRUPTED MEETING TIME TO SHARE THEIR THOUGHTS, IDEAS AND PRODUCT LINES.”
— Rick Reese, HCF, Inc.
Print+Promo e-Media Opportunities: Your Goal is Our Mission

E-Newsletter Advertising
Reach print distributors and suppliers who receive The Press every week.

- Exclusive features, industry news and events throughout the year
- 100% of subscribers are print suppliers or print distributors/brokers
- Reaching 10,000 opt-in subscribers on a weekly basis

Reaching top-level subscribers+

- Business Management ..............58%
- Sales Staff ................................19%
- Marketing/Sales Management ........16%
- Production Management .............7%

+Publisher’s Own Data

A concentration in the distributor market+

- Distributors/Print Brokers ..........78%
- Suppliers/Trade Printers/Print Brokers ........22%

+Publisher’s Own Data

Text Ad Specifications:

- All e-newsletter ad units should be GIF, JPEG, PNG or text (no Flash/Rich Media)
- Third-party ad tags accepted: Re-directs and 1x1 tracking pixels only
- Maximum file size: 40k
- Resolution: 72 dpi

E-Newsletter Weekly Rates:

A Lead Sponsor (728 x 90) ........................................... $995
B Secondary Sponsor (728 x 90) ............................ $795
C Supporting Sponsor (728 x 90) ........................ $625
D Exclusive “Roadblock” Sponsor ............................. $1,750

Advertiser controls all (D) spots

Specifications:

- 50-75 words (approximately 350 characters) with a 50-character bold headline
- 120 x 90 pixels logo (GIF, JPEG or PNG)
- Ads typically appear in Arial, 10-point type
Website Advertising

**Monthly Rates:**

<table>
<thead>
<tr>
<th></th>
<th>3 months</th>
<th>6 months</th>
<th>12 months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>$1,250</td>
<td>$1,150</td>
<td>$990</td>
</tr>
<tr>
<td>(728 x 90 pixels)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>$775</td>
<td>$775</td>
<td>$695</td>
</tr>
<tr>
<td>(300 x 250 pixels)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prestitial</td>
<td>$1,670</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(640 x 480 pixels)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*All banner-ads are run-of-site.*

(Imitations limited to once per week, per visitor)

- Industry Centers featuring comprehensive content from around the web
- Relevant content recommendations based on what others are viewing, e-mailing and discussing
- Links to additional information on similar topics, companies and people mentioned
- Receive daily or weekly leads from qualified prospects by adding your white paper, case study or other asset, organized by category
- The annual Buyer’s Guide of available products and services

**Website Specifications:**

- Accepted formats: GIF, JPEG, PNG, HTML and other Rich Media
- All major third-party ad serving accepted
- Frames and looping restrictions: Maximum four frames with three loops
- Contact your advertising sales representative for a complete guide to website advertising creative
Webinars

Turn Hard-to-Reach Business Prospects into Guaranteed Sales Leads with Webinars from Print+Promo, Promo Marketing and the Printing Impressions Publishing Group (PIPG).

Every Print+Promo webinar is a full-service, turnkey marketing solution that offers sponsors the unique opportunity to interact with and educate target audiences from across the subscriber bases of Print+Promo, Promo Marketing, In-Plant Graphics, packagePRINTING and Printing Impressions.

A Webinar Sponsorship is an Easy, Effective Way to:

• **Generate Sales Leads:**
  > Market directly to all PIPG subscribers – magazine and e-newsletter
  > Or, direct a targeted message to a customized subset of these subscribers
  > Every registrant (collected pre-event and during the 90-day, on-demand period) becomes your sales lead

• **Enhance Your Brand:**
  > Go beyond “traditional” marketing channels
  > Tie your company to something interactive, and to PIPG’s highly respected industry editorial offerings
  > Gain exposure for your brand during the month of pre-event promotion, the actual live webinar and the 90-day archival period

• **Realize a Return on Your Investment:** The amount invested in a webinar sponsorship is minimal compared to the revenue such an opportunity can generate

Contact your Print+Promo sales representative for pricing and availability.
General Rate Policy

Orders are subject to change in rates upon notice. Advertisers may cancel or amend schedules at the time any change in rate becomes effective, without incurring a short-rate adjustment, provided the contract has been followed up to the date of cancellation.

Rate Holder Information

a. Rates are effective as of January 1, 2018. All business under current contracts will be protected for the duration of the contract.
b. Orders accepted at these rates for up to five consecutive issues beyond one closed.
c. Rates are discounted on frequency of insertion.
d. Minimum rate holder: 1/4 page.

Prices are subject to change.

Position Policy

The Publisher guarantees no position request unless contracted for at premium rate and assumes no responsibility if position differs from request; nor does the Publisher assume responsibility if coupons of two advertisements back each other in an issue. The Publisher reserves the right to cancel or reject any advertisement for any reason at any time.

Combination Frequency Rates

Advertisers of rate holder space or larger are permitted to combine advertising space purchased on other publications—Printing Impressions, packagePRINTING, In-Plant Graphics—to earn greater frequency discounts.

Commissions and Terms of Payment

Terms are net 30 days. Any account not paid within 30 days will be subject to a service charge of 1 1/2% per month. 15% commission on space to recognized agencies only on invoices paid within 30 days. No commission on production charges. Payment for any advertising shall be due and payable at the Publisher’s office: 1500 Spring Garden Street, Suite 1200, Philadelphia, PA 19102-4094.

Short Rates and Credits

Advertisers will be short-rated if they do not use the number of insertions contracted for a 12-month period upon which their frequency discount was based. Advertisers will receive a credit if they run sufficient insertions to earn a lower rate.

Cancellations

No cancellations will be accepted after closing.

General Regulations and Policies

All copy subject to approval. The Publisher reserves the right to reject or cancel any advertisement for any reason at any time. Advertisements which, in the Publisher’s opinion, give the illusion of editorial material will carry the word “Advertisement.”

In consideration of Print+Promo’s acceptance of such advertisements for publication, the agency and the advertiser will indemnify and save harmless Print+Promo and its officers, employees and agents against all loss, liability, damage and expense of whatsoever nature arising out of copying, printing or publishing of its advertisement, including, without limitation, reasonable attorney’s fees resulting from claims or suits for libel, violation of rights or privacy, plagiarism and copyright and trademark infringement.

All insertion agreements (insertion orders) shall be governed by the laws of the Commonwealth of Pennsylvania. Claims arising in connection with said agreement, or its performance by either party, may be decided by the state and federal courts sitting in the Commonwealth of Pennsylvania. The advertiser and the advertising agency are jointly and severally liable for payment. The advertiser agrees to submit to the personal jurisdiction of such courts as an inducement and consideration for the Publisher’s acceptance of the order.

Insert Specifications

Publication Trim: 8 1/8” w x 10 7/8” h

Minimum insert size: 4 1/4” w x 6” h (binding edge)

Maximum insert size: 83/8” w x 111/8” h which will trim to 8 1/8” x 10 7/8” in the book. All inserts jog to foot and require an additional 1/8” foot and gutter trim. Place any vertical piercing 1/2” from the spine edge. Inserts with perforations must be reviewed with a production manager prior to manufacturing of the unit. Keep line copy 3/8” within the final trim. NOTE: Insert spine dimension must be larger than the dimension of the width.

Inserts not furnished to these standards will incur additional production charges. Regional or demographic-quantities must be confirmed with production manager.

Approx. total live area: 7 3/8” w x 10 1/8” h for maximum size inserts.

Quantity for full run insert: please contact the Print+Promo production manager at (215) 238-5300.


Please send six copies of the insert to: Production Manager, Print+Promo, North American Publishing Co., 1500 Spring Garden Street, 12th Floor, Philadelphia, PA 19130-9594.

Four-page inserts must be supplied folded and within the sizes indicated above. Review inserts greater than four pages, or with unusual shapes, folds or die cuts with a production representative.

Advertisers or ad agencies that do not comply with the above insert specifications and/or procedures waive all claims to makegoods or refunds and hold harmless Print+Promo in any and all production disputes. Advertisers or agencies may also incur additional production charges if they do not comply with the above insert specifications and/or procedures.

The USPS has set strict standards regarding size, weight, content and/or formatting of inserts, outserts and outertouts that will qualify for periodicals rate postage with a periodicals-class magazine.

Please Note:

- Scanned images for both display and marketplace ads must be high resolution (minimum 200 dpi), saved as CMYK (no RGB or JPEG graphics) as a TIFF or EPS.
- All fonts must be embedded in the PDF and be Type 1 or 3 - No TrueType.
- Bleeds must be 1/16” outside trim.
- All PDFs must be high res/press optimized (PDF/X-1a Compliant)
- Files must be Right Reading, Portrait Mode only 100% size, no rotations.
- If color is critical please provide us with a composite SWOP-certified color proof (with color bars) and send to the production manager at the address below. To see a list of SWOP-certified proofs we accept, please visit http://www.swop.org/certification/certmfg.asp. We cannot grant makegoods for poor color reproduction unless a SWOP-certified color proof is supplied with your digital file.
- All files must be uploaded to the SendMyAd portal. Log on to https://npac.sendmyad.com.

Call the Production Manager at the number below if you have questions.

Please Note: Advertisers or Ad Agencies that do not comply with these specifications and/or procedures waive all claims to makegoods or refunds and hold harmless Print+Promo in any and all production disputes. Send advertising materials (pre-paid) and insertion orders to: Advertising Material and Insertion Orders

Send all insertion orders, contracts and contract proofs, plainly marked “Advertising Material,” prepaid to: Print+Promo, North American Publishing Co., Production Manager, 1500 Spring Garden Street, Suite 1200, Philadelphia, PA 19102-4094

Any questions regarding ad materials should be directed to: Production Manager at (215) 238-5300, Production Fax: (215) 238-5297, Sales Fax: (215) 238-5457

Shipping Inserts: See Insert Specifications and Insert Shipping Instructions.

Some examples of items that will not qualify include but are not limited to, items that are considered to be product samples or items that include the word ‘sample’. Because of the scrutiny the USPS applies to every insert it is important that you supply us in advance with an actual sample of the item you wish to insert into our magazine so that we may have it evaluated for USPS compliance. If a printed sample is not available you may provide a dummy of the item.

Additional postage will be assessed and passed along to you if you do not provide a sample or dummy in advance for USPS compliance evaluation and the insert is later deemed by the USPS to be non-compliant with periodicals-class requirements.

Please call the Production office at (215) 238-5300 if there are any questions.

Insert Shipping Instructions

Ship inserts pre-paid to: LSC COMMUNICATIONS, 3301 Heartland Drive, Liberty, MO 64068-5736

Attention: JEREMIAH JAY (816-792-6343).

Deliveries accepted 8:00 a.m. to 5:30 p.m., Monday through Friday. Please do not ship materials more than 90 days in advance of issue.

Inserts must arrive at the printer at least 7 days prior to publication bind date. Please check with the production manager for specific dates.

Inserts should be shipped prepaid, in cartons, on skids (only 1 version per skid allowed), and clearly marked Print+Promo. Include issue date, quantity in each carton, plus the total number of cartons on skids being delivered. Cartons may not exceed 40 lbs. Cartons weighing over 40 lbs. could incur additional costs for repackaging. Affix a sample of the insert to the outside of each carton. Clearly indicate if multiple duplicates in inserts for multiple issues. Pack two-page inserts in cartons, facing the same direction. Four-page or greater inserts, or inserts of an unusual shape, folded or die cut, must be discussed with the production manager at (215) 238-5300. Additional charges will be incurred if insert packing does not meet specific requirements.

Inspection and Close Dates

Published 12 times per year. Refer to editorial calendar for space reservation and material due dates. Ad copy required by the first of one month preceding the month of the issue. No cancellations accepted after closing date. Mailed the fifteenth day of the month of the issue.
Join the growing list of companies that have advertised in Print+Promo:

3M Promotional Markets
4over LLC
5 Day Business Forms
A & B Printing
Acre Labels Inc.
Action Printing
Acucote
Adercraft Decals
ADG Promotional Products
AIA
Alexa Springs
Allen-Bailey Tag & Label Inc.
AmeriCAL Inc.
American Ad Bag
American Plastic Card Company
American Solutions for Business
American Zebra Line
AmeriPrint Corporation
Amery Tape & Label Inc.
Apex Color
Appvion
Art Press
ASAP Printing Corp.
ATdesigns Insignia
ATT Headwear
Badger Tag & Label
Bar Code Specialties
BCSI
BCT
Bebco
Bertek Systems Inc.
Bestforms
Blanks/USA
Boundless Network
Bristol ID Technologies
Britten Studios
Broker Forms
Caprock Business Forms & Envelopes
Carbonless and Cut Sheet Forms
Carlson Craft
Carter Printing
CE Printed Products
Central States Business Forms
CFC Print Solutions
Coastal Tag & Label
ColorFX
Commercial Business Forms Inc.
ComplyRight Distribution Services
Continental Datalabel
Copresco
Corporate Development Associates
Corporate Disk Company
Credentials Express
Data Papers Inc.
Data-Label Inc.
DFS
Digital Data Centers
Discount Labels
Diversified Labeling Solutions
DKS Digital
Dupli-Systems
Eagle Graphics
EM Print Group
Ennis Inc.
Envelope Express Inc.
Envelope Mart USA
Envelopes.com
Epson
Evergreen Mfg. Co.
Falls Cities Printing
Finn Graphics
Flamingo Label
Flesh Co
Florida Trade Graphics
Folderworks
Fox Tag & Label
FTI Forms
GDS Retail & Display Graphics
Gill Studios
Glatfelter Paper
Graphic Dimensions
Guaranteed Labels and Silkscreening
Hampshire Label
Hawks Business Specialties
HCF Inc.
Herald Printing & Graphics
Hospital Forms & Systems
ID Images
Identity Group
InfoSeal
International Label Manufacturing
iPROMOTEu
Jackson Marking Products Co. Inc.
Kaeser & Blair Inc.
Kay Toledo Tag
KDM Products
Label Art
Label Network
Label Systems Inc.
Label Works
Labels West
Labelsmith Inc.
Lewis Color Inc.
Lippmann Printing
Luminary Converting Group
Madison Forms
Maggio Data
Magnets4Media
Magnum Magnetics Corporation
Making the Mark Inc.
Marathon Label
Mat-co Business Forms
Media Graphix
Megaform Computer Products
MPI Print
National Imprint Corporation
Navitor
New Century Envelopes
New Dimension Labels
New Direction Partners
New Jersey Business Forms
Next Level Apparel
Northeast Envelope Co.
Office Beacon
Olympak
Palmetto Digital Trade Source
Paper Systems Inc.
PDF Print Communications
Performance Label Co.
Phoenix Data Inc.
Plastic Graphic Company
Pocket Folders Fast
PointOne Graphics
PPAI
Precision Label Corporation
Printingforless.com
Printinginabox.com
Proforma
PSI Plastic Graphics
Pyramid Checks and Printing
Rainmaker Sales Support
Repacorp Inc.
Roeda Signs Inc.
Royal Business Forms and Printing
RR Donnelley Distributor Services
Ruckus & Co.
Safeguard Business Systems
Sekan Printing
SICPA Securink Corp.
Signsx65.com
SINA Printing
Stencil Co.
Special Service Partners
Spectrum Retail Associates LLC
St. Louis Tag Co.
Stouse Inc.
Stylecraft Printing
Tabbies
Team Concept Printing
The Ampersand Group
The Magnet Factory
The Sourcing Group
Total Printing Solutions
Trade Envelopes
Trade Printers Inc.
Triangle Printing
Trinity Press
TST/Impreso Inc.
Univenture
Universal Tag Inc.
USA/docufinish
Victor Printing Inc.
Ward Kraft Inc.
Wayne Trademark Printing
West Star Printing
Western States Envelope & Label
William B. Rudrow Co.
Wilmer
Wisco
Wise
Wright Business Graphics
Xanté Corporation
Xetex Business Systems
Zoo Printing
And more...