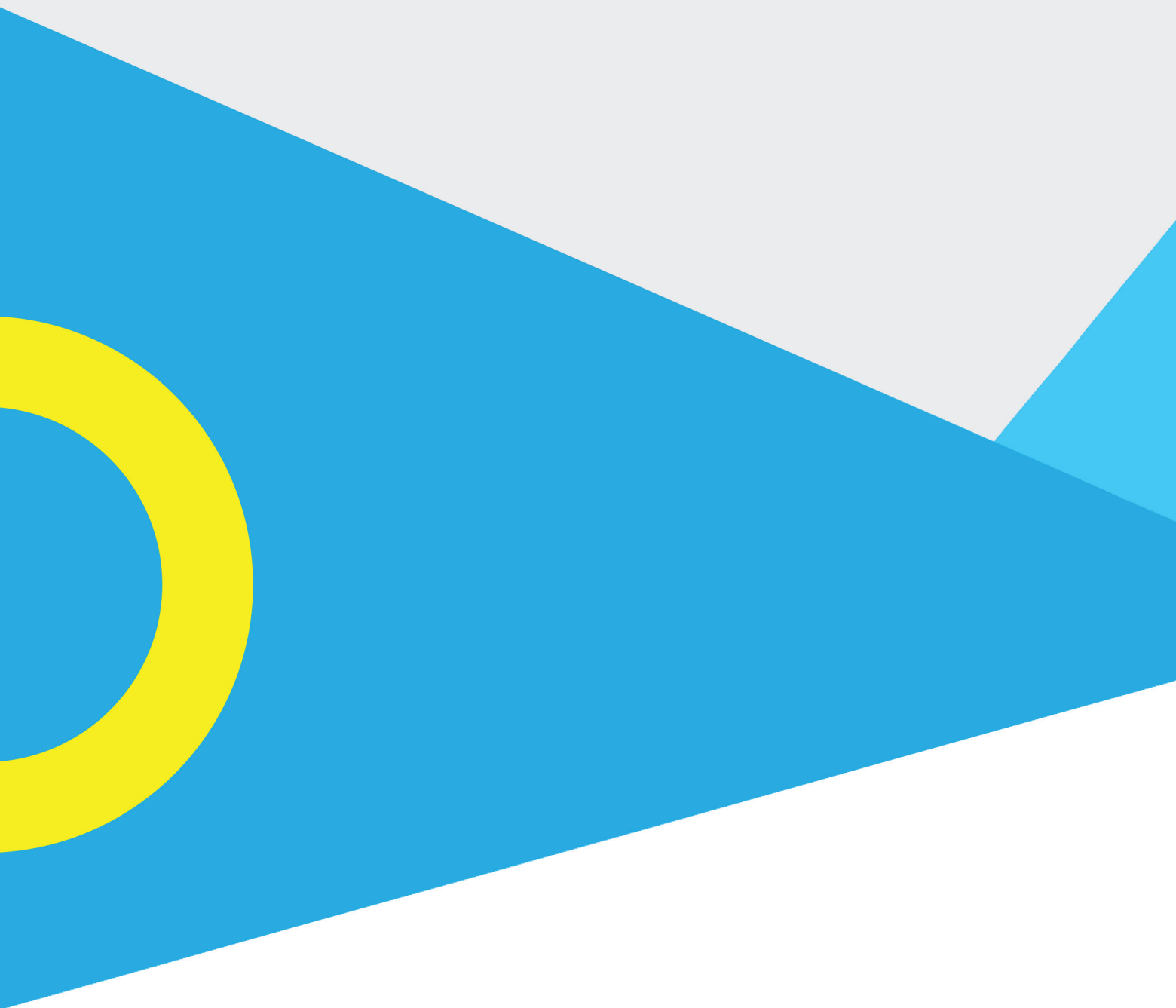




PRINTING UNITED Journal

Media Kit 2024

The *PRINTING United Journal* is distributed quarterly to the members of the PRINTING United Alliance, comprising leading North American companies across every sector of the printing industry. Together, this community produces virtually every type of printed product imaginable, literally hundreds of applications using the total spectrum of printing processes and associated technologies. No matter what type of printing they do, our highly engaged audience of executives enjoy relevant, exceptionally produced content in each issue of the *Journal* — making them the ideal audience for your advertising message regardless of what products or services you are marketing to the printing industry.



Your Market is Our Audience

OUR READERS PRODUCE THE COMPLETE RANGE OF PRINTING APPLICATIONS...

GRAPHICS

Banners/Soft Signage/Flags
Window Graphics
Posters/Presentation Graphics
Retail Graphics/P-O-P Displays
Wall/Architectural/Building Graphics
Vehicle Wraps/Vehicle Graphics
Trade Show/Museum Displays
Fleet Graphics/Transit Graphics
Fine Art/Art Reproduction/Photo

COMMERCIAL

Marketing Collateral/Direct Mail
Books
Periodicals/Catalogs
Technical Documents/Directories
Financial/Transactional
High-Volume Commodity Printing
Business Forms

PACKAGING

Labels/Tags/Shrink Sleeves
Corrugated
Folding Carton
Flexible Packaging

APPAREL AND PIECE GOODS

T-Shirts
Bags
Performance Wear
Hats/Caps
Blankets/Towels
Patches/Appiques
Swimwear

INSTALLATION

Indoor/Outdoor Wall Graphics
Banners/Soft Signage
Window Graphics
Floor/Sidewalk Graphics
Vehicle Wraps
Fleet Graphics/Transit Signage
Non-Adhesive Signage

SIGNAGE

Backlit Signs
Pole Signs
Directional Signage
Dimensional Signage
Digital Displays

INDUSTRIAL

Decals/Durable Labels
Decorative Wallpaper/Laminates
3D and Asymmetrical Parts
Industrial Textiles
Specialty Glass/Metal/Ceramic/Composite
Printed Electronics
Functional Coating/Material Printing
Instruments/Dials/Overlays
Containers/Cylindrical Objects
Additive/Subtractive Manufacturing

...USING EVERY PRINTING PROCESS...

Digital Printing (Inkjet)
Screen Printing
Digital Printing (Toner/Electrophotography)
Dye Sublimation

Litho/Offset
Embroidery
Flexography
Pad Printing

Gravure
Additive Manufacturing

...AND RELATED EQUIPMENT, SUPPLIES, SOFTWARE, AND SERVICES

Members of the PRINTING United Alliance comprise every sector of the industry. Whether you sell to commercial printers, graphics producers, in-plant printing facilities, industrial printers, apparel decorators, packaging converters, or other print service providers, you will find an audience of top executives who approve purchases of your products and solutions.

PRINTING^{UNITED} Journal

The *PRINTING United Journal* is the definitive technical resource for PRINTING United Alliance members, with each issue delivering relevant content for every industry sector: commercial printing, graphics production, package printing and converting, apparel decoration, functional and industrial printing, digital textile production, and graphic installation.

Highlighting the market's latest technology and product options as well as practical takeaways, the quarterly *Journal* is written specifically for C-suite executives and features pertinent topics speaking to the four key areas of print operations: business management, prepress, print room (press), and post-press.

EDITORIAL CALENDAR

MARCH

- **C-SUITE**
Artificial Intelligence in the HR Process
- **GRAPHIC/SIGN**
Who Buys Wide-Format: How, From Whom, and Why
- **APPAREL**
Specialty Inks for Screen Printing
- **COMMERCIAL**
Election Mail
- **FUNCTIONAL/INDUSTRIAL**
The Rise of Direct-to-Object Printing
- **DIGITAL TEXTILE**
EPR and Why it Matters to You
- **PACKAGING**
Busting Color Myths in Packaging
- **PRINTING UNITED ALLIANCE COLUMNS**
Color Corner
Government Affairs
Economic Outlook/Research
Membership Minute Q&A

JUNE

- **C-SUITE**
Climate Change and the Rising Costs of HVAC
- **GRAPHIC/SIGN**
The Growth of LED Technology to Cure UV-Based Inks
- **APPAREL**
Direct to Film and the Labor Crisis
- **COMMERCIAL**
Print Volume Trends in Sheetfed and Continuous Feed Inkjet
- **FUNCTIONAL/INDUSTRIAL**
Ways Functional Printing Can Bring Market Differentiation
- **DIGITAL TEXTILE**
Digital Textile Printing as Art
- **PACKAGING**
How Packaging Design Adapts and Speaks to the Retail Consumer
- **PRINTING UNITED ALLIANCE COLUMNS**
Color Corner
Government Affairs
Economic Outlook/Research
Membership Minute Q&A

AD CLOSING: FEB. 2 | MATERIALS DUE: FEB. 7

AD CLOSING: MAY 17 | MATERIALS DUE: MAY 22

EDITORIAL CALENDAR *(continued)*

SEPTEMBER

BONUS: PRINTING United Expo Preview

- **C-SUITE**
Embracing Convergence Without Diluting Your Brand
- **GRAPHIC/SIGN**
In-Housing or Outsourcing? How to be the Expert for Your Customers
- **APPAREL**
Threading Complex Items on a Heat Press
- **COMMERCIAL**
How to Combat Escalating Costs With Automation
- **FUNCTIONAL/INDUSTRIAL**
Thermoforming and UV Ink
- **DIGITAL TEXTILE**
What Does Sustainability Really Mean to Textile Printers?
- **PACKAGING**
Managing SKU Proliferation in a World of Short Runs
- **PRINTING UNITED ALLIANCE COLUMNS**
Color Corner
Government Affairs
Economic Outlook/Research
Membership Minute Q&A

DECEMBER

BONUS: PRINTING United Expo Recap

- **C-SUITE**
Implementing Geofencing Into Your Marketing Strategy
- **GRAPHIC/SIGN**
Finding Deeper Opportunities With Web-to-Print
- **APPAREL**
Artwork Challenges and the Case for AI
- **COMMERCIAL**
Conquering the Greatest Labor Bottleneck: Finishing
- **FUNCTIONAL/INDUSTRIAL**
Durable Labels
- **DIGITAL TEXTILE**
Functional Textile Coatings for Thermal Regulation
- **PACKAGING**
Connected Packaging
- **PRINTING UNITED ALLIANCE COLUMNS**
Color Corner
Government Affairs
Economic Outlook/Research
Membership Minute Q&A

AD CLOSING: JULY 19 | **MATERIALS DUE:** JULY 24

AD CLOSING: NOV. 8 | **MATERIALS DUE:** NOV. 13

RATES

AD SIZE	4X	2X	1X
Inside Front Cover	\$2,910	\$3,290	\$3,540
Inside Back Cover	\$2,785	\$3,145	\$3,390
Back Cover	\$3,695	\$4,175	\$4,500
Full Page	\$2,530	\$2,860	\$3,080
Half Page	\$1,770	\$2,000	\$2,155
Third Page	\$1,390	\$1,575	\$1,695
Quarter Page	\$1,075	\$1,215	\$1,310

Advertising company must be a PRINTING United Alliance member in good standing. Dates and issue themes subject to change.

Digital File Specifications

Please send all print ad materials to the SendMyAd portal. Simply log on to <https://napco.sendmyad.com> to set up your account and upload/approve your print ad.

DIGITAL SPECIFICATIONS/PDF FILE REQUIREMENTS

PDF/X-1a is the required file format for the *PRINTING United Journal*. Sending your ad as a PDF/X-1a protects the integrity of your ad file and ensures that it will print properly. Please upload your ad to the SendMyAd portal as a PDF/X-1a file created with Acrobat Distiller 7.0 or higher.

Please Note:

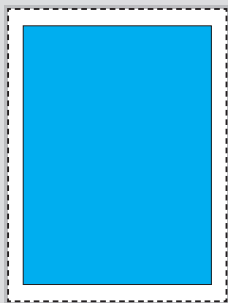
- Scanned images for display must be high resolution (minimum 200 dpi), saved as CMYK (no RGB or JPEG graphics).
- All fonts must be embedded in the PDF and be Type 1 or 3 — No Truetype.
- Bleeds must be 0.125" outside trim.
- All PDFs must be high res/press optimized (PDF/X-1a Compliant).

- 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 Ad Operations Manager listed 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.
- Ad files must be uploaded to the SendMyAd portal. Log on to <https://napco.sendmyad.com>.

Questions? Please call Bob Gibbons, Senior VP / Ad Operations Manager, bgibbons@napco.com, 215-238-5365

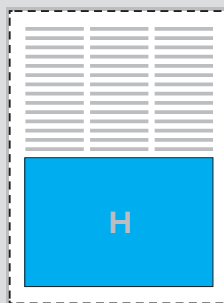
Please note: Advertisers or ad agencies that do not comply with these specifications and/or procedures waive all claims to makegoods or refunds and hold harmless the *PRINTING United Journal* in any and all production disputes

INSIDE COVERS AND FULL PAGE

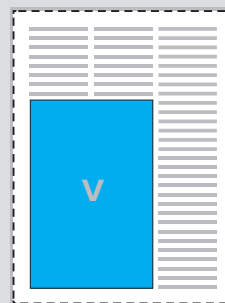


Trim: 8.125"w x 10.875"h
Bleed: 8.375"w x 11.125" h
Safety: 7.625"w x 10.375" h

1/2 PAGE

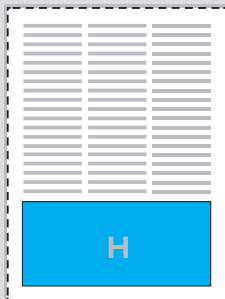


Horizontal
Trim: 7"w x 5" h

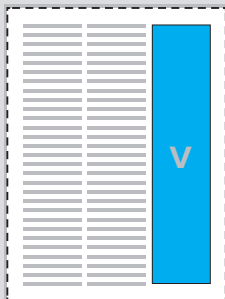


Vertical
Trim: 4.625"w x 6.5"h

1/3 PAGE

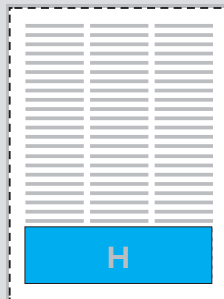


Horizontal
Trim: 7"w x 3.5"h

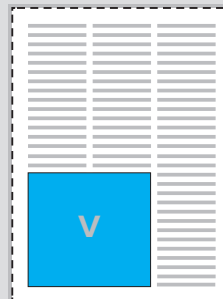


Vertical
Trim: 2.25"w x 9.625"h

1/4 PAGE



Horizontal
Trim: 7"w x 2.5"h



Vertical
Trim: 4.625"w x 4"h

Please upload artwork to:
napco.sendmyad.com



Electronic Advertising

BANNER ADS IN THE INDUSTRY INK*

Delivered weekly to our highly engaged subscriber base of more than 20,000 imaging professionals, the Industry Ink e-newsletter delivers exclusive content from PRINTING United Alliance subject matter experts, updates on industry trends, important membership news, and much more. Industry Ink gives you a perfect opportunity to stay front of mind with the members of the largest member-driven printing association in North America. Only one banner ad per edition.

Sales Contact:

Steve Duccilli
sduccilli@napco.com
513-315-4595



Banner Ad Sizes and Pricing:

728 x 90 - \$1,095

728 x 188 - \$1,250

**Ad sizes and layout subject to change.*

Ad Material Specs:

- Max Initial File Size: 45 Kb
- Animation Maximum 3 loops, 4 frames
- Creative Requirements: .jpg, .gif or .png accepted
- Click URL
- Flash ads not accepted
- Animated image not recommended
- Hosting: Publisher hosted or 3rd party
- Submission Deadline: 3 days before flight