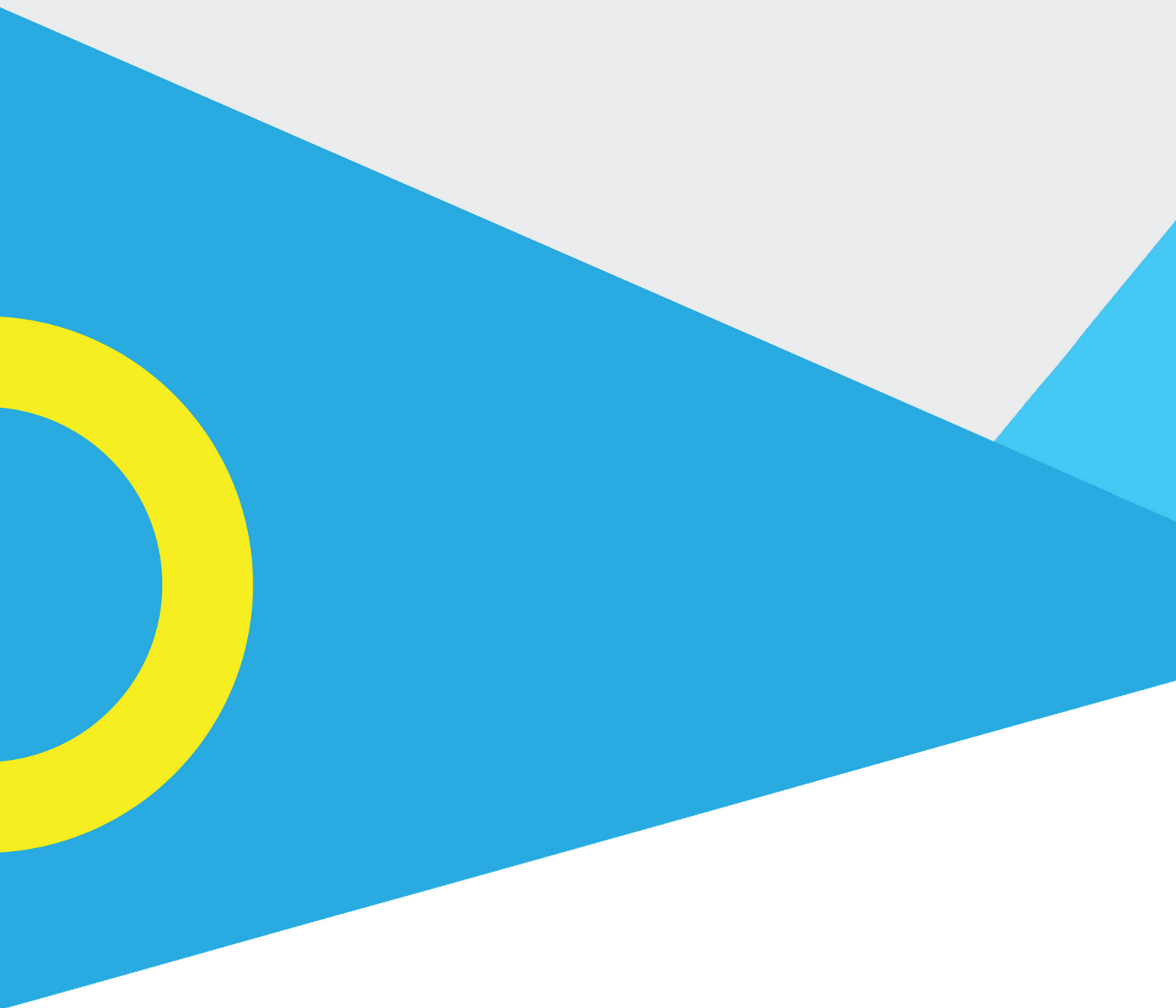


PRINTINGUNITED Journal

Media Kit 2027



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
Floor/Sidewalk Graphics
Retail Graphics/POP 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/Business Forms
High-Volume Commodity Printing

PACKAGING

Labels/Tags/Shrink Sleeves
Corrugated
Folding Carton
Flexible Packaging
Connected Packaging

APPAREL AND PIECE GOODS

T-Shirts
Bags
Performance Wear
Hats/Caps
Blankets/Towels
Patches/Appliques
Swimwear
Roll-to-roll/Piece Goods Textile Printing

INSTALLATION

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

SIGNAGE

Backlit Signs
Pole Signs
Directional Signage
Dimensional Signage
Digital Displays
Monument Signs

INDUSTRIAL

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

...USING EVERY PRINTING PROCESS...

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

Litho/Offset
Embroidery
Flexography
Pad Printing

Gravure
Additive Manufacturing/3D Printing
DTF
Heat Transfer

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

Members of the PRINTING United Alliance make up 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.

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**
HR Strategies for Supporting Women Through Every Career Stage
- **GRAPHIC/SIGN**
Looking Beyond Vinyl
- **APPAREL**
POD as the Business Model
- **COMMERCIAL**
The Finishing Advantage in Production Inkjet
- **FUNCTIONAL/INDUSTRIAL**
Reshoring and the Industrial Print Supply Chain
- **DIGITAL TEXTILE**
Pre- and Post-Treatment as the Hidden Cost Center
- **PACKAGING**
The Science of Barrier Coatings
- **PRINTING UNITED ALLIANCE COLUMNS**
Color Corner
Government Affairs
Economic Outlook/Research
Sustainability Impressions
Member Spotlight Q&A
iLEARNING+ Spotlight

AD CLOSING: FEB. 5 | MATERIALS DUE: FEB. 10

JUNE

- **C-SUITE**
The Feeling Economy: Haptics in Print
- **GRAPHIC/SIGN**
Designing for Accessibility: ADA-Compliant Signage
- **APPAREL**
Engineering Better Patches and Emblems
- **COMMERCIAL**
Adapting to a Changing Paper Market
- **FUNCTIONAL/INDUSTRIAL**
Sustainability Considerations for Printed Electronics
- **DIGITAL TEXTILE**
How Ink Selection Affects Textile Product Safety
- **PACKAGING**
When Process Knowledge Leaves
- **PRINTING UNITED ALLIANCE COLUMNS**
Color Corner
Government Affairs
Economic Outlook/Research
Sustainability Impressions
Member Spotlight Q&A
iLEARNING+ Spotlight

AD CLOSING: MAY 14 | MATERIALS DUE: MAY 19

EDITORIAL CALENDAR *(continued)*

SEPTEMBER

BONUS: PRINTING United Expo Preview

- **C-SUITE**
Building the Leadership Bench: Who Will Lead When Today's Managers Move On?
- **GRAPHIC/SIGN**
The Business of Experiential Graphics
- **APPAREL**
Licensing and Personalization at Scale
- **COMMERCIAL**
The New Service Partnership: Rethinking Equipment Support
- **FUNCTIONAL/INDUSTRIAL**
How 3D Printing is Revolutionizing Sandcasting
- **DIGITAL TEXTILE**
Where Technical Textiles Still Require Screen Printing
- **PACKAGING**
When Color Tolerances Exceed Process Capability
- **PRINTING UNITED ALLIANCE COLUMNS**
Color Corner
Government Affairs
Economic Outlook/Research
Sustainability Impressions
Member Spotlight Q&A
iLEARNING+ Spotlight

AD CLOSING: AUG. 2 | **MATERIALS DUE:** AUG. 5

DECEMBER

BONUS: PRINTING United Expo Recap

- **C-SUITE**
Profiting From Sustainability
- **GRAPHIC/SIGN**
Expanding Wide-Format Finishing
- **APPAREL**
The White-Ink Underbase Problem
- **COMMERCIAL**
Making Automation Work: What Happens After the Purchase Decision
- **FUNCTIONAL/INDUSTRIAL**
Process Development in Functional Printing
- **DIGITAL TEXTILE**
Why Fiber Content Affects Print Results
- **PACKAGING**
What Converters Should Know About Deinking
- **PRINTING UNITED ALLIANCE COLUMNS**
Color Corner
Government Affairs
Economic Outlook/Research
Sustainability Impressions
Member Spotlight Q&A
iLEARNING+ Spotlight

AD CLOSING: NOV. 5 | **MATERIALS DUE:** NOV. 10

RATES

AD SIZE	4X	2X	1X
Inside Front Cover	\$3,055	\$3,455	\$3,715
Inside Back Cover	\$2,925	\$3,300	\$3,550
Back Cover	\$3,875	\$4,385	\$4,725
Full Page	\$2,650	\$3,000	\$3,250
Half Page	\$1,850	\$2,100	\$2,250
Third Page	\$1,450	\$1,650	\$1,775
Quarter Page	\$1,125	\$1,275	\$1,375

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 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:

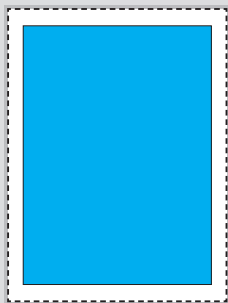
- Scanned images for display must be high resolution (minimum 200 dpi), saved as CMYK (no RGB or JPEG graphics).
- All fonts must be embedded in the PDF and be Type 1 or 3 — No Truetype.
- Bleeds must be 0.125" outside trim.
- All PDFs must be high res/press optimized (PDF/X-1a Compliant).

- 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 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? Gina Montemurro, Ad Operations Director,
gmontemurro@napco.com, 215-238-5098

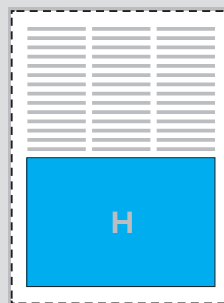
Please note: Advertisers or ad agencies that do not comply with these specifications and/or procedures waive all claims to makegoods or refunds and hold harmless the *PRINTING United Journal* in any and all production disputes

INSIDE COVERS AND FULL PAGE

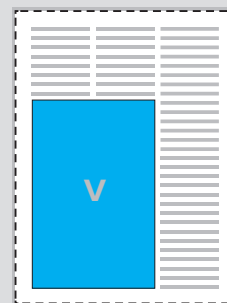


Trim: 8.125"w x 10.875"h
Bleed: 8.375"w x 11.125" h
Safety: 7.625"w x 10.375" h

1/2 PAGE

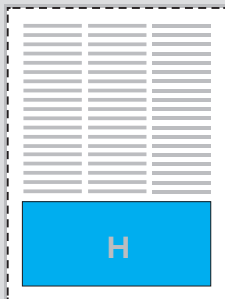


Horizontal
Trim: 7"w x 5" h

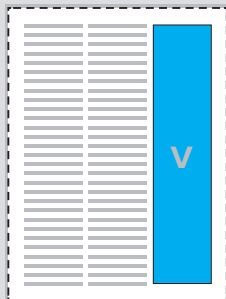


Vertical
Trim: 4.625"w x 6.5"h

1/3 PAGE

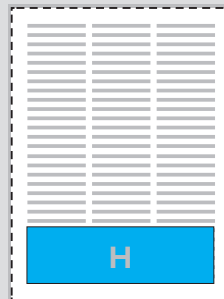


Horizontal
Trim: 7"w x 3.5"h

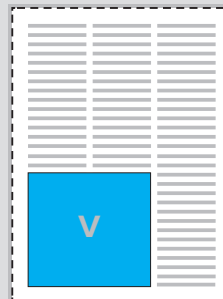


Vertical
Trim: 2.25"w x 9.625"h

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

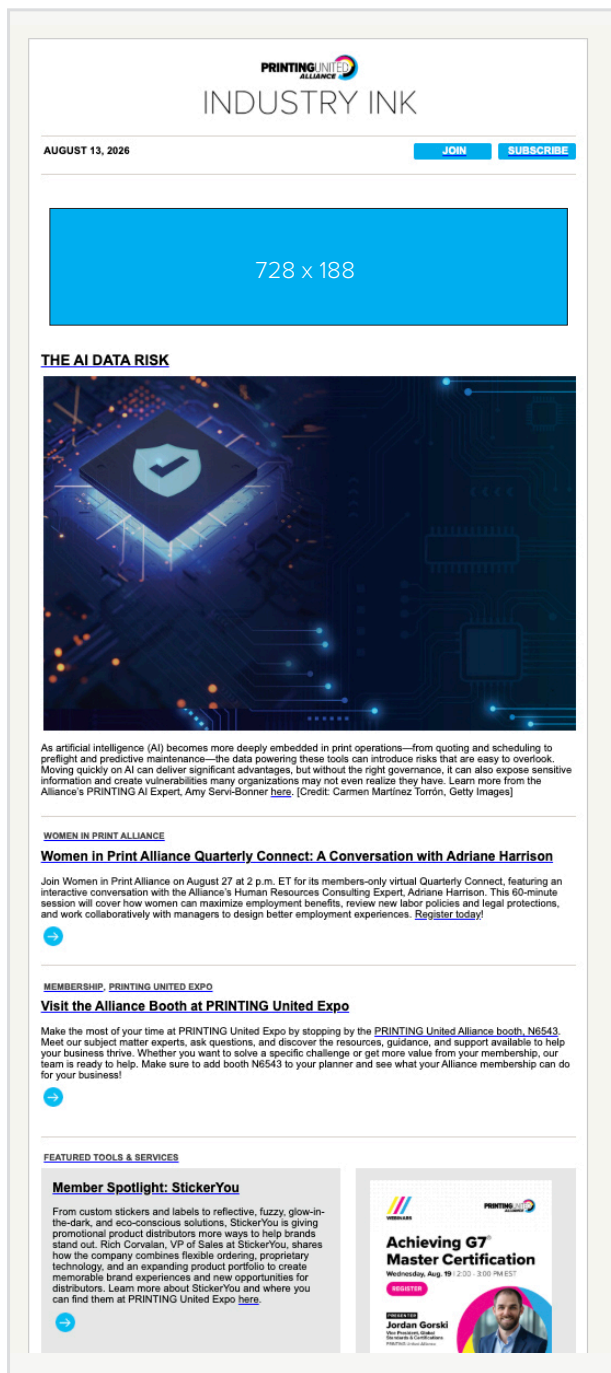
Electronic Advertising

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 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 hosting or 3rd party
- Submission Deadline: 3 days before flight



PRINTING United Leadership Summit San Diego, CA | March 8-10

The PRINTING United Leadership Summit is an invitation-only event for a selective qualified network of printing industry leaders, CEOs, and top executives that is held annually in a luxury resort setting. The Summit aims to promote the interconnectivity of different segments within the printing world and facilitate the exchange of ideas and experiences, enabling participants to think beyond their own organizations.

leadershipsummit.printing.org



PRINTING United Legislative Fly-In Washington, DC | April 13-14

The PRINTING Industry Legislative Fly-In is an annual signature government affairs event that brings printing industry leaders together for a powerful program of public policy education, issue advocacy, interaction with members of Congress and networking events. During the Fly-In you will meet with your representatives on Capitol Hill or their senior staff, discuss the pressing issues that are affecting your business, and help PRINTING United Alliance to positively impact the policymaking process.

flyin.printing.org



Inkjet Summit San Antonio, TX | April 19-21

A free, all-inclusive experience for qualified attendees — senior managers and business executives — who want to understand how current and future production inkjet printing technology, software, and solutions will impact their business and investment decisions.

ijsummit.com



Apparel Decoration Summit Nashville, TN | June 7-9

The Apparel Decoration Summit is an invitation-only, hosted-buyer format that brings together the industry's leading suppliers and decorators. Attendees will learn from the "who's who" of the garment decoration space through keynote sessions, user panels, focused breakout boardroom sessions, and numerous networking activities and receptions.

summit.apparelist.com



Wide-format Summit Bonita Springs, FL | July 12-14

A free, all-inclusive experience for qualified attendees — senior managers and business executives — who want to understand how current and future wide-format printing technology, software, and solutions will impact their business and investment decisions.

wideformatsummit.com



PRINTING UNITED EXPO Join the entire printing industry, Sept. 14-16 in Las Vegas, NV

Experience over 1 million sq. ft. of equipment, solutions, and the latest trends in one place. Walk the show floor to see your favorite vendors and uncover new ones, have meaningful conversations with printers and manufacturers, and discover what's next for your organization — infinite opportunities await you. IT'S ALL HERE.

printingunited.com



Digital Packaging Summit Bonita Springs, FL | Nov. 15-17

A free, all-inclusive experience for qualified attendees — senior managers and business executives — who want to understand how current and future digital package printing technology, software, and solutions will impact their business.

digitalpackagingsummit.com