PRINTING UNITED Journal
Media Kit 2022

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Journal
Year, Volume #, Issue #, Month

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The Future of Direct-to-Shape

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 whatever products you are marketing to the industry.

Your Market is *Our* Audience

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/Appliques
- Swimwear

INSTALLATION
- Indoor and Outdoor Wall Graphics
- Banners and Soft Signage
- Window Graphics
- Floor/Sidewalk Graphics
- Vehicle Wraps
- Fleet Graphics and 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* 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**
  Knowing when the Customer Isn't Right for Your Business

- **GRAPHIC/SIGN**
  How to Find the Right W2P Option

- **APPAREL**
  Shop Floor Success: Setting up Effective Workflows in Apparel Decoration

- **COMMERCIAL**
  Why Operations Need to Be SOC 2 Compliant

- **FUNCTIONAL/INDUSTRIAL**
  Inkjet's Evolving Role in Functional and Industrial Printing

- **DIGITAL TEXTILE**
  The Current Landscape of Antimicrobial Fabrics

- **PACKAGING**
  Finding the Right Digital Printing Fit

- **PRINTING UNITED ALLIANCE COLUMNS**
  Color Corner
  Government Affairs
  Economic Outlook/Research

AD CLOSING: FEB. 11 | **MATERIALS DUE:** FEB. 17

JUNE

- **C-SUITE**
  Strategies for Hiring Printing's Next Generation

- **GRAPHIC/SIGN**
  Comparing Screen and Inkjet Inks for High-Durability Printing Applications

- **APPAREL**
  Evaluating Digital Vs. Hybrid for Your Business

- **COMMERCIAL**
  Considerations in Offset Production Automation

- **FUNCTIONAL/INDUSTRIAL**
  Exploring Today's Top Opportunities in Industrial Applications

- **DIGITAL TEXTILE**
  Navigating Digital Textile Finishing Technology Options

- **PACKAGING**
  Maximizing Growth in Labels and Flexible Packaging

- **PRINTING UNITED ALLIANCE COLUMNS**
  Color Corner
  Government Affairs
  Economic Outlook/Research

AD CLOSING: MAY 13 | **MATERIALS DUE:** MAY 19

PRINTING UNITED Journal

SEPTEMBER

BONUS: PRINTING United Expo Preview

- **C-SUITE**
  How Leaders can Engage Employees in
  Continuous Improvement

- **GRAPHIC/SIGN**
  Unique Selling Propositions of Leading Graphics Producers

- **APPAREL**
  Maximizing ERP Systems

- **COMMERCIAL**
  Digital Toner vs. Inkjet

- **FUNCTIONAL/INDUSTRIAL**
  Think Ink: An Introduction to Conductive/Optical Inks

- **DIGITAL TEXTILE**
  Digital Textile Design: Software and Other Considerations

- **PACKAGING**
  Relevant Packaging: How Customization and
  Personalization Plays an Increasingly Important Role in the
  Packaging Space

- **PRINTING UNITED ALLIANCE COLUMNS**
  Color Corner
  Government Affairs
  Economic Outlook/Research

AD CLOSING: AUG. 12 | **MATERIALS DUE:** AUG. 18

DECEMBER

BONUS: PRINTING United Expo Takeaways

- **C-SUITE**
  Key Priorities for Your HR Program in 2023

- **GRAPHIC/SIGN**
  Silicone Edge Graphics: The How, What, and Why for
  Your Sign Business

- **APPAREL**
  Opportunities in Finishing: The Latest,
  In-Demand Techniques

- **COMMERCIAL**
  How Commercial Printers can Capitalize on Today's
  Direct Mail Trends

- **FUNCTIONAL/INDUSTRIAL**
  Advancements and Considerations in
  Direct-to-Object Printing

- **DIGITAL TEXTILE**
  Automating Textile Workflows for On-Demand Production

- **PACKAGING**
  The Current Landscape of Sustainability in Packaging

- **PRINTING UNITED ALLIANCE COLUMNS**
  Color Corner
  Government Affairs
  Economic Outlook/Research

AD CLOSING: NOV. 11 | **MATERIALS DUE:** NOV. 17

RATES

AD SIZE	4X	2X	1X
Inside Front Cover	$2,645	$2,990	$3,220
Inside Back Cover	$2,530	$2,860	$3,080
Back Cover	$2,875	$3,250	$3,500
Full Page	$2,300	$2,600	$2,800
Half Page	$1,610	$1,820	$1,960
Third Page	$1,265	$1,430	$1,540
Quarter Page	$977.50	$1,105	$1,190

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
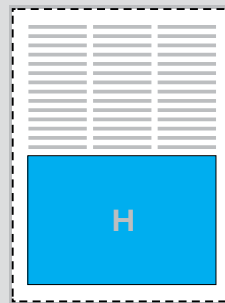
Please note: Advertisers or ad agencies that do not comply with these specifications and/or procedures waive all claims to make-goods or refunds and hold harmless the *PRINTING United Journal* in any and all production disputes
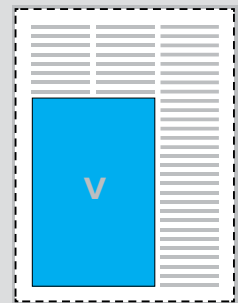
INSIDE COVERS AND FULL PAGE
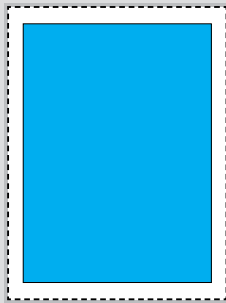
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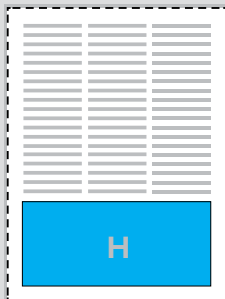Safety: 7.625"w x 10.375" h
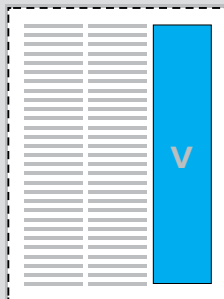
1/2 PAGE

Horizontal
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Vertical
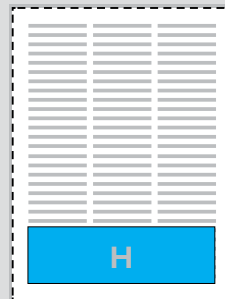Trim: 4.625"w x 6.5"h

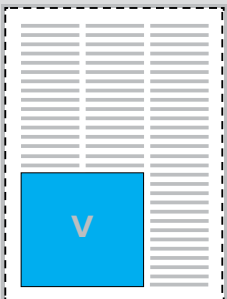## 1/3 PAGE

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Vertical
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1/4 PAGE

Horizontal
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Vertical
Trim: 4.625"w x 4"h

Please upload artwork to: napco.sendmyad.com

Electronic Advertising

Delivered weekly to our highly engaged subscriber base of 10,900 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. Just one 728 x 90 leaderboard banner in each edition!

Sales Contact:

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

Banner Ad Sizes and Pricing:

728 x 90 - $995

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

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