PRINTINGUNITED Journal

Media Kit 2023

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.

PRINTINGUNITED ALLIANCE 703-385-1335 • 888-385-3588

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/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* 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**
  How Leaders can Engage Employees in Continuous Improvement
- **GRAPHIC/SIGN**
  Vehicle Graphics 101: Production to Installation
- **APPAREL**
  Design Considerations for Decorated Apparel
- **COMMERCIAL**
  Adding Value to Digital Print
- **FUNCTIONAL/INDUSTRIAL**
  3D Printing: The Latest Technology and Trends
- **DIGITAL TEXTILE**
  The Road to Textile Production Sustainability
- **PACKAGING**
  Navigating Ink Types for Packaging Applications
- **PRINTING UNITED ALLIANCE COLUMNS**
  Color Corner
  Government Affairs
  Economic Outlook/Research

AD CLOSING: FEB. 10 | **MATERIALS DUE:** FEB. 15

JUNE

- **C-SUITE**
  Maintain and Gain: Key Elements of Equipment Maintenance
- **GRAPHIC/SIGN**
  Omnichannel Campaigns: Offering Services Beyond the Print
- **APPAREL**
  Maximizing ERP Systems
- **COMMERCIAL**
  Making the Cut: Trends and Considerations in Die-cutting
- **FUNCTIONAL/INDUSTRIAL**
  Exploring Automation in Pad Printing
- **DIGITAL TEXTILE**
  Navigating Digital Textile Finishing Technology Options
- **PACKAGING**
  Considerations in Automating Packaging Workflows
- **PRINTING UNITED ALLIANCE COLUMNS**
  Color Corner
  Government Affairs
  Economic Outlook/Research

AD CLOSING: MAY 12 | **MATERIALS DUE:** MAY 17

PRINTINGUNITED Journal

EDITORIAL CALENDAR *(continued)*

SEPTEMBER

BONUS: PRINTING United Expo Preview

- **C-SUITE**
  Top Discussion Points for Capital Investments
- **GRAPHIC/SIGN**
  Maximizing Wide-Format Equipment to Tap into New Markets
- **APPAREL**
  Beyond the T-Shirt: Considerations for Adding Promotional Products
- **COMMERCIAL**
  Navigating Capabilities in Automation Software
- **FUNCTIONAL/INDUSTRIAL**
  Mastering Ink Adhesion
- **DIGITAL TEXTILE**
  Pigment Inks: The When, Why, and How
- **PACKAGING**
  Exploring Hybrid Technology's Benefits in Packaging
- **PRINTING UNITED ALLIANCE COLUMNS**
  Color Corner
  Government Affairs
  Economic Outlook/Research

AD CLOSING: AUG. 11 | **MATERIALS DUE:** AUG. 16

DECEMBER

BONUS: PRINTING United Expo Recap

- **C-SUITE**
  Strategies to Acquire More Customers in 2024
- **GRAPHIC/SIGN**
  Opportunities in Engraving
- **APPAREL**
  Apparel Industry Outlook
- **COMMERCIAL**
  Planning and Estimating Print Jobs
- **FUNCTIONAL/INDUSTRIAL**
  Managing Color in Industrial Applications
- **DIGITAL TEXTILE**
  The End Game: Determining Production Processes Based on End Use
- **PACKAGING**
  The Finishing Effect: Techniques for Labels
- **PRINTING UNITED ALLIANCE COLUMNS**
  Color Corner
  Government Affairs
  Economic Outlook/Research

AD CLOSING: NOV. 10 | **MATERIALS DUE:** NOV. 15

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.

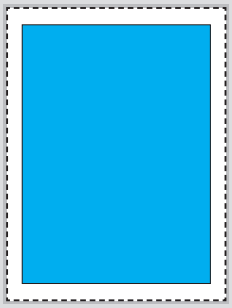
Please Note:

- 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 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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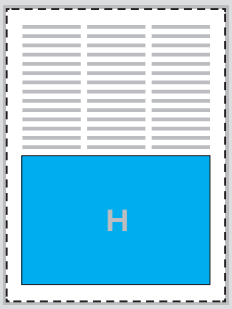
Bleed: 8.375"w x 11.125" h
Safety: 7.625"w x 10.375" h

1/2 PAGE



Horizontal
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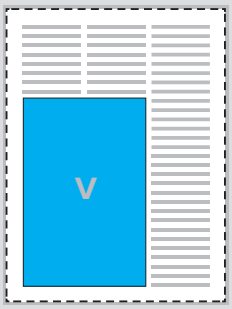

Vertical
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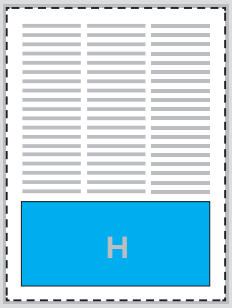
1/3 PAGE



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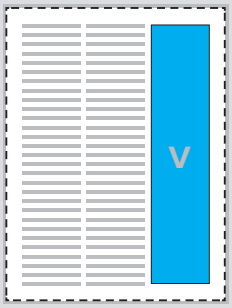

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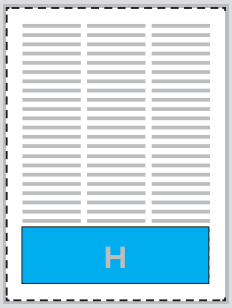
1/4 PAGE



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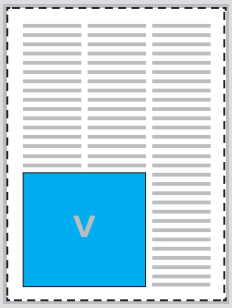


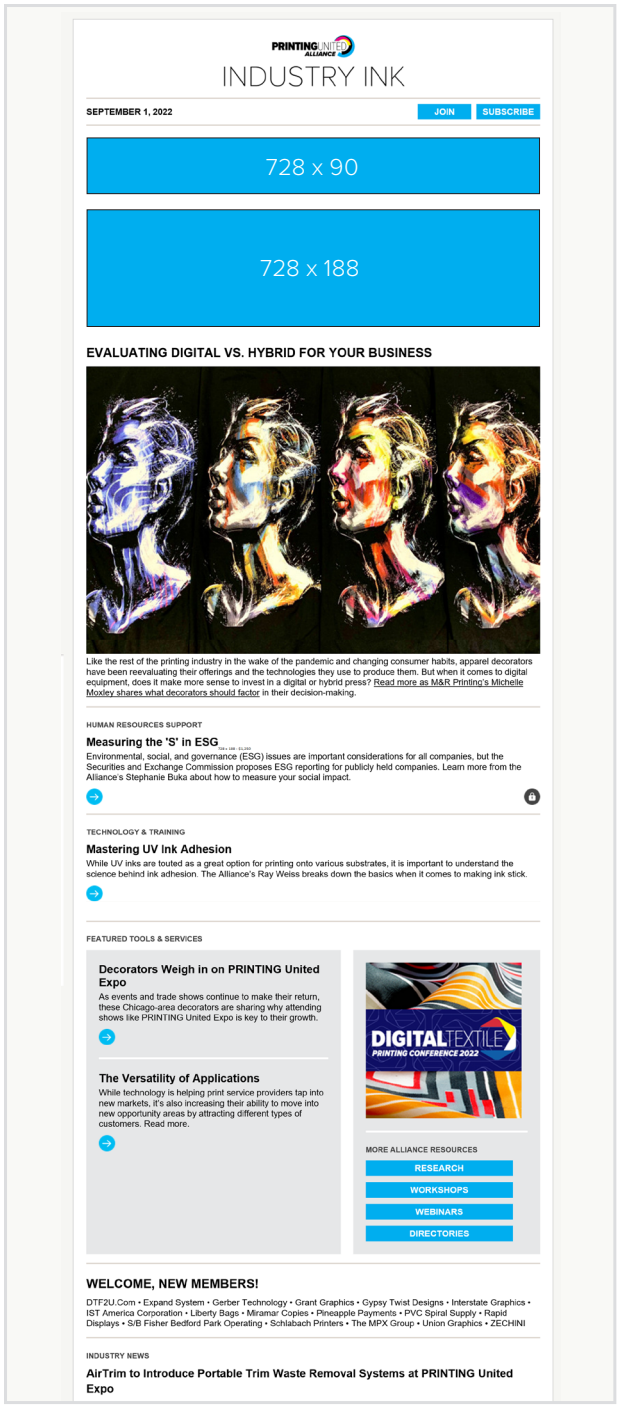
Vertical
Trim: 4.625"w x 4"h

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 18,500 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.



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

Sales Contact:

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