



As the largest graphic communication trade association in the industry, you have the unique opportunity to connect with your target market in an effective way. Our organization is more than 6,000 members strong with representatives from many different segments including digital, sheetfed, flexographic, screen, web-fed, and finishing. **Printing Industries of America members alone employ around 251,000 people and have sales of over \$45 billion.**

We invite you to read through the media kit then give us a call. Let us put an advertising package together for your company that will connect you to your target audience, turn prospects into customers, and give your company maximum exposure in the national print marketplace.

Advertising with Printing Industries of America in *The Magazine* or online has many benefits including:

- Credible, unbiased voice of industry news to PIA Members
- Ability to target your reach to segments that mean the most to you
- Diverse international distribution to more than 25,000 industry professionals from printing companies, vendor supplier organizations, educators, and students
- Unique customized packages that are built just for your specific needs

2019 MAGAZINE EDITORIAL CALENDAR

January/February	<i>Winter FORECAST, business operations trends, financial outlook</i>
March	<i>Lean manufacturing, Continuous Improvement Conference preview</i>
April	<i>Design to print challenges, Out of the Box printing, Premier Print Awards preview</i>
May	<i>Sales management, marketing, customer service</i>
June/July	<i>Human relations, culture building, workforce development, BWA Awards preview</i>
August/September	<i>Technology FORECAST, trends and advancements, InterTech supplement</i>
October	<i>Mailing and postage, print on demand, direct mail</i>
November	<i>Finishing, components, bindery, Color 2019 preview</i>
December	<i>Looking to the future, strategic planning, President's Conference preview</i>

AD SPECS

Inside covers or Full page	Half page	Quarter page	Business Card
8.375" x 0.875" (trim) 7.5" x 10.125" (image size) 8.625" x 11.125 (bleed)	6.875" x 4.5" (horizontal) 3.1875" x 8.875" (vertical)	3.125" x 4.175"	3.125" x 2"

MAGAZINE AD RATES

Ad Size*	Inside front or back cover	Full page	Half page vertical or horizontal	Quarter page	Business Card (Resources page)
Single (1) insertion	\$4,840	\$3,520	\$2,780	\$1,200	---
Two (2) insertions	\$4,600	\$3,340	\$2,670	\$1,150	---
Three (3) insertions	\$4,480	\$3,260	\$2,560	\$1,100	---
Four (4) insertions	\$4,360	\$3,170	\$2,440	\$1,060	\$500
Five (5) insertions	\$4,240	\$2,900	\$2,330	\$1,010	\$450
Six (6) insertions	\$4,120	\$2,810	\$2,220	\$960	\$425
Seven (7) insertions	\$3,990	\$2,560	\$2,110	\$910	\$400
Eight (8) insertions	\$3,750	\$2,480	\$2,000	\$860	\$375
Nine (9) insertions	\$3,500	\$2,320	\$1,890	\$820	\$350

The above rates are for members of the Printing Industries of America. Non-members should multiple by 2 to determine non-member rates.

PREMIUM ADVERTISING such as two page spreads, belly bands, inserts, outserts, and poly bags are also available. If you have an unique advertising idea that you would like to get in front of the leading printers in North America, contact us for custom pricing.

For questions regarding advertising opportunities with Printing Industries of America, please contact:

EDWARD KELLY

Placement Representative, Printing Industries of America
 Phone: 877-655-0789 (toll free) | 651-787-0789 | edkelly355@aol.com

ADVERTISING CONTRACT

You may fill out an electronic version of this form at: www.printing.org/adform or fax/email a copy of the form to 651-787-0241 or edkelly355@aol.com. Upon receipt of the form, a representative will contact you to make payment arrangements.

This signed contract must be provided for ad to appear in magazine.

Company _____

Contact Name _____

Address _____

City _____ State _____ ZIP _____

Phone _____ Fax _____ Email _____

If you are an ad agency placing an ad for a member company, please fill out the following information:

Member Company Name _____ Contact Name _____

Ad Agency Name (if ad placed by agency) _____ Ad Agency Contact Name _____

Billing Address _____

City _____ State _____ ZIP _____

Payment

Check Enclosed (payable to Printing Industries of America) VISA MC AMEX

Name on Card (please print) _____

Card No. _____ Expiration Date _____

Signature (required) _____ Date Contract Signed _____

Issue	Size (circle choice)	Ad Close Date	Rate from Ad Rates Chart
February Winter Forecast	C F ½H ½V ¼ BC	12/27/2018	\$
March	C F ½H ½V ¼ BC	1/31/2019	\$
April	C F ½H ½V ¼ BC	2/28/2019	\$
May	C F ½H ½V ¼ BC	3/29/2019	\$
June/July	C F ½H ½V ¼ BC	4/30/2019	\$
September Technology Forecast	C F ½H ½V ¼ BC	6/28/2019	\$
October	C F ½H ½V ¼ BC	8/30/2019	\$
November	C F ½H ½V ¼ BC	9/27/2019	\$
December	C F ½H ½V ¼ BC	10/25/2018	\$

Size Key:

C = Cover

F = Full

½H = ½-page horizontal

½V = ½-page vertical

¼ = ¼-page horizontal

BC = Business card

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