2020 SGIA Advertising

Meet your customers where they are: SGIA.
Take advantage of the opportunities inside to get your products and messages in front of your most promising prospects and your best customers.
Advertising company must be an SGIA member in good standing. Dates and issue themes subject to change.

*Insertion order includes all five issues of the Graphic edition and four issues of the Apparel edition, and the Jan/Feb 2021 issue, which gets year-round exposure.

### Graphic Edition

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>10x</th>
<th>6x</th>
<th>3x</th>
<th>1x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover</td>
<td>$2,075</td>
<td>$2,875</td>
<td>$3,250</td>
<td>$3,500</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$2,075</td>
<td>$2,875</td>
<td>$3,250</td>
<td>$3,500</td>
</tr>
<tr>
<td>Back Cover</td>
<td>Call for availability, pricing and specifications</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>$1,660</td>
<td>$2,300</td>
<td>$2,600</td>
<td>$2,800</td>
</tr>
<tr>
<td>Half Page</td>
<td>$1,245</td>
<td>$1,550</td>
<td>$1,850</td>
<td>$2,050</td>
</tr>
<tr>
<td>Third Page</td>
<td>$830</td>
<td>$1,050</td>
<td>$1,350</td>
<td>$1,550</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$750</td>
<td>$875</td>
<td>$1,000</td>
<td>$1,250</td>
</tr>
</tbody>
</table>

**January/February 2020**
- Theme: SGIA Year Round
- Bonus: Distribution to all Graphics and Apparel edition recipients
- Ads due: October 7, 2019
- Materials due: October 23, 2019
- Drop date: December 30, 2019

**March/April 2020**
- Theme: Package Printing
- Ads due: January 10, 2020
- Materials due: January 24, 2020
- Drop date: March 24, 2020

**May/June 2020**
- Theme: Industrial and Functional Printing
- Ads due: March 10, 2020
- Materials due: March 24, 2020
- Drop date: May 19, 2020

**July/August 2020**
- Theme: PRINTING United Preview
- Ads due: May 4, 2020
- Materials due: May 18, 2020
- Drop date: July 13, 2020

**September/October 2020**
- Distribution on-site at PRINTING United
- Theme: Industry Trends
- Special Feature: PRINTING United Sponsor Spotlights
- Bonus: Distribution on site at PRINTING United
- Ads due: July 6, 2020
- Materials due: July 20, 2020
- Spotlights due: July 20, 2020
- Drop date: September 14, 2020

**November/December 2020**
- Theme: Finishing and Installation
- Ads due: September 11, 2020
- Materials due: September 25, 2020
- Drop date: November 20, 2020

**January/February 2021**
- Theme: SGIA Year-Round
- Bonus: Distribution to Graphics and Apparel edition recipients
- Ads due: October 5, 2020
- Materials due: October 19, 2020
- Drop date: December 14, 2020

### Apparel Edition

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>10x</th>
<th>4x</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover</td>
<td>$2,075</td>
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<td>$3,125</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$2,075</td>
<td>$2,500</td>
<td>$3,125</td>
</tr>
<tr>
<td>Back Cover</td>
<td>Call for availability, pricing and specifications</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>$1,660</td>
<td>$2,000</td>
<td>$2,500</td>
</tr>
<tr>
<td>Half Page</td>
<td>$1,245</td>
<td>$1,500</td>
<td>$1,875</td>
</tr>
<tr>
<td>Third Page</td>
<td>$830</td>
<td>$1,000</td>
<td>$1,250</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$750</td>
<td>$875</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

**Winter 2020**
- Theme: THREADX Preview
- Ads due: October 28, 2019
- Materials due: November 11, 2019
- Drop date: January 10, 2020

**Spring 2020**
- Theme: Apparel Decorating Trends
- Ads due: February 7, 2020
- Materials due: February 21, 2020
- Drop date: April 17, 2020

**Summer 2020**
- Theme: PRINTING United Preview
- Bonus: Distribution on site at PRINTING United
- Special Feature: PRINTING United Sponsor Spotlights
- Ads due: June 16, 2020
- Materials due: June 30, 2020
- Spotlights due: June 30, 2020
- Drop date: August 25, 2020

**Fall 2020**
- Theme: Look to the Future
- Ads due: September 4, 2020
- Materials due: September 18, 2020
- Drop date: November 13, 2020

**Winter 2021**
- Theme: TBD
- Ads due: October 14, 2020
- Materials due: October 28, 2020
- Drop date: December 23, 2020
Digital File Specifications*

**Ad sizes and layout for SGIA Journal:**
- High-resolution PDF X1a compliant files, embedded artwork should be 300 dpi at 100% size.
- High-resolution tif files, 300 dpi at 100% size.
  (Note: No layered files will be accepted. All layers must be merged.)
- Illustrator eps files, with all fonts outlined and all artwork converted to CMYK. Pantone colors will not print properly and must be converted to CMYK process.
- Adobe InDesign CS4 or later. Please include all supporting graphics as high-resolution CMYK art in tif or eps format and all fonts.

*Ad sizes and layout subject to change. Fractional ad sizes do not bleed.

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**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

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Please upload artwork to: SGIA.sendmyad.com
Banner Ads in the Industry Ink*

Delivered to an opt-in list of over 15,000 imaging professionals each month, SGIA’s Industry Ink e-Newsletter is the perfect opportunity to have your message delivered straight to your customer’s inbox.

Banner Ad Sizes and Pricing:
- 600 x 100 pixels - $625 (Positions 1 and 4)
- 280 x 200 pixels - $500 (Position 2)
- 280 x 300 pixels - $575 (Position 3)

*Ad sizes and layout subject to change.

Ad Material Specs:
- File Types: png, jpg or gif
- Sound: not allowed
- Advertising company must be an SGIA member
- SGIA reserves the right to approve ads prior to posting.

Sales Contacts:
- Mike McGowan
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  703-359-1362
- John Woodstock
  jwoodstock@sgia.org
  703-359-1332

Electronic Advertising