

The graphic features a large blue diagonal shape on the left side. At the top left, there are two curved shapes: a pink one and a yellow one. In the background, two covers of the PRINTING UNITED Journal are visible. The top cover is white with the title 'PRINTING UNITED Journal' and 'Year, Volume #, Issue #, Month' below it. The bottom cover is black with the same title and a photograph of a beer can with 'SS Bold Stout' printed on it. The headline on the black cover reads 'The Future of Direct-to-Shape'.

PRINTING UNITED Journal

Media Kit 2020

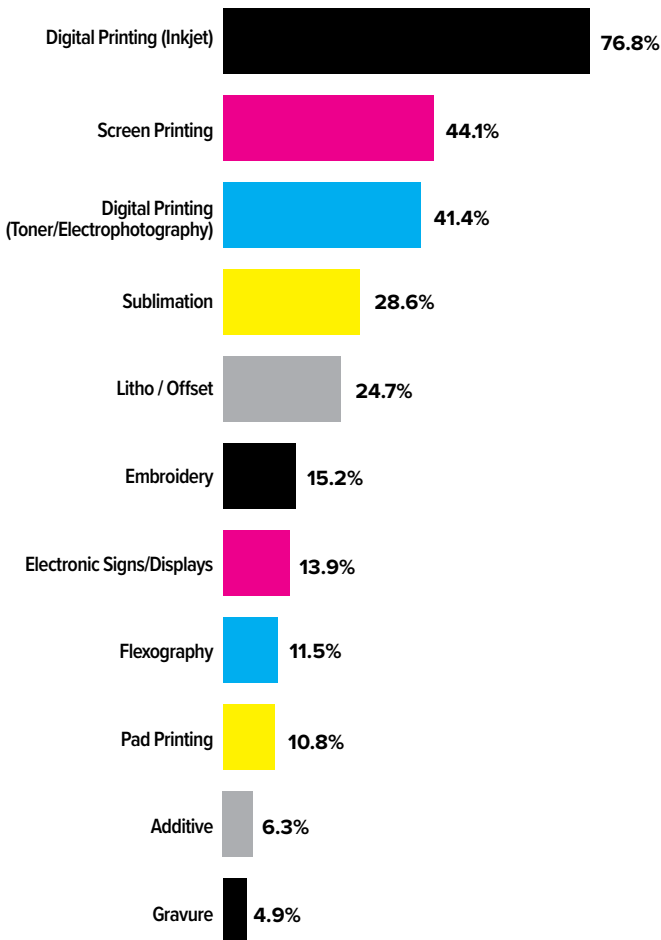
The PRINTING United Alliance was formed in May 2020 with the merger of SGIA and PIA, creating a powerful new association reaching leading businesses from every sector of the printing industry. Together, the senior executives of these organizations represent a highly influential community that will help drive the future direction of print itself as these sectors continue to converge.

The PRINTING United Alliance offers two opportunities to target this lucrative group of executives with your marketing messages:

- Quarterly, in the completely redesigned *PRINTING United Journal*, now offering in-depth technical coverage of the major technologies used throughout the printing industry as well as detailed advice for implementing specific management initiatives.
- Monthly, through Industry Ink, our e-newsletter covering the latest news from our printer and supplier members, as well as updates about the latest association activities.

Your Market is Our Audience

THEY USE YOUR TECHNOLOGIES



THEIR APPLICATIONS NEED YOUR PRODUCTS

Banners/Soft Signage/Flags	54.8%
Window Graphics	43.9%
Label/Decal	42.0%
Posters/Presentation Graphics	40.9%
Retail Graphics/Point of Purchase Displays	40.3%
Wall/Architectural/Building Graphics	35.7%
Back-Lit Signs	33.3%
Vehicle Wraps/Vehicle Graphics	31.5%
Trade Show/Museum Displays	30.9%
Adhesive Wall Graphics Indoor Installation	30.6%
Marketing Collateral/Direct Mail	29.1%
Fleet Graphics/Transit Graphics	28.4%
Banner/Soft Signage Installation	28.1%
Window Graphics Installation	28.0%
Pole Signs	26.7%
Directional Signage/Directories	26.6%
T-Shirts	26.4%
Dimensional Signage	26.0%
Adhesive Wall Graphics Outdoor Installation	26.0%
Floor/Sidewalk Graphics Installation	25.2%
Fine Art/Art Reproduction/Photo	22.8%
Vehicle Wraps/Vehicle Graphics Installation	22.6%
Other Non-Adhesive Signage Installation	21.4%
Fleet Graphics/Transit Graphics Installation	21.4%
Digital Displays	20.4%
Bags	20.0%
Books	18.6%
Periodicals/Catalogs	18.0%
Performance Wear	17.7%
Hats/Caps	17.5%
Label, Tag, Shrink Sleeve	14.3%
Corrugated	14.2%
Blankets/Towels	13.9%
Folding Carton	12.3%
Decorative Wallpaper/Laminates	10.7%
Patches/Appliques	10.6%
Technical Document/Directories	9.3%
Flexible Packaging	8.3%
Financial/Transactional	8.0%
High-Volume Commodity Printing	7.6%
3D and Asymmetrical Parts	6.7%
Industrial Textiles	6.5%
Specialty Glass/Metal/Ceramic/Composite	6.5%
Printed Electronics	5.5%
Functional Coating/Material Printing	5.3%
Instruments/Dials/Overlays	5.2%
Swimwear	4.7%
Business Forms	3.9%
Containers/Cylindrical Objects	3.8%
Additive/Subtractive	3.6%

The PRINTING United Alliance Community is your target market.

Whether you sell to graphic, offset or industrial printers, apparel decorators, in-plant managers or even packaging providers and converters, the PRINTING United Alliance community uses an array of processes to create products using your equipment and solutions.

86%
HAVE PURCHASING
AUTHORITY!

Debuting in summer 2020, the *PRINTING United Journal* will serve as 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 new quarterly *Journal* will feature pertinent topics speaking to the four key areas of print operations: business management, prepress, print room (press), and post-press.

EDITORIAL CALENDAR

JUNE 2020

SPECIAL FEATURE: Business Resilience/Contingency Planning

- C-Suite: **Untangling the Economics of Wide-Format**
- C-Suite: **The Path to Continuous Improvement**
- Apparel: **Moneyball Screen Printing and Data Analytics**
- Graphics: **A Brief History & Look Ahead at Inkjet Wide-Format UV LED**
- Commercial: **The TCO of Digital Presses**
- Packaging: **In-Line Finishing**
- Functional: **Industrial Printing — The Next Digital Frontier**
- Digital Textile: **The Current State of Digitally Printed Interior Decor**

Materials due: May 19, 2020

SEPTEMBER 2020

SPECIAL FEATURE: PRINTING United Preview

- C-Suite: **How to Reduce Rework and Reruns**
- Apparel: **Workflow Advantages for Integrating CTS**
- Installation: **When DIY is a DI-No**
- Commercial: **Coping with Offset and Digital Color Matching**
- Packaging: **Finishing Automation**
- Functional: **What Quality Compliance Really Means**
- Textile: **Choosing the Right Platform (Analog, DTG, Hybrid)**

Materials due: August 10, 2020

DECEMBER 2020

SPECIAL FEATURE: Takeaways from PRINTING United 2020

- C-Suite: **Transforming Your Business with Visual Management**
- Apparel: **What's the Next Big Opportunity?**
- Graphics: **Single-Pass Printing**
- Commercial: **Building Your Business without a Capital Equipment Purchase**
- Packaging: **Security and Anti-Counterfeiting Measures**
- Functional: **Green Technologies**
- Digital Textile: **Why Fabric Matters: Finding the Right Fit of Fabric and Technology**

Materials due: November 10, 2020

IN EVERY ISSUE: Government Affairs | The Color Corner | Economy Watch

RATES

AD SIZE	10X	6X	3X	1X
Inside Front Cover	\$2,075	\$2,875	\$3,250	\$3,500
Inside Back Cover	\$2,075	\$2,875	\$3,250	\$3,500
Back Cover	Call for availability, pricing and specifications			
Full Page	\$1,660	\$2,300	\$2,600	\$2,800
Half Page	\$1,245	\$1,550	\$1,850	\$2,050
Third Page	\$830	\$1,050	\$1,350	\$1,550
Quarter Page	\$750	\$875	\$1,000	\$1,250

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:

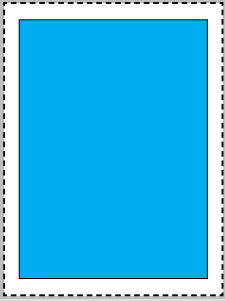
- Scanned images for display must be high resolution (minimum 200 dpi), saved as CMYK (no RGB or JPEG graphics).
- All fonts must be embedded in the PDF and be Type 1 or 3 - No Truetype.
- Bleeds must be 0.125" outside trim.
- All PDFs must be high res/press optimized (PDF/X-1a Compliant).

- 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

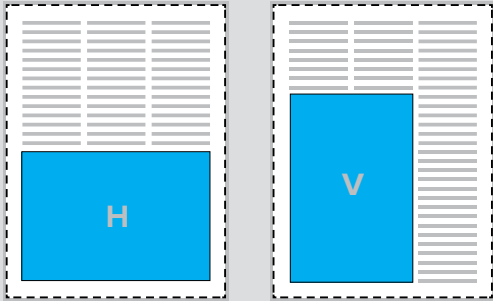
Please note: Advertisers or ad agencies that do not comply with these specifications and/or procedures waive all claims to makegoods or refunds and hold harmless the *PRINTING United Journal* in any and all production disputes

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

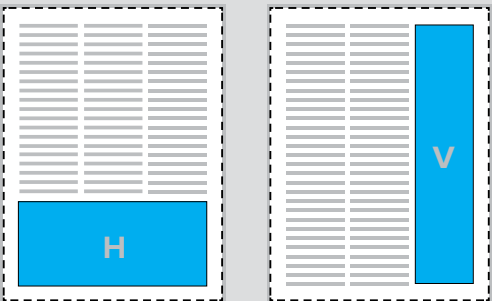
1/2 PAGE



Horizontal
Trim: 7"w x 5" h

Vertical
Trim: 4.625"w x 6.5"h

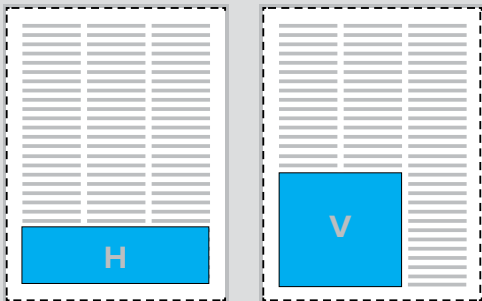
1/3 PAGE



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

Sales Contact:

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



Industry Ink

Drawing Attention (and Traffic)

At any industry trade show (and especially in print), a visually striking booth that showcases a company's work is essential for attracting prospective customers.

[Read more on the ideas and techniques](#) behind some of the industry's standout exhibits.

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 PRINTING United Alliance member
- PRINTING United Alliance reserves the right to approve ads prior to posting.

600 x 100 pixels (position 1)

duration, the types of materials used at an event can make or break attendees' experiences. Adding to these factors is brands' desire to decrease their environmental footprints. [Learn about the different options](#) that can make an impact.



environment) ... Several that touch the printing industry, from single-use plastics to polyfluoroalkyl substances found in packaging and firefighting foam, are under evaluation by Congress and state and federal agencies. [Read more on the latest developments.](#)

280 x 200 pixels (position 2)

Nailing the Creative Vision

Behind every brand's unique design is a creative mind. For designers, achieving the right visual entails different processes and considerations. [Check out these 10 tips](#) from some of today's top design gurus.

Printing by the Numbers

254 The number of 2018 Product of the Year (POY) competition entries. POY showcases exhibitors' leading solutions across a diverse range of categories for print service providers on the PRINTING United show floor. [See what the competition entails](#) and how it's evolved.



280 x 300 pixels (position 3)

600 x 100 pixels (position 4)