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ABOUT

The Loupe is a bi-monthly, four-color print publication of the Printing Industry Midwest (PIM). A loupe is actually small magnifying glass, known to most as a tool of jewelers and watchmakers. However it is also a vital tool in the print industry, helping printers with tasks such as analyzing how ink lies on paper and checking registration. This name reflects our goals as an organization - to be an important resource to our members and the industry as a whole.

Regular features in *The Loupe* include National News, Member News, Buyers Guide Spotlight, Training & Education (T&E), and Safety & Environmental (S&E). *The Loupe* is distributed to more than 2000 printing and graphic arts professionals in Minnesota, Iowa, Nebraska, North Dakota and South Dakota. Our publication gives advertisers complete saturation of the Midwest's largest custom manufacturing industry, the printing industry!

The Loupe is your direct connection to reach CEO's, presidents, press technicians, designers, binders, sales representatives and finishers in the midwest's printing, converting, fulfillment and graphic arts industry.

AD RATES

MEMBERS			
SIZE	1 MONTH	3 MONTHS	6 MONTHS
1/4 PAGE	\$200	\$500	\$1000
1/2 PAGE	\$400	\$1000	\$2000

1/4 PAGE AD - ACTUAL SIZE (W x H) -
 7.5" X 2.5", no bleed

NON-MEMBERS			
SIZE	1 MONTH	3 MONTHS	6 MONTHS
1/4 PAGE	\$400	\$1000	\$2000
1/2 PAGE	\$800	\$2000	\$4000

1/2 PAGE AD - ACTUAL SIZE (W x H) -
 8.5" X 5.5", add a bleed of 0.125"

FINE PRINT

Files are due by the 15th of the month prior to issue month. Acceptable file types: pdf, eps, jpg, and png. Please do not embed file's in a Word document or email body. Reservations are due a minimum of one month in advance of the files due date for guaranteed placement. **Send this form and files to Sadie Hagen at sadieh@pimw.org.**

Printing Industry Midwest reserves the right to refuse, reject, or cancel, in its sole and complete discretion, at any time any advertising that it deems unacceptable or inappropriate for any reason.



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MEMBERS

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1/2 page	<input type="checkbox"/> \$400	<input type="checkbox"/> \$1000	<input type="checkbox"/> \$2000

NON-MEMBERS

	1x	3x	6x
1/4 page	<input type="checkbox"/> \$400	<input type="checkbox"/> \$1000	<input type="checkbox"/> \$2000
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Send this form and files to Sadie Hagen at sadieh@pimw.org.