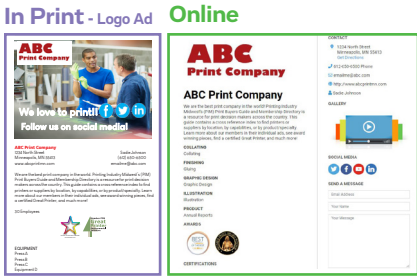


AD DETAILS

PIM'S PRINT BUYERS GUIDE & MEMBERSHIP DIRECTORY

www.pimw.org/buyersguide/

UPGRADED AD BASIC LISTING



Printing Industry Midwest's (PIM) Print Buyers Guide & Membership Directory is a resource for print decision makers across the country. It is designed to showcase PIM members and assist business professionals in finding printers and print suppliers. Targeted ads — both in print and online on the PrintAccess website — ensure companies capabilities jump off each page.

This guide contains a cross reference index to find printers or suppliers by location, by capabilities, or by product/specialty. Learn more about PIM members in their individual ads, see award winning pieces, find a certified Great Printer, and much more!

WHAT IS INSIDE?

Options for advertising in the guide and additional benefits. As well as the steps needed to complete submitting the ad art files and text.

- > Premium Display Ads pg 2
- > Logo Ads pg 3-4
- > Basic Listing pg 4
- > PrintAccess pg 5
- > Certification Logos pg 5

QUESTIONS?

If you have any questions please reach out to Sadie Johnson via email sadieh@pimw.org or phone 612.400.6204.

All PIM members receive a free basic listing with limited information displayed in the printed guide & online on at PrintAccess.

By purchasing a **Logo Ad** your company unlocks more benefits!

Take your advertising further... A **Premium Display Ad** that gives you up to a full page of additional advertising space. Plus you receive a **FREE Logo Ad** (choose from 4 sizes) and all the Logo Ad benefits.



WHAT IS PRINTACCESS?

www.printaccess.com

PrintAccess is the print industry's online search tool for print buyers, suppliers & professionals.

PIM uses your online PrintAccess listing to create your listing in the printed guide. Make sure your online ad is up-to-date!

There has been tons of improvements made to the PrintAccess over the years making it more efficient, faster and improving map-based searches.

If you purchase a Premium Display or Logo Ad you can unlock the following features...

- Have your logo, contact info & company description displayed in search results
- Upload promotional image or video galleries
- Display badges for awards& certifications
- And much more!

[View page 5 for more information >>>](#)

PREMIUM DISPLAY ADS

PREMIUM DISPLAY AD BENEFITS:

This is your second presence in the Print Buyers Guide. Get creative and highlight what your company can do. Use a new press or piece of finishing equipment to WOW print buyers by placing one of a kind insert.

By purchasing any Premium Display Ad your company will receive a **FREE Logo Ad in the printed guide & upgraded online PrintAccess listing**. More information about **Logo Ads** can be found on page 3 and more information about **PrintAccess** can be found on page 1 and 5.

- > **Inside Front Cover (IFC) Ad** (8.5" (w) x 11" (h)) - Full page ad, one side
- > **Inside Back Cover (IBC) Ad** (8.5" x 11") - Full page ad, one side
- > **Back Cover (BC) Ad** (8.5" x 11") - The most viewed full page ad in the guide
- > **Full Page Ad** (8.5" x 11") - Full page ad, one side, placed at random in the guide
- > **Insert Ad** (8.5" x 11") - Two sided pre-printed full page ad with no fold, placed at random in the guide
- > **Quarter Page Ad** (4.5" (h) x 3.5" (w)) - Small standalone ad, placed at random in the guide

SUBMITTING GRAPHICS:

IFC, IBC, BC, Full Page and Quarter Page (example below) Ads: All art files must be supplied by you. Please send Sadie Johnson (sadieh@pimw.org) your high res PDF, InDesign or Illustrator/ ESP files by the due date.

Insert: All art files must be supplied by you. Before printing, please send a proof of the insert to PIM for approval and check in with PIM to make sure your document is created correctly. Plan on providing 6,500 inserts + makeready, around 7,200. Around the start of February the final printed insert needs to be shipped to the company who is binding the book. PIM will know the location of the bindery company around middle of January.

EXAMPLE -

Equipment E

ABC Print Company
1234 North Street
Minneapolis, MN 55413
www.abcprintmn.com

Sadie Johnson
(612) 650-6500



ABC Print Company
1234 North Street
Minneapolis, MN 55413
www.abcprintmn.com

Sadie Johnson
(612) 650-6500
email@abc.com

We are the best print company in the world. Printing Industry Midwest's (PIM) Print Buyers Guide and Membership Directory is a resource for print decision makers across the country. This guide contains a cross reference index to find printers or suppliers by location, by capabilities, or by product/specialty. Learn more about our members in their individual ads, see award winning pieces, find a certified Great Printer, and much more!

30 Employees



EQUIPMENT
Press A
Press B
Press C
Equipment D
Equipment E

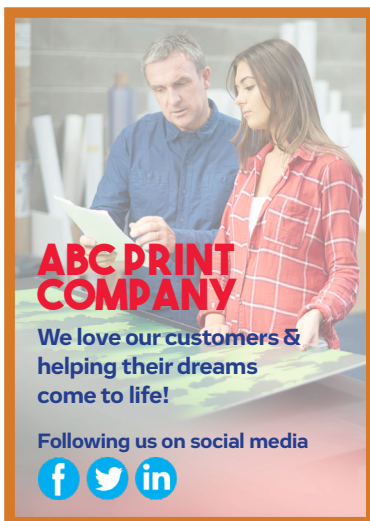
ABC Print Company
1234 North Street
Minneapolis, MN 55413
www.abcprintmn.com

Sadie Johnson
(612) 650-6500

4.5" x 3.5"

QUARTER PAGE AD - MAX SIZE 4.5" x 3.5"

Art supplied by you. *ACTUAL SIZE* of art.



This example is not to scale. Quarter page ads art is supplied by you and is placed within the Member Directory section at PIM's discretion.

LOGO ADS

LOGO AD BENEFITS:

Logo Ads enhances your basic listing. By upgrading and adding a small image and additional information to your listing, your company will stand out and offer more details to the print buyers. Follow the steps to create your logo ad. By purchasing any Logo Ad your company will receive an **upgraded online PrintAccess listing**. More information about **PrintAccess** can be found on page 1 and 5.

#1 PICK A LOGO AD SIZE

The Logo Ad space **ONLY** measures the space of the image, which is either 1, 1.5, 2 or 2.5 inches tall by 3.5 inches wide. The text portion of the ad is not included in this measurement. All art files must be supplied by you.

1 INCH LOGO AD - 1"(H) x 3.5(W)"

Art supplied by you. *ACTUAL SIZE* of art.

1.5 INCH LOGO AD - 1.5" x 3.5"

Art supplied by you. *ACTUAL SIZE* of art.

2.5 INCH LOGO AD - 2.5" x 3.5"

Art supplied by you. *ACTUAL SIZE* of art.

2 INCH LOGO AD - 2" x 3.5"

Art supplied by you. *ACTUAL SIZE* of art.

#2 ADD TEXT

To create the text portion of your ad, please provide on **PrintAccess...**

Company Name

Address

City, State, Zip Code

Website URL

Name #1/ Name #2

One phone number

One email address

Company description...

(Not to exceed 125 words)

Number of employees

Equipment list

(5 pieces of equipment listed, one piece per line)

EXAMPLE -



2.5" x 3.5" Logo Ad

This example is not to scale. Logo art and text supplied by you. PIM will then create the final layout.

ABC Print Company
1234 North Street
Minneapolis, MN 55403
www.abcprintm.com

Sadie Johnson
(612) 650-6600
emaline@abc.com

We are the best print company in the world. Printing Industry Midwest's (PIM) Print Buyers Guide and Membership Directory is a resource for print decision makers across the country. This guide contains a cross reference index to find printers or suppliers by location, by capabilities, or by product specialty. Learn more about our members in their individual ads, see award winning pieces, find a certified Great Printer, and much more!

30 Employees



EQUIPMENT
Press A
Press B
Press C
Equipment D
Equipment E

More information on page 4 >>>

LOGO ADS CONTINUED

#3 CROSS REFERENCE SECTION

To have your company displayed in the Cross Reference portion of the guide (*the back of the guide*) you **HAVE** to purchase a Premium Display Ad or Logo Ad. You **NEED** to completed this portion by signing into your PrintAccess account at www.printaccess.com. PIM does not pick these categories for you, you must complete this online yourself. If you need help signing in please contact Sadie Johnson - sadieh@pimw.org.

Once signed, go through the list of hundreds of capabilities/ specialties/products/services. Select those that apply to your company. You may pick as many capabilities as you wish, it is not guaranteed all will be displayed in the upcoming printed guide.

EXAMPLE -

Area 10	Graphco/RMGT	Schomburg, IL	36
Area 2	Nathan Printing, Inc.	St. Cloud, MN	45
Area 3	BCT Heartland	Minneapolis, MN	28
	Bolger Vision Beyond Print	Minneapolis, MN	28
	CARDSource	Eden Prairie, MN	29
	Carlson Print Group	Eden Prairie, MN	30
	Daily Printing, Inc.	Plymouth, MN	32
	Franklin Press, Inc.	Plymouth, MN	35
	GLS / NEXT Precision Marketing	Brooklyn Park, MN	35
	Impact	Minneapolis, MN	38
	Jags-Open Company	St. Louis Park, MN	40
	Quantum Graphics, Inc.	Eden Prairie, MN	49
	SecChange Print Innovations	Plymouth, MN	51
	Seven Corners Printing Company	St. Paul, MN	51
	Shogco Printing, Inc.	Minneapolis, MN	52
	Streamworks LLC	Blaine, MN	53
	The John Roberts Company	Minneapolis, MN	54
	US Magnetix	Golden Valley, MN	56
	Visions, Inc.	Brooklyn Park, MN	57
Area 4	J-C Press	Owatonna, MN	40
Area 5	Milano Group	Des Moines, IA	45
Area 7	Forum Communications Printing	Argon, IA	45
Area 8	Midstates Group	Aberdeen, SD	44

Capability / Print & Finishing

This example is not to scale. Pick from a list of categories that relate to your company. PIM does not pick for you. Must be completed by YOU by the deadline!

#4 SUBMITTING AD GRAPHICS & TEXT:

SUBMITTING AD GRAPHICS:

All art files must be supplied by you. Please send Sadie Johnson (sadieh@pimw.org) your high res PDF, InDesign or Illustrator/ ESP files by the due date. Remember Logo Ad space **ONLY** measures the space of the image, which is either 1, 1.5, 2 or 2.5 inches tall by 3.5 inches wide. The text portion of the ad is not included in this measurement.

SUBMITTING AD TEXT:

To create your text for the first time or to update your ad...

1. Sign into your company's PrintAccess account at www.printaccess.com
2. Add/update your company's information by the due date. You can fill in ALL fields in PrintAccess.

NOTE: PIM uses the information from PrintAccess to create all Logo Ads and Basic Listings. To insure your company's information will be printed correctly, make sure you PrintAccess account is up-to-date. On the due date at 4:00 PM, PIM will pull everyone's information from PrintAccess to create the upcoming guide. Any updates made after the due date will not be reflected in the current guide. PIM will not maintain/update your PrintAccess information throughout the year.

EXAMPLES -

ABC Print Company
1234 North Street
Minneapolis, MN 55413
www.abcprintmn.com

Sadie Johnson
(612) 650-6500
emailme@abc.com

We are the best print company in the world. Printing Industry Midwest's (PIM) Print Buyers Guide and Membership Directory is a resource for print decision makers across the country. This guide contains a cross reference index to find printers or suppliers by location, by capabilities, or by product specialty. Learn more about our members in their individual ads, see award winning pieces, find a certified Great Printer, and much more!

30 Employees

EQUIPMENT
Press A
Press B
Press C
Equipment D
Equipment E

Logo Ad

Basic Listing

ABC Print Company
1234 North Street
Minneapolis, MN 55413
www.abcprintmn.com

Sadie Johnson
(612) 650-6500

BASIC LISTING (NON-AD, FREE)

In the absence of purchasing an ad, all members are provided with a **FREE** basic listing in the guide and online at Print Access. This basic listing will display a **limited amount** of information on both the printed & online platforms. Basic listing include **ONLY**:

Comany Name

Address 1 or 2 Contact Names
City, State Zip One phone number
Website URL

SUBMITTING TEXT:

To create your listing for the first time or to update it...

1. Sign into your company's PrintAccess account at www.printaccess.com
2. Add/update your company's information by the due date. You can't fill in all fields. If you fill in fields you are not aloud to display, PIM will remove it.

ADDITIONAL INFORMATION

BONUS! UPGRADED ONLINE LISTING:



PrintAccess (www.printaccess.com) is the national online search engine for the print industry. Around 12,000 monthly users visit this site looking for printer and suppliers. All PIM members receive a basic free listing on PrintAccess with limited information displayed. **When you purchase a Premium Display or Logo Ad**, in addition to the free benefits, you will be able to unlock and display more information about your company online.

UPGRADED ONLINE BENEFITS:

- > Preferred listing when a user searches
- > Enhanced displayed in search results
- > Upload promotional image & video galleries
- > Display badges for awards and certifications
- > List up to 60 pieces of your equipment
- > List 120 of your capabilities/products/services
- > Display a small ad or company logo
- > Descriptive paragraph about your company (*125 words*)
- > Email addresses
- > Total number of employees
- > Social media links
- > Plus all basic information

*Not all information displayed on PrintAccess will be in the printed guide

BASIC ONLINE BENEFITS:

- > Company name
- > Address
- > 1 or 2 contact names
- > One phone number
- > Website URL

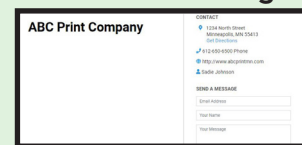
NOTE: PIM uses the information from PrintAccess to create all Logo Ads and Basic Listings. To insure your company's information will be printed correctly, make sure you PrintAccess account is up-to-date. On the due date at 4:00 PM, PIM will pull everyone's information from PrintAccess to create the upcoming guide. Any updates made after the due date will not be reflected in the current guide. PIM will not maintain/update your PrintAccess information throughout the year.

EXAMPLES -

Upgraded Online Listing



Basic Online Listing



CHAIN OF CUSTODY or CERTIFICATION LOGOS (FSC/SFI/PEFC/SSAE)

You worked hard to gain certification logos, let potential customers know that by adding certification logos to your listing. PIM Great Printers, Star Awards Winners and PIM DE&I Program participants will receive complementary logos. Chain of Custody & Certification logos can be added to **Logo Ads** and **Basic Listings**.

SUBMITTING GRAPHICS: All art files must be supplied by you. Art file format accepted are: high res JPEG, PDF, InDesign or Illustrator/ ESP files. Send Sadie Johnson (sadieh@pimw.org) files by the due date.

EXAMPLES -

