

## SHARE THE VALUE OF YOUR SOLUTIONS Opportunities for engaging PIM members

www.pimw.org/sponsorships-advertising/

Serving Minnesota, Iowa, Nebraska, North Dakota and South Dakota



# Membership has its benefits!

Discover how at: www.pimw.org/benefits/



Training &

Consulting

# Enhance your skills and stay ahead of the curve

DE&I Accreditation Program | Sales Coaching | OSHA Training | CSR, Sales, & Direct Mail Certifications | & More



Networking

### Engage with subject matter experts and peers

Women in Print | Golf Outings | Mingle Jingle | Star Awards Banquet | & More



# Reduce injuries and keep regulators at bay

Safety & Environmental EHS Audits and Updates | Great Printer Program | Right to Know Training | Lockout/Tagout Training | & More



**Publications** 

& Research

### Connect with prospects and keep up-to-date

Print Buyers Guide | Wage  $\overline{\&}$  Benefits Survey | The Loupe Newsletters |  $\overline{\&}$  More



# Attract and retain well-qualified personnel

Job Board | Scholarships | Recruitment and Retention Resources | Workforce Consulting | & More



& Workflows

### Ensure production stays online and in top-form

Technology Resources | Inkjet and Automation Resources |  $\overline{\&}$  More



Deer Groups

#### Discover best practices and learn from peers

Financial Executives Council | Young Professionals Group | & More



& Action

### Support efforts to reduce regulations and spur growth

Legislative Lobbying | Postal Reform | Print Advocacy Campaigns | & More



### Gain recognition for your quality work and employees

Star Awards | Leadership Awards | Graphics Art Leader | & More



Programs

### Reduce expenses with PIM purchasing programs

Health & Business Insurance | Hardware | Software | Shipping | Materials | Credit Card Processing | & More

Because we're stronger together • www.pimw.org/staff/ • 612.400.6200

PIM is your ideal partner • www.pimw.org/sponsorships-advertising/



### **BENEFITS OF PARTNERING WITH PIM**

Opportunities for engaging PIM members & creating solutions to their problems

Printing Industry Midway (PIM) Partners offer TRUSTED ACCESS

to resources and information to members to help them navigate the evolving print industry.

Partners can network with key decisionmakers and obtain lists of event attendees by SPONSORING EVENTS.

#### By creating TARGETED ADVERTISEMENTS

PIM Partners can offer insights and providing valuable solutions to members.

Every year partners will receive an ANNUAL MAILING list of all PIM members.

BECAUSE WE'RE STRONGER TOGETHER

www.pimw.org/benefits/

#### **EXPOSURE**

By sponsoring and advertising with Printing Industry Midwest (PIM) you gain visibility in PIM's publications, websites and social media accounts which will raise your organization's visibility among PIM members. More information online at www.pimw.org/sponsorships-advertising/.

#### FOR EVENTS...

All sponsorships include brand promotion before, during & after all events. Attendees span from CEO's to production workers, print buyers to print suppliers. Each event and sponsorship operates differently, most include...

- Company logo/name displayed on event marketing collateral (website, programs, flyers, mailings, posters, emails, social media posts, website page, banners, etc.)
- Sponsors can provide giveaways items at events and/or distribute literature
- Sponsors can speak or show a video during select events
- Attendee roster from the event. This includes mailing information only, no email addresses.

#### FOR PUBLICATIONS...

PIM publications, emails and websites reach thousands of printers, suppliers and print buyers throughout the year. Partners can connect with our targeted audience by placing advertisements in publications. You can also highlight and promote your company's news, awards, announcements and press releases in PIM's newsletter for free throughout the year.

#### **OTHER RESOURCES...**

Partners can connect with other members, print suppliers, print buyers, marketing professionals and creatives on the following sites.

- PIM Website (www.pimw.org)
- PIM Printer Resource (www.pimw.org/print-resources/)
- PIM Print Buyers Guide & Membership Directory (www.pimw.org/print-buyers-guide/)
- PIM Social Media Accounts (Twitter @PrintingMW, Facebook @ PrintingIndustryMW and LinkedIn @PrintingIndustryMidwest)

### CONTACT

If you have any questions or would like to set up a meeting to discuss your partnership, please contact Kristin Pilling-Davis (*kdavis@pimw.org*, 612.400.6208).



Engaging with PIM members • www.pimw.org/sponsorships-advertising/



#### All sponsorships include brand promotion pre, during & post-events

NOTE: Sponsor levels based upon availability.

### **EXCEL LIST OF MEMBERS - Annual**

Contact information of all member contacts, no email addresses

• Mailing information only

Associate Member Benefit

Annual Support Sponsor

(For all 2024 YP events)

Free

\$600

## YOUNG PROFESSIONALS (YP) - Quarterly

Empowering the next generation - 15-60 Attendees

- Attendee roster
- Sponsor giveaways
- Literature distribution

### 2024 STAR AWARDS - June 13, 2024

PIM's biggest night of the year celebrating print  $\delta$  industry professionals - 250 Attendees

• NEW location at the JW	-Exclusive Signature Sponsor (Corporate Video)	\$6,000
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Marriott Minneapolis at the	Beverage Sponsor (Welcome Table, 100 Drink Tickets)	\$2,500
Mall of America!!	- Appetizer Sponsor (Welcome Table)	\$2,500
Attendee roster	Best of Show Award Sponsor	\$1,500
Sponsor giveaways	-People's Choice Award Sponsor	\$1,050
• Literature distribution	-Program Sponsor	\$1,050
• Award sponsor present awards	-Décor & Centerpiece Sponsor	\$1,050
	-Creative Professional of the Year Award Sponsor	\$1,050
	-CSR of the Year Award Sponsor	\$1,050
	Financial Executive of the Year Award Sponsor	\$1,050
	HR Professional of the Year Award Sponsor	\$1,050
	Manager of the Year Award Sponsor	\$1,050
	Outstanding Team of the Year Award Sponsor	\$1,050
	-Production Professional of the Year Award Sponsor	\$1,050
	Sales $\overline{lpha}$ Account Manager of the Year Award Sponsor	\$1,050
Last Updated: November 15, 2023	-Young Professional of the Year Award Sponsor	\$1,050
0	<b>NEW!</b> Graphics Art Leader of the Year Award Sponsor	\$1,500
to see if a sponsorship is available.	NEW! Support Sponsor	\$450
Please contact Kristin Pilling-Davis (kdavis@pimw.org , 612.400.6208)	HR Professional of the Year Award Sponsor Manager of the Year Award Sponsor Outstanding Team of the Year Award Sponsor Production Professional of the Year Award Sponsor Sales & Account Manager of the Year Award Sponsor Young Professional of the Year Award Sponsor NEW! Graphics Art Leader of the Year Award Sponsor	\$1,050 \$1,050 \$1,050 \$1,050 \$1,050 \$1,050 \$1,050 \$1,050 \$1,050



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\$425\*

#### All sponsorships include brand promotion pre, during $\varpi$ post-events

Hole Sponsor + PIM Buys Prize

NOTE: Sponsor levels based upon availability.

### 2024 MINNESOTA GOLF OUTING - August 1, 2024

Supporting PIM Education Foundation - 160 Attendees

- Attendee roster
- Sponsor giveaways
- Literature distribution
- Hole sponsors may have 2 representatives stationed at their hole.
- 1 golf cart
- Lunch included for 2 reps
- Dinner included for 2 reps
- If you want to purchase food or beverages for your hole (such as ice cream, kegs, etc.) this will be an **additional cost** and will be **negotiated with the course**.

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Hole Sponsor + \$100 Prize	\$325*	
Trophy + Winner Cash Prize	\$400	
*Prices subject to change		

## 2024 WOMEN IN PRINT - October 10, 2024

Luncheon honoring women in graphic communications - 160 Attendees

• Attendee roster

Support Sponsor

\$600

- Sponsor giveaways
- Literature distribution

### 2024 MINGLE JINGLE FUNDRAISER - December 2024

Fundraiser to support PIM's Education Foundation that awards scholarship yearly - 100 Attendees

- Attendee roster
- Sponsor giveaways
- Literature distribution

Support Sponsor	\$600	
Donation to PIM's Education Foundation (You choose the amount)	\$	



Connect with prospects • www.pimw.org/sponsorships-advertising/



Reach PIM members, non-members and potential print buyers by promoting your company through PIM's publications

### THE LOUPE NEWSLETTER ADS -

PIM's signature newsletter - printed & mailed to 1,500+ members 4x per year

• Choose to run your ad in the	SINGLE ISSUE	
next 1, 2 or 4 issues	1/2 Page Ad (8.5" × 5.5")	\$400
Select the months you wish	1/4 Page Ad (4.25" x 5.5")	\$200
to advertise in (Newsletter is published every other month)	TWO ISSUES	
Files for edg and due the 1st of	1/2 Page Ad	\$750
• Files for ads are due the 1st of the month prior to publication	1/4 Page Ad	\$375
(i.e February 1st is the due date	FOUR ISSUES	
for March issue)	1/2 Page Ad	\$1,350
	1/4 Page Ad	\$700
	ISSUE SELECTION 2024: JANUARY APRIL JULY 2025: JANUARY APRIL JULY	OCTOBER OCTOBER

### THE ELOUPE NEWS ADS -

PIM electronic newsletter - Emailed to 1,500+ members 2x per month

ne • Te	hoose to run your ad in the ext 1, 6 or 12 months ell us the month you wish to tart advertising in	12-Months (24 issues) 6-Months (12 issues) 1-Month (2 issues)	\$1,800 \$1,000 \$200	
• F	iles for ads are due the 1st of ne month prior to publication	ISSUE SELECTION Start Date: Ads are 468 (w) x 60 (h) pixel banner ad linked to a l	End Date: JRL or document	



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Reach PIM members, non-members and potential print buyers by promoting your company through PIM's publications

## $2025\,PRINT\,BUYERS\,GUIDE\,\&\,MEMBERSHIP\,DIRECTORY\,-$

Printed and mailed to thousands of print buyers  $\delta$  influencer's once a year

PREMIUM DISPLAY ADS:	BEFORE September 13	AFTER September 13
Inside Front Cover Ad (IFC)	\$4,075	\$6,525
Inside Back Cover Ad (IBC)	\$3,075	\$5,525
Back Cover (BC)	\$5,075	\$8,525
<b>Full Page Ad</b> (8.5"(w) × 11"(h))	\$2,475	\$4,500
Insert Ad (You print, no fold, full page front $\overline{a}$ back)	\$1,975	\$2,975
Quarter Page Ad (4.5"(h) x 3.5"(w))	\$1,675	\$2,575
LOGOS ADS:		
<b>1 Inch</b> (1"(h) × 3.5"(w))	\$650	\$795
<b>1.5 Inch</b> (1.5" x 3.5")	\$750	\$895
<b>2 Inch</b> (2" x 3.5")	\$895	\$995
<b>2.5 Inch</b> (2.5" x 3.5")	\$995	\$1,095
CERTIFICATION LOGOS:		
First Logo	\$350	\$350
Each Additional Logos (\$50 per logo)	\$50	\$50
Total Number of Logos:		

**HOW ARE YOU ADVERTISING?** (Pick One)

Premium or Logo Ads

- Re-run my 2024 Ad (same text & graphics)
- \*Updates Needed! Text and/or graphics will be sent by: SEPTEMBER 27, 2024
- \*NEW Ad! Text & graphics will be sent by: SEPTEMBER 27, 2024

Or Basic Listing (Not purchasing an ad this year)

- Re-run my 2024 Basic Listing (same text)
- \*Updates Needed! Text will be sent by: SEPTEMBER 27, 2024
- \*New Basic Listing! Text will be sent by: SEPTEMBER 27, 2024

\*NOTE: Any text or graphic changes after **September 27, 2024** will result in a **\$250 alteration fee**.

**2025 SPECIAL:** Have you placed an ad in our guide before? If the answer is no... We are offering **\$200 OFF** to any company who has never placed an ad in our guide!



### SEPTEMBER 27, 2024:

All **order forms**  $\overline{\Delta}$  all **updates** (new text  $\overline{\Delta}$  graphics) due. Ad sales close at 3:00 PM.

SEPTEMBER 27, 2024:

Cover Contest Deadline

### **BONUS!**

By purchasing a Premium Display or Logo Ad you will be able to unlock...

#### **#1 - FREE MAILING LIST:**

To ensure your ad reaches its intended target, PIM purchased a **NEW** print buyers mailing list. This year advertisers will receive the **NEW** print buyers mailing list **FOR FREE**.

#### **#2 - UPGRADED ONLINE AD:**

Your company will be able to display more information online at PrintAccess (www.printaccess.com).

### **QUESTIONS?**

If you need more ad details or have questions, please visit www.pimw.org/print-buyersguide/ or contact Sadie Johnson - sadieh@pimw.org



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INSIGHTS. STRENGTH. PROFITABILITY.

PROGRAMS	PARTN			
Member Excel List	Associate Me	ember Benefit - FREE		\$0.00
Young Professionals				
Star Awards				
Minnesota Golf Outing				
Women in Print				
Mingle Jingle Fundraiser				
The Loupe Newsletter Ad	s			
The eLoupe News Ads				
Print Buyers Guide Ads				
			TOTAL	\$
Title:		Phone:		
Title: Company:		Phone:		
Title: Company: Billing Address:		Phone:		
Title: Company: Billing Address: City:		Phone:		
Title: Company: Billing Address: City:	Zip Code:	Phone:		
Company: Billing Address: City: State: SELECT ONE: Bill all programs toge SELECT ONE:	<b>Zip Code:</b> ether Bill ea	Phone:		
Title: Company: Billing Address: City: State: State: SELECT ONE: Bill all programs toge	<b>Zip Code:</b> ether Bill ea	Phone:		

### SEND FORM TO OR DIRECT QUESTIONS TO:

Kristin Pilling-Davis (kdavis@pimw.org , 612.400.6208)

