

# AD DETAILS

## PIM'S PRINT BUYERS GUIDE & MEMBERSHIP DIRECTORY

[www.pimw.org/buyersguide/](http://www.pimw.org/buyersguide/)

### UPGRADED AD BASIC LISTING

In Print - Logo Ad Online



In Print



Online



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](mailto: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](http://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.abcpntm.com

Sadie Johnson  
(612) 450-6500  
email@abcpntm.com

We love to print!!

Follow us on social media

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

Sadie Johnson  
(612) 450-6500  
email@abcpntm.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.abcpntm.com

Sadie Johnson  
(612) 450-6500

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)

**NEW! PIM will display a QR code linking to your PrintAccess listing.**

## EXAMPLE -



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

Sadie Johnson  
(612) 550-4300  
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 best printers or suppliers by location, by capabilities, or by product specialty. Learn more about our members in their individual ads, see award winning photos, find a certified Great Printer, and much more!

100 Employees



EQUIPMENT  
Press A  
Press B  
Press C  
Equipment D  
Equipment E

### 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.*

*The Logo Ad space **ONLY** measures the space of the image*

**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](http://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](mailto: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	Graphics/IMG	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	Eagan, MN	29
	Carlson Print Group	Eden Prairie, MN	30
	Daily Printing, Inc.	Plymouth, MN	32
	Franklin Press, Inc.	Plymouth, MN	35
	Imprint	Minneapolis, MN	38
	GLS / NEXT Precision Marketing	Brooklyn Park, MN	35
	Quantum Graphics, Inc.	St. Louis Park, MN	40
	SecChange Print Innovations	Eden Prairie, MN	49
	Seven Corners Printing Company	Plymouth, MN	51
	Shops Printing, Inc.	St. Paul, MN	51
	Streamworks LLC	Minneapolis, MN	52
	The John Robert's Company	Blaine, MN	53
	US Magnetix	Minneapolis, MN	54
	Visions, Inc.	Golden Valley, MN	56
Area 4	J-C Press	Brooklyn Park, MN	57
Area 5	Milano Group	Owensboro, MN	40
Area 7	Forum Communications Printing	Des Moines, IA	45
Area 8	Midstates Group	Abbeville, 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](mailto: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](http://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 -



### Logo Ad

### Basic Listing

## 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**:

### Company Name

Address

City, State Zip

Website URL

1 or 2 Contact Names

One phone number

### 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](http://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 allowed to display, PIM will remove it.



# ADDITIONAL INFORMATION

## BONUS!

### UPGRADED ONLINE LISTING:



PrintAccess ([www.printaccess.com](http://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:

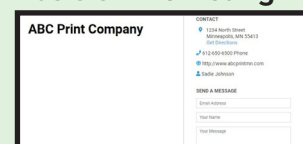
- > Company name
- > Address
- > 1 or 2 contact names
- > One phone number
- > Website URL

## EXAMPLES -

### Upgraded Online Listing



### Basic Online Listing



**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.

## 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](mailto:sadieh@pimw.org)) files by the due date.

## EXAMPLES -

