

georgia printer

2009 Advertising Rates & Data

targeting your customers through Georgia Printer

- **Target Your Market:** *Georgia Printer* is the only magazine devoted exclusively to Georgia's printing and imaging industry professionals.
- **Powerful Distribution:** More than 3,500 company CEOs and senior management personnel in every printing establishment and allied firm in Georgia receive *Georgia Printer*.
- **Decisionmakers:** The circulation is comprised of CEOs, owners, top managers and government leaders—enabling you to reach the people who decide what equipment to buy, products to use and services to seek.
- **Award-Winning Publication:** *Georgia Printer's* articles are written by national and regional printing and business authorities to address pertinent topics such as personnel, sales and marketing, education, technology, trends and production. As Printers' National Environmental Assistance Center (PNEAC) 2007 Publication of the Year, *Georgia Printer* is an industry-recognized award-winning publication that readers look to for timely information about the important issues they face.
- **Published by a Leader:** *Georgia Printer* is published quarterly by the Printing & Imaging Association of Georgia (PIAG).
- **Timely Coverage:** Each issue contains timely coverage of PIAG activities and regular columns on sales, labor relations, marketing, and government affairs.
- **Ad-to-Editorial Ratio:** Kept to a low 50% / 50%
- **Indexed Advertisements:** All advertisements are indexed

associate with a leader

Statistics at a Glance

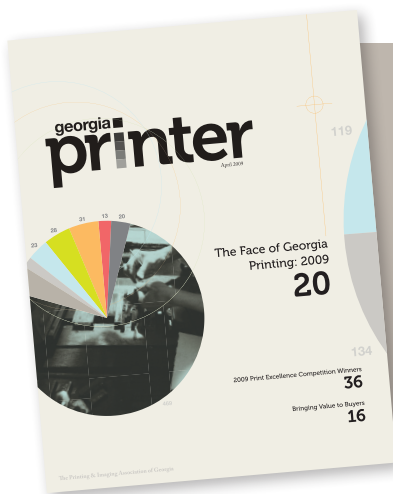
Position your company as a leading authority in the printing & imaging industry by promoting your products and services through *Georgia Printer*.

Georgia Printer offers you a well-respected vehicle for communicating your company's message. Because our readership is comprised of owners and top managers, your message goes to decisionmakers—with absolutely no waste in advertising dollars.

According to the Most Recent PIAG Needs Assessment Survey:

- Almost half of PIAG members have used the services of an advertiser in *Georgia Printer*, and nearly two-thirds of all large printers have.
- Nearly two-thirds of PIAG members pass their copy of *Georgia Printer* on to other key employees—which means an expanded audience for your products and services.
- 57% of readers look through the magazine to read articles of interest and 16% read the entire publication page-by-page.

With 24,326 employees and a sales volume of nearly \$4 billion, Georgia's printing & imaging industry has been identified as a leader in the U.S. print market. Don't delay in taking advantage of this cost-effective means of placing your company's name in front of the people who make a difference to your business success.



More than 3,500 company CEOs and senior management personnel in every printing establishment and allied firm in

Georgia receive *Georgia Printer*.

Advertising Rates and Formats

Space (width x height)	B/W Single-Issue Rate (1st, 2nd, 3rd or 4th quarters)	B/W Four-Issue Rate (Four Consecutive Issues, Each)	4/C Single-Issue Rate (1st, 2nd, 3rd or 4th quarters)	4/C Four-Issue Rate (Four Consecutive Issues, Each)
Full Page				
(8 1/2" x 11" trim size)	\$1,110	\$925	\$1,470	\$1,285
(7 1/2" x 10" live area)				
Non Member Rate	\$1,275	\$1,050	\$1,690	\$1,475
Island				
(5 1/2" x 7")	\$850	\$700	\$1,210	\$1,060
Non Member Rate	\$975	\$805	\$1,390	\$1,210
1/2 Page (Horizontal)				
(7 1/2" x 5")	\$775	\$640	\$1,135	\$1,000
Non Member Rate	\$890	\$735	\$1,305	\$1,150
1/2 Page (Vertical)				
(3" x 10 1/8")				
Non Member Rate				
1/4 Page				
(3 9/16" x 5")	\$490	\$410	\$850	\$770
Non Member Rate	\$560	\$470	\$975	\$885

Premium Positions & Rates

The following per-issue rates are for four-issue contracts of the space indicated. The advertiser may use up to four-color process at these rates. Spot/PMS colors are not available on these pages.

Back Cover	\$1,745
Non Member	\$2,000
Inside Front Cover	\$1,625
Non Member	\$1,875
Inside Back Cover	\$1,625
Non Member	\$1,875
Center Spread*	\$2,620
Non Member	\$3,000
Guaranteed Positions	15% premium on space
*Center spread is only available on a single-issue basis.	

Additional Charges

Spot Process Colors (Cyan, Magenta or Yellow)..... \$175 each
 Spot/PMS Colors Available only as screen builds
 Alterations..... Charged at production costs + 15%

Mechanical Requirements

Printed offset, sheetfed on 80 lb. coated text paper and saddle stitched. Trim size is 8 1/2" x 11". Add 1/8" trim for bleed as needed. Recommended line screen is 150. *Georgia Printer* only accepts digital files for advertisements. Hi-res PDF files are preferred. All ad files must be accompanied by contract proofs made from the PDF file. *Georgia Printer* does not assume responsibility for errors in the file or quality issues regarding the file. Call PIAG at 770.433.3050 for further instructions.

2009 Advertising Deadlines / Issue Dates

Issue	Closing	Files Due	Publication
1st Quarter	Feb. 27	March 6	March 30
2nd Quarter	April 28	May 19	June 23
3rd Quarter	July 21	August 4	Sep. 22
4th Quarter	Oct. 13	Nov. 3	Dec. 15

Copy Responsibility

Submission of ad materials is the responsibility of the advertiser. The ad from the last insertion will be run if a new ad is not received by the due date for ad files. If no previous insertion is available, the client is liable for the cost of the contracted space not used, and space will be allocated at the discretion of *Georgia Printer*. The publisher reserves the right to reject any advertising and is not responsible for errors in key numbers. Materials will be returned to the advertiser only upon request.

Payment Terms

Payment for advertisements are due within 30 days of the invoice date. If a four-issue contract has been agreed upon and payment is not received for the advertisement within 60 days, the difference of the single-issue and four-issue rate will be charged retroactively to the account for all advertisements that appeared in *Georgia Printer* during the contract and the contract will be subject to termination upon PIAG's discretion.

Date: _____

Advertiser: _____

Address: _____

Phone: _____

Fax: _____

E-mail: _____

Full-page Island 1/2 page 1/4 page

Color: Four-color Black Black + Spot

Guaranteed Position Request (premiums apply): _____

Issue Advertisement Should Appear In (check one):

1st Qtr. '09 2nd Qtr. '09 3rd Qtr. '09 4th Qtr. '09

Advertiser Status (check one):

PIAG Member Non Member Ad Agency

Contractual Agreement

Please publish our advertisement in *Georgia Printer* for the issue indicated above. We have read and understand the terms, conditions and rates written in the 2009 *Georgia Printer* Rate Card and agree to pay for this ad according to the Rate Card. We understand that we have the option of signing a four-issue contract at any time during which the present Rate Card is in effect. We also assume responsibility for obtaining written permission to use any and all copyrighted images and expressions that appear in our advertisement, and we hold *Georgia Printer* and its agents harmless and indemnify them against suits pursuant to publication of our advertisement.

Name: _____

Title: _____

Signature: _____

Printing & Imaging Association of Georgia

5020 Highlands Parkway • Smyrna, Georgia 30082
770.433.3050 • 800.288.1894
Fax 770.433.3062 • 800.330.7491

Make a copy of this contract for your records, and return the signed original to the address above.

Date: _____

Advertiser: _____

Address: _____

Phone: _____

Fax: _____

E-mail: _____

Full-page Island 1/2 page 1/4 page

Color: Four-color Black Black + Spot

Guaranteed Position Request (premiums apply): _____

Please check the quarter your 4-issue contract will begin:

1st Qtr. '09 2nd Qtr. '09 3rd Qtr. '09 4th Qtr. '09

Advertiser Status (check one):

PIAG Member Non Member Ad Agency

Contractual Agreement

Please publish our advertisements in *Georgia Printer* for four consecutive issues beginning with the issue indicated above. We have read and understand the terms, conditions and rates written in the 2009 *Georgia Printer* Rate Card and agree to pay for these ads according to the Rate Card. We understand that the contract applies only to four consecutive issues and that without a signed contract, we will be charged according to the single-issue rates. Furthermore, we understand if we are unable to meet our contractual obligations, we will be billed for the difference between contract and single-issue rates for the ads we have placed while under contract. We also assume responsibility for obtaining written permission to use any and all copyrighted images and expressions that appear in our advertisement, and we hold *Georgia Printer* and its agents harmless and indemnify them against suits pursuant to publication of our advertisement.

Name: _____

Title: _____

Signature: _____

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