



# THE GUIDE

GEORGIA'S FINEST PRINTERS & SUPPLIERS



## ADVERTISING RATES & DATA

### LOWER 2010 PRICING

To give you the most value for your advertising dollar, all pricing has been reduced by *at least* 25% in 2010, & ALL four color display advertising now includes a FREE 4C logo ad in your company's online listing. Plus, when you purchase full page, premium, or self-produced advertising, you'll receive a FREE 4C logo ad in the printed issue of *The Guide*, too!



### ONLINE LOGO AD OFFER FOR 2010

All four color display advertising now includes a FREE 4C logo ad in your company's online listing of *The Guide*—accessed by thousands of media buyers and printers and imagers all year long. Logos must be submitted to [files@piag.org](mailto:files@piag.org) by Nov. 13 as a high-resolution jpg, tiff, or eps file.



### POLYBAG INSERT

For the first time ever, display advertisers have the option of adding a self-produced piece to be included with every copy of *The Guide* (or choose your target audience of media buyers or printers & imagers). These pieces will be mailed in January AND included with all books that are distributed throughout 2010 upon request and at a variety of special events.

#### Suggested Items:

- Brochure w/ company info & list of services
- Sample of green printing w/explanation of processes used
- Direct mail sample piece showing variable data capabilities
- Promotional items (notepad, magnet, post-it-notes, etc.)

## PRODUCTION DEADLINES

OCTOBER 30



Closing & deposit of at least 1/2 advertising cost (secures space)

NOVEMBER 13



Display art files & payment in full

DECEMBER 9



Supplied showcase inserts section & payment in full

DECEMBER 18



Polybag inserts & payment in full

JANUARY 8



*The Guide* mails to thousands of media buyers & hundreds of printing & imaging companies

## ADVERTISING RATES & SPECIFICATIONS

•Includes a **FREE** 4C logo ad in your company's online listing of *The Guide* ••Includes a **FREE** 4C logo ad online and in the printed issue of *The Guide*

AD DESCRIPTION	DIMENSIONS (W" X H")	B&W PRICE	4C PRICE
<b>DISPLAY ADVERTISING</b>			
Logo Ad	2.25 x 1.25	\$175.00	•\$325.00
1/2 Page Ad Horizontal	4.75 x 3.95	\$490.00	•\$715.00
1/2 Page Ad Vertical	2.25 x 8	\$490.00	•\$715.00
Full Page Ad	6 x 9	\$735.00	••\$960.00
<b>PREMIUM ADVERTISING</b>			
1 Side of a Tab	6 x 9		••\$1,180.00
2 Sides of a Tab	6 x 9 front & back		••\$1,900.00
Inside Front Cover	TBD		••\$1,485.00
Back Cover	TBD		••\$1,700.00
<b>SELF PRODUCED ADVERTISING</b>			
Showcase Section Insert	6 x 9 front & back		••\$1,050.00
Polybag Insert (sent to media buyers)	6 x 9 (maximum size*)		••\$1,575.00
Polybag Insert (sent to printers/suppliers)	6 x 9 (maximum size*)		••\$575.00
Polybag Insert (sent to all)	6 x 9 (maximum size*)		••\$1,850.00

\*Any polybag inserts other than 6" x 9" and flat must be approved prior to submitting (special folds, glued attachments, non-square edges, etc).

### SHOWCASE SECTION INSERT SPECIFICATIONS

Binding	Wire-O
Final Trim Size	6" x 9"
Bleed	Full Bleed OK
Quantity	3,850
Shipping	Call PIAG
Showcase Insert Delivery/Payment Deadline	Dec 9, 2009

**NOTE:** Variances from insert specifications may incur additional charges. For treatments other than varnish, acceptable paper weights & other substrates, and/or for a detailed specifications sheet with a diagram showing the live area, please call PIAG at 770.433.3050.

### LIMITED AVAILABILITY ON PREMIUM ADVERTISING

#### 5 Tabs Available (front & back)

Final Trim Size: 6"x9" with a half-inch Tab

#### 5 Self Produced Polybag Inserts Available

Items for inclusion must be preapproved by PIAG

#### 5 Self Produced Showcase Inserts Available

Final Trim Size: 6"x9"

#### Inside Front Cover

Consult PIAG for final dimensions

#### Inside Back Cover

Consult PIAG for final dimensions

#### Back Cover

Consult PIAG for final dimensions

### DIRECT ALL INQUIRIES TO:

#### Ashley Lenz

PIAG Marketing & Communications Manager

alenz@piag.org | 678.816.1166

#### Mackenzie Brookshire

PIAG Marketing & Communications Assistant

mbrookshire@piag.org | 678.816.1168

### SEND ARTWORK TO:

files@piag.org

or, on disc with printed proof to:

PIAG, Attn: *The Guide*

5020 Highlands Parkway

Smyrna, GA 30082

Find out more at [www.PIAG.org/BuyersGuide](http://www.PIAG.org/BuyersGuide)

## DISTRIBUTION

2,000 qualified Georgia media buyers have been selected to receive *The Guide* in January of 2010. Recipients have personally requested a copy of *The Guide* in 2008-2009, or have been selected because of their role in Georgia's design, advertising, or marketing services industry. Over 400 printing and imaging businesses will also receive a copy of *The Guide* in January. The remaining books will be

distributed throughout 2010 upon request and at a variety of special events.

Below is a breakdown of who receives *The Guide*, how much printing they buy, and how they use *The Guide* to purchase printing and related services.



Authorize and/or approve the purchase of printing and related services.

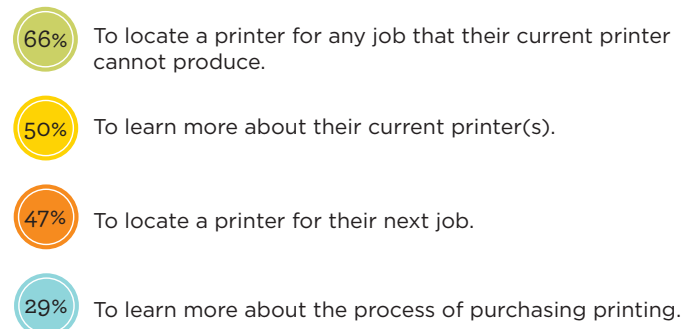


Recommend or specify the purchase of printing and related services.

### AMOUNT OF PRINTING PURCHASED ANNUALLY



### HOW BUYERS USE THE GUIDE



## ABOUT PIAG

Since 1894, The Printing & Imaging Association of Georgia (PIAG) has been dedicated to advancing the success of Georgia's printing and imaging industry. Working together with Printing Industries of America, the world's largest graphic arts trade association, PIAG provides training, resources, and a voice of advocacy on both a state and

national level. PIAG exists to educate the public about the importance of print, to act as a catalyst for growth of the printing and imaging industry, and to strengthen and support its members through valuable educational and business resources. Additional information about PIAG is available online at [www.piag.org](http://www.piag.org).



**Complete & Return Before October 30**

Fax to **770.433.3062**, or mail with check to **PIAG**,  
Attn: *The Guide* | 5020 Highlands Parkway | Smyrna, GA 30082

**ADVERTISING SPACE CONTRACTED**

Indicate the quantity of each ad in the spaces below.

- Includes a **FREE 4C Logo ad** in your company's online listing
- Includes a **FREE 4C Logo ad** online *and* in print

DISPLAY ADVERTISING	B&W	4C
Logo Ad (2.25" x 1.25")		•
1/2 Page Ad Horizontal (4.75" x 3.95")		•
1/2 Page Ad Vertical (2.25" x 8")		•
Full Page Ad (6" x 9")		••

PREMIUM ADVERTISING	
•• 1 side of a tab (6" x 9")	<input type="checkbox"/>
•• 2 sides of a tab (6" x 9")	<input type="checkbox"/>
•• Inside front cover (dimensions TBD)	<input type="checkbox"/>
•• Inside back cover (dimensions TBD)	<input type="checkbox"/>
•• Back cover (dimensions TBD)	<input type="checkbox"/>

SELF PRODUCED ADVERTISING	
•• Showcase Section insert (6" X 9" front & back)	<input type="checkbox"/>
•• Polybag insert (Consult with PIAG for guidelines)	<input type="checkbox"/>

**ADVERTISING PLACEMENT**

Indicate the section(s) in which your ad(s) should appear.

**Alphabetical Section**

**Search by Service Section**

Please provide specific instructions for Search by Service placement here (refer to listing form for codes): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**COMPANY INFORMATION**

Company \_\_\_\_\_  
Street Address \_\_\_\_\_  
\_\_\_\_\_  
City/State/Zip \_\_\_\_\_  
Phone \_\_\_\_\_  
Fax \_\_\_\_\_  
Contact \_\_\_\_\_  
Email \_\_\_\_\_

**PAY WITH CREDIT CARD**

**Please charge my credit card for:**

- \$ \_\_\_\_\_ **Deposit amount of at least 50%**  
*(Final payment must be made by file submission deadline)*
- \$ \_\_\_\_\_ **Payment in Full**

Visa    Mastercard    American Express

CC # \_\_\_\_\_  
Exp. Date \_\_\_\_\_ Verification Code \_\_\_\_\_  
Name on Card \_\_\_\_\_  
Billing Address *(if different than above)* \_\_\_\_\_  
\_\_\_\_\_  
City/State/Zip \_\_\_\_\_

**PAY WITH COMPANY CHECK**

**I have enclosed a check for:**

- \$ \_\_\_\_\_ **Deposit amount of at least 50%**  
*(Final payment must be made by file submission deadline)*
- \$ \_\_\_\_\_ **Payment in Full**

Please publish our advertisement in the PIAG's 2010 Buyers Guide. A minimum of 50% of the total cost of our advertising accompanies this agreement and we agree to pay the remainder prior to publication according to the 2010 Rates & Data Brochure.

Authorizing Signature \_\_\_\_\_ Date \_\_\_\_\_

Advertiser must submit at least 50% of the cost of all advertising with this contract agreement in order to secure advertising, and the remainder must be paid in full before the deadline given in the 2009 Rates & Data Brochure. Submission of artwork is the responsibility of the advertiser. If artwork or payment in full is not received by the deadline, the client is still liable for the cost of the contracted space and the space will be allocated at the discretion of the publisher. The publisher reserves the right to reject any advertising and is not responsible for errors in key numbers. Artwork will be stored at PIAG headquarters for one year. Materials will be returned only upon request.