



# 2012 Buyers Guide

The 2012 February/March issue of *InsideFinishing* will include the 16th annual Buyers Guide on products and services offered to the graphic finishing trade. This must-have guide will be mailed to more than 6,000 foil stamping, embossing, diecutting, coating, and other finishing operations (including 1,000 folding carton professionals), and will be an easy-to-access resource throughout the year. Primary listings are free for February/March display advertisers and only \$50.00 for those interested in a listing only. Additional listings are \$20.00 and you can have your company stand out with a bold listing for an additional \$10.00 as well. Simply fax this form and the enclosed Product/Service Category Form to (785) 271-6404 with your credit card information or mail both forms with a check or money order to:

Foil & Specialty Effects Association, 2150 SW Westport Dr., Suite 101, Topeka KS 66614

**(Remember - current display advertisers will be invoiced with their ad, but non-advertisers must pay upfront before listing will be entered.)**

Please fill out the following information as you would like it to appear in your Buyers Guide listing.

Company Name \_\_\_\_\_  
 Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_  
 Telephone \_\_\_\_\_ Fax \_\_\_\_\_  
 Web site \_\_\_\_\_ E-mail \_\_\_\_\_

First Primary Listing (free for display advertisers, \$50.00 for non-display advertisers) ..... \$ \_\_\_\_\_

Additional Product/Service Listings  
(\$20.00 each for both display and non-display advertisers) \_\_\_\_\_ @ \$20.00/ea..... \$ \_\_\_\_\_

Primary Bold Listing  
(free for full page display advertisers, \$10.00 for 1/4 or 1/2 page display advertisers  
and non-display advertisers) ..... \$ \_\_\_\_\_

Please Indicate Primary Bold Listing Category: \_\_\_\_\_

Additional Bold Listings (\$10.00 each for both display and non-display advertisers) \_\_\_\_\_ @ \$10.00/ea... \$ \_\_\_\_\_

Total..... \$ \_\_\_\_\_

Yes. I have reserved my display advertising space for the February/March issue. Please add the amount above to my advertising bill.

I have enclosed a check or money order for my Buyers Guide Listing(s). Please make checks payable to **Foil & Specialty Effects Association** and mail to 2150 SW Westport Dr., Suite 101, Topeka KS 66614. (Note: Listings will not be billed - unless you have an ad in the February/March issue - a check or credit card information must accompany the Buyers Guide form or listing will not run in the guide.)

Please charge my:  VISA  MasterCard  Discover  American Express

Card Holders Name \_\_\_\_\_  
 Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_  
 Signature \_\_\_\_\_

Authorized Signature to validate your listing(s) request:

Name \_\_\_\_\_ Title \_\_\_\_\_  
 Signature \_\_\_\_\_ Date \_\_\_\_\_

## Fax or Mail Your Listing Request by February 6, 2012

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## Product/Service Category Form

Please read the following categories carefully and check the specific box(s) that best describes the products and/or services you offer. (You will only be billed for the MAIN HEADINGS that you check. The sub-headings that you check are to further qualify the products and/or services you offer at no additional cost.)

Cold Foils

- Holographic Patterns
- Machinery
- Metallics

Computer Software

- Accounting
- Job Estimating
- Other: \_\_\_\_\_

Diecutting Presses

- Clamshell
- Cylinder
- Platen
- Other: \_\_\_\_\_

Diemaking Equipment/Supplies

- Etching Chemicals/Supplies
- Etching Machines
- Metal (type: \_\_\_\_\_)
- Other: \_\_\_\_\_

Financial Services

Foil Stamping & Embossing Engravings

- Brass  Steel
- Copper  Zinc
- Magnesium  Other: \_\_\_\_\_
- Rotary Brass Dies

Foil Stamping & Embossing Presses

- Clamshell
- Cylinder
- Platen
- Retrofits and Conversions
- Rotary Hot Stamping
- Other: \_\_\_\_\_

Folding/Gluing Equipment

- Folding Carton
- Pocket Folder
- Other: \_\_\_\_\_

Hot Stamping Foils

- 3-D Image Holograms  Matte Pigment
- Gloss Pigments  Metallics
- Holographic Patterns  Pearls

Laminating Equipment

- Film (Thermal)  Wet
- Other: \_\_\_\_\_

Laminating Films

Machinery Services

- Maintenance & Repair
- Movers, Erectors and/or Installers
- Rebuilders
- Other: \_\_\_\_\_

Makeready Supplies

Mounting/Laminating Equipment

Paper Cutters

Paper Suppliers

- Distributor  Manufacturer

Stationery Engraving Equipment

Steel Rule Dies

- Conventional  Laser Cut
- Other: \_\_\_\_\_

Thermography Equipment

Used Equipment

UV Coatings

- Glitter  High Gloss
- Raised  Texture
- Other: \_\_\_\_\_

UV Coating Equipment

- Cast & Cure  Flood
- Spot  Other: \_\_\_\_\_

Other Products or Services

Please list your product or service if it is not listed in the categories above include a main heading and any sub-headings if appropriate:

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