

MAXIMUM IMPACT MARKETING

InsideFinishing, the official magazine of the Foil & Specialty Effects Association (FSEA), reaches a targeted readership of over 7,000 graphic finishing decision makers. Beyond the pages of the magazine, *InsideFinishing* offers advertisers additional marketing opportunities to connect with customers and prospects, thereby achieving maximum impact for your advertising dollar.

MARKETING OPPORTUNITIES

- **BONUS DISTRIBUTION** – Maximize your presence at industry tradeshows and FSEA-related events with bonus distribution throughout the year. See the editorial calendar for more information.
- **BUYERS GUIDE LISTING** – All advertisers receive a free listing in the Buyers Guide in the Feb./March issue.
- **ADVERTISER INDEX** – Advertisers are listed in a user-friendly index (alphabetical ordered), including page number of ad(s) and website address for easy access.
- **ADDITIONAL PRESS COVERAGE** – Gain maximum exposure through advertiser-specific press releases as submitted.
- **BANNER ADS** – All advertisers receive a free banner ad on the *InsideFinishing* website with a direct link to the advertiser's website.
- **INSIDEFINISHING WEBSITE** – Advertisers are listed on the *InsideFinishing* website and are categorized by product or service offered, including company name, contact information and web address with direct link to the advertiser's website.



PRINT ADVERTISING

SPECIFICATIONS

PRINT RATES

For advertising rates, contact:

Gayla Peterson

gayla@petersonpublications.com

785-271-5801



PRINT SPECIFICATIONS

DIMENSIONS

Web Offset, Saddlestitched. Trim Size: 8.375" x 10.875"

Size	Dimensions
Full Page (Bleed)	8.625" x 11.125" (Trim 8.375" x 10.875")
Full Page (Non-Bleed)	7.5" x 10.5"
1/2 Page (h.)	7.5" x 4.875"
1/2 Page (v.)	3.75" x 10.75"
1/4 Page (h.)	7.5" x 2.5"
1/4 Page (v.)	3.75" x 4.875"
Website Banner (h.)	468 px x 60 px
EForum Banner (h.)	300 px x 150 px

ADVERTISING SPECIFICATIONS

Required Formats:

- Please send ad as a PDF file saved at a minimum of 300 dpi. (All fonts should be embedded.) TIF files also are acceptable.
- Application files (Quark, PageMaker, Publisher, etc.) are NOT acceptable.
- Advertisements should be sent via CD or email. Do not try to email files over 8MB.
- Web photos are generally 72 dpi and, therefore, are NOT acceptable for print.
- For full-page bleed ads, keep live matter 3/8" inside bleed on all four sides to allow for trimming and variation in flooding or binding.
- Grayscale format files should be saved at 300-600 dpi.
- All files MUST be accompanied by a color laser or inkjet proof print. This is not for color matching purposes.
- Visit www.petersonpublications.com for more detailed instructions.

GENERAL REGULATIONS

As used in this section, the term "Publisher" shall refer to *InsideFinishing*.

1. Terms: Payment due upon receipt of invoice.
2. Rate Change: All rates are subject to change with 30-day notice.
3. Positioning of advertisements is at the sole discretion of the Publisher. A request for specific positioning will be taken into consideration and honored whenever possible, but cannot be guaranteed.
4. Conditions other than rates are subject to change by the Publisher without notice.
5. No cancellations will be accepted after the closing date without incurring a special production charge.
6. All contents of advertisements are subject to Publisher's approval. Publisher reserves the right to reject or cancel any advertisement or space reservation at any time without notice.
7. Responsibility for ad changes is entirely up to the advertiser.
8. Publisher shall have the right to hold advertiser and/or its advertising agency jointly liable for such monies as are due and payable to the Publisher for advertising which advertiser or its agents ordered and for which advertising was published.
9. Publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement. The Publisher's liability for any error will not exceed the cost of the space occupied by the error.
10. No conditions other than those set forth in this media/rate schedule shall be binding on the Publisher unless specifically agreed to in writing by the Publisher. Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions that conflict with provisions in this media/rate kit.

PostPress ENews

Your Resource for Finishing, Binding and Specialty Effects

Leaderboard Ad
600 px wide by 75 px tall

Skyscraper Ad

160 px wide
x
350 px tall

In This Issue

September 2011

[New Benefits Added to Grainger Affinity Program](#)

[PACK EXPO Brings Innovation to Las Vegas](#)

[Q & A: Job Costing](#)

[BIA Announces 2012 Annual Conference Dates](#)

[Ask the Trainer: Clarifying OSHA Training Requirements](#)

[Industry Briefs](#)

New Benefits Added to Grainger Affinity Program

The Foil & Specialty Effects Association is pleased to announce new benefits available to FSEA members through Grainger, North America's largest supplier of maintenance, repair and operational parts. To ensure the program has maximum impact on FSEA membership, Grainger customized the FSEA program to include special pricing on over 1,000 commonly used items. In addition, Grainger has significantly expanded its on-shelf inventory and Grainger offers a shipping reliability rate of 99.8 percent on-time delivery. [Read more...](#)

Advertisement

Prime Text Ad
30 words and
logo/picture

PACK EXPO Brings Innovation to Las Vegas

Don't miss the packaging and processing industry's most powerful show - PACK EXPO 2011, September 26-28 at the Las Vegas Convention Center in Las Vegas, NV. This three day event features the latest innovations in product lines, flexible packaging and processing machinery demonstrations on the show floor and cutting-edge total systems solutions. Visit FSEA booth #473 to learn more about sustainable solutions, and stop by the Showcase of Packaging Innovations to see many of the 2010 Gold Leaf Award winners on display. [Read more...](#)

Q & A: Job Costing

There is a simple equation in business that must be followed: PROFIT = SALES - COSTS. If a business doesn't know its costs, then how can it know its profits? In good economic times, companies must know their costs to maximize profitability. In tough economic times, they must know their costs to survive. Mark Porter, Dianamic MIS, offers solutions encompassing three areas: calculating the true costs, applying costs to the estimating process and monitoring/analyzing the costs on a continuous basis. [Read more...](#)

Advertisement

Text Ad
30 words and
logo/picture

BIA Announces 2012 Annual Conference Dates

The future is on the horizon for the binding, graphic finishing and custom loose-leaf manufacturing industries. Learn more about exciting opportunities for growth and profitability and the top reasons to attend the 2012 BIA Annual Conference, which will be June 4-6, 2012, at the Hyatt Regency at The Arch in St. Louis, MO. [Read more...](#)



Advertise
Managing Editor

Stay connected to the FSEA.



MAXIMUM ONLINE VISIBILITY

In addition to *InsideFinishing's* printed edition, the *PostPress ENews* offers additional opportunities to connect with customers and prospects. It is distributed to more than 6,000 graphic arts professionals involved with finishing, binding and specialty effects processes.

POSTPRESS ENEWS MARKETING OPPORTUNITIES

The monthly enews forum is filled with the most up-to-date information on finishing, binding and specialty effects processes for the graphic arts industry. This vehicle offers advertisers numerous choices to get in front of a worldwide audience and drive traffic to their websites:

LEADERBOARD AD. Located directly under the enews masthead, this prime advertising opportunity provides advertisers instant, maximum exposure with direct links to their websites. (One Leaderboard ad available per monthly issue).

SKYSCRAPER AD. Located at the top of the enews left-hand column, this prime-positioned advertising opportunity provides advertisers immediate, forefront exposure with direct links to their websites. (One Skyscraper ad available per monthly issue).

PRIME POSITION TEXT BANNER. Located after the first enews story, this unique advertising forum includes a 125x125 pixel photograph or logo and 25 - 30 words of text with a direct link to desired URL. (One Prime Position Text Banner is available per monthly issue).

STANDARD TEXT BANNER. Located between the remaining enews stories, standard text banners included a 125x125 pixel photograph or logo, 25 - 30 words of text and a direct link to the desired URL. (Two Standard Text Banners are available per monthly issue).

ONLINE ADVERTISING

RATES/SPECIFICATIONS

POSTPRESS ENEWS SPECIFICATIONS

	Size
Leaderboard	600x75 pixels
Skyscraper	160x350 pixels
*Prime Position Text Banner	125 x125 pixels
*Standard Text Banner	125 x125 pixels

Required Formats

- Send all banners as .jpg files only.
- Files should be at least 72 dpi and RGB color.

* Includes a 125 x 125 pixel photograph or logo and 25 to 30 words of text with a direct link to desired URL. The Prime Position Text Banner will be located after the first news story. Standard Text Banners will be located between the remaining news stories. Only two Standard Text Banners are available per issue.

For advertising rates, contact:

Gayla Peterson gayla@petersonpublications.com • 785-271-5801

FEBRUARY/MARCH**Publication Date:** Mar. 1, 2012**Ad Closing:** Feb. 3, 2012**Materials Due:** Feb. 17, 2012

- 2012 Buyers Guide Issue (FREE listing with display advertising)
- Technology Feature on Steel Rule Selection
- Q&A on Laser Cutting
- Special Report on Industry Trends
- Preview on FSEA•IADD 2012 Joint Conference

BONUS DISTRIBUTION:**FSEA•IADD
Joint Conference**
March 25-27, 2012
Las Vegas, NV**On Demand Conference
& Exposition**
June 12-14, 2012
New York, NY**MAY/JUNE****Publication Date:** June 1, 2012**Ad Closing:** May 4, 2012**Materials Due:** May 18, 2012

- Special Rotary Foil & Embossing Supplement Issue
- Latest Innovations and Trends in Rotary Applications
- Technology Feature on Specialty Coating and Laminating Effects
- Q&A on Foil Stamping Challenges
- Highlights of the 2011 FSEA Gold Leaf Award Winners
- Show Preview on LabelExpo Americas

BONUS DISTRIBUTION:**HBA Global Expo**
June 26-28, 2012
New York, NY**LabelExpo Americas**
Sept. 11-13, 2012
Chicago, IL**AUGUST/SEPTEMBER****Publication Date:** Sept. 1, 2012**Ad Closing:** Aug. 3, 2012**Materials Due:** Aug. 17, 2012

- Literature Spotlight Issue (special advertising section)
- Technology Feature on Finishing Solutions in the Digital Age
- Special Report on Decorating and Sustainability
- Q&A on Folding/Gluing
- Show Preview on Graph Expo 2012

BONUS DISTRIBUTION:**Graph Expo**
Oct. 7-12, 2012
Chicago, IL**Pack Expo**
Oct. 28-31, 2012
Las Vegas, NV**NOVEMBER/DECEMBER****Publication Date:** Dec. 1, 2012**Ad Closing:** Nov. 2, 2012**Materials Due:** Nov. 16, 2012

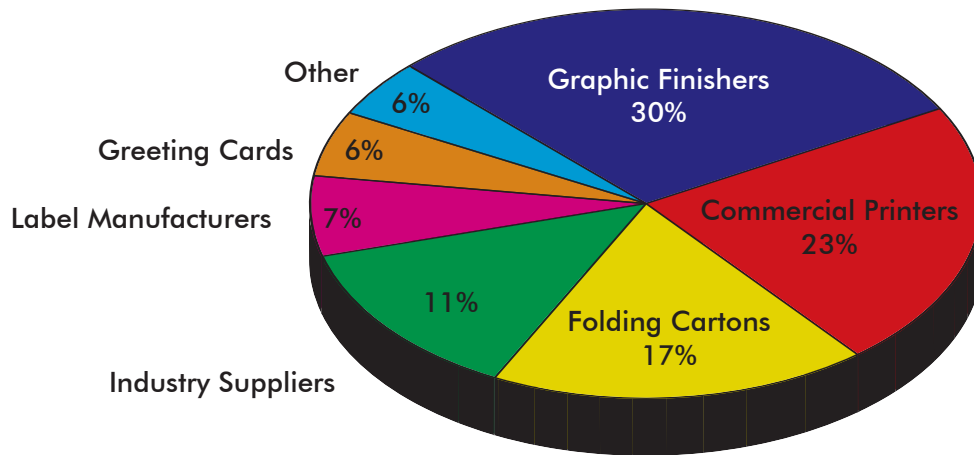
- Technology Feature on Shop Floor Best Practices
- Q&A on Diecutting Makeready
- Special Report on Expanding your Business Model
- Show Preview on Graphics of the Americas 2013

BONUS DISTRIBUTION:**Graphics of the Americas**
March 2013
Miami, FL

InsideFinishing has a targeted circulation of 7,000 graphic finishing decision makers, including graphic finishers, folding carton companies, label manufacturers, greeting card manufacturers and commercial printers with finishing/bindery operations.

Also, there are continuous bonus distribution opportunities for *InsideFinishing* with the various graphic arts and converting tradeshow throughout 2012, including Graphics of the Americas, FSEA•IADD Joint Conference, On Demand, HBA Global Expo, GRAPH EXPO and Pack Expo. In addition, the May/June issue of *InsideFinishing* will include a special rotary foil & embossing supplement and will be mailed to 1,000 label manufacturers over and above the normal circulation.

READERSHIP DEMOGRAPHICS



*Figures based on estimated percentage of subscribers.