



IPA | *Bulletin*

Published by IPA, the Association of Graphic Solutions Providers

2010 EDITORIAL CALENDAR

JANUARY/FEBRUARY

Managing Color for Digital Printing
PSO: Beyond G7
Measuring Marketing Success & ROI
Making Money with Social Media

MARCH/APRIL

Lights Out Production: The Role of MIS
Managing Color In Global Markets
Leveraging Communication Across Media
Social Media & Predicting Customer Behavior By Mini

MAY/JUNE

Managing Color for Packaging
Workflow Automation
Data & Success of VDP
Using Web 3.0 for Prospecting

JULY/AUGUST

CIP4 & Workflow Automation
Managing Color Across Multiple Media
Content Marketing for You & Your Clients
Flexibility Is the New Business Model

SEPTEMBER/OCTOBER

Building a Cross-Media Workflow
Managing Color Through Measurement
Social Media & Building Relationships
Web to Print

NOVEMBER/DECEMBER

Communicating Color Effectively
Optimizing SEO
Asset Management for Multiple Outputs
Developing Effective Multi-Channel Marketing Strategies

This Schedule is Subject to Change



IPA

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WHY THE IPA BULLETIN?

The *IPA Bulletin* is a resource readers can turn to for up-to-date technical and management information. IPA is committed to providing resources that help readers enhance their profitability as they excel in providing graphic solutions as part of a total package to their customers.

WHO READS THE BULLETIN?

A bimonthly publication, the *IPA Bulletin* is read by owners, CEOs, COOs, technology managers, production managers, and sales and marketing managers of companies that provide graphic solutions—from concept to delivery. Readership is an extremely targeted market of key decision makers. Their companies design, prepare and publish content across a broad range of media—from print to electronic. Thus, readers of the *IPA Bulletin* are experts in workflow, color and rich media management. Among the services they offer are:

- ▶ Creative, design and digital photography.
- ▶ Remote and monitor proofing.
- ▶ Asset/content management and consultation.
- ▶ Traditional, digital, and variable data printing.
- ▶ Bindery, finishing and kitting; inventory management; and mailing services.
- ▶ Packaging, large format, signage, POP, and lenticular production.
- ▶ New Media: content may be delivered to the Internet, iPods, cell phones, blogs, e-books, podcasting, networking sites like MySpace or video sharing sites like YouTube, etc.

PAID SUBSCRIPTION

In addition to going to IPA members, the *Bulletin* is a **paid subscription** publication and goes to non-members who are involved in many of the same services as IPA members. *IPA Bulletin* is published by the IPA, a not-for-profit association serving the graphic communications industry. Total distribution per issue averages about 2,000. Plus, the *Bulletin* is widely circulated within companies, placing total readership per issue at about 3,000.



IPA | Bulletin

2010

2009 Advertising Contract

No Rate Increase!

This is to authorize placement of the following ad in the *IPA Bulletin*
(please indicate space unit and color)

One-Time Insertion Rate*

Use the One-Time Rates If You Are **Not** Advertising for Six Consecutive Times

Space Unit	Black & White	Two Color	Three Color	Four Color	Add Web Banner
<input type="checkbox"/> Full Page	<input type="checkbox"/> \$845	<input type="checkbox"/> \$1,300	<input type="checkbox"/> \$1,800	<input type="checkbox"/> \$2,305	<input type="checkbox"/> + \$100
<input type="checkbox"/> 2/3 Page	<input type="checkbox"/> \$745	<input type="checkbox"/> \$1,215	<input type="checkbox"/> \$1,710	<input type="checkbox"/> \$2,210	<input type="checkbox"/> + \$100
<input type="checkbox"/> Island Half Page	<input type="checkbox"/> \$695	<input type="checkbox"/> \$1,165	<input type="checkbox"/> \$1,665	<input type="checkbox"/> \$2,145	<input type="checkbox"/> + \$100
<input type="checkbox"/> 1/2 Page	<input type="checkbox"/> \$570	<input type="checkbox"/> \$1,050	<input type="checkbox"/> \$1,555	<input type="checkbox"/> \$2,050	<input type="checkbox"/> + \$100
<input type="checkbox"/> 1/3 Page	<input type="checkbox"/> \$505	<input type="checkbox"/> \$980	<input type="checkbox"/> \$1,475	<input type="checkbox"/> \$1,980	<input type="checkbox"/> + \$100
<input type="checkbox"/> 1/4 Page	<input type="checkbox"/> \$440	<input type="checkbox"/> \$915	<input type="checkbox"/> \$1,410	<input type="checkbox"/> \$1,915	<input type="checkbox"/> + \$100

Web Banner **Only** (no print ad) - \$500 per issue

Check issue(s) in which you want the ad to appear:

- January/February March/April May/June
 July/August September/October November/December

Six-Time (consecutive) Insertion Rate*

Use the Six-Time Rates Only If You Are Advertising for Six Consecutive Times

Space Unit	Black & White	Two Color	Three Color	Four Color	Add Web Banner
<input type="checkbox"/> Full Page	<input type="checkbox"/> \$715	<input type="checkbox"/> \$1,165	<input type="checkbox"/> \$1,650	<input type="checkbox"/> \$2,130	<input type="checkbox"/> + \$100
<input type="checkbox"/> 2/3 Page	<input type="checkbox"/> \$665	<input type="checkbox"/> \$1,105	<input type="checkbox"/> \$1,595	<input type="checkbox"/> \$2,075	<input type="checkbox"/> + \$100
<input type="checkbox"/> Island Half Page	<input type="checkbox"/> \$610	<input type="checkbox"/> \$1,070	<input type="checkbox"/> \$1,550	<input type="checkbox"/> \$2,015	<input type="checkbox"/> + \$100
<input type="checkbox"/> 1/2 Page	<input type="checkbox"/> \$495	<input type="checkbox"/> \$960	<input type="checkbox"/> \$1,440	<input type="checkbox"/> \$1,915	<input type="checkbox"/> + \$100
<input type="checkbox"/> 1/3 Page	<input type="checkbox"/> \$440	<input type="checkbox"/> \$900	<input type="checkbox"/> \$1,380	<input type="checkbox"/> \$1,860	<input type="checkbox"/> + \$100
<input type="checkbox"/> 1/4 Page	<input type="checkbox"/> \$380	<input type="checkbox"/> \$845	<input type="checkbox"/> \$1,325	<input type="checkbox"/> \$1,805	<input type="checkbox"/> + \$100

Web Banner **Only** (special six-time rate, no print ad) - \$2500 per year (six issues)

Check only the issue in which you want the ad to start running:

- January/February March/April May/June
 July/August September/October November/December

*Extra charges apply if publication has to pull proof or make changes in file.

Company _____

Telephone _____

Address _____

City/State/Zip _____

Person Placing Ad (please print) _____

e-mail Address _____

Signature _____

Date _____

FAX to (708)596-5112 or e-mail to bessie@ipa.org



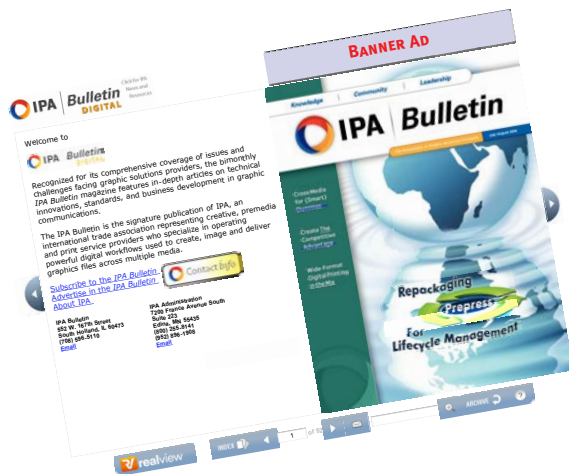
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YOUR AD ALSO APPEARS IN THE ELECTRONIC VERSION

All ads will appear in the electronic version exactly as they do in the printed edition at no extra cost to the advertiser.



PLUS

ADVERTISERS HAVE THE ADDED OPTION OF BANNER ADS



All advertisements are hyperlinked.

A click anywhere on an ad page or banner ad takes readers directly to the advertiser's website.

BANNER AD RATES FOR ELECTRONIC VERSION

Print Advertisers - \$100 per issue
(banner ad has to appear in same issue as print ad)

Electronic Banner Ad Only - \$500 per issue
(special six-time rate - \$2,500 per year)



IPA

Bulletin

Published bimonthly by IPA, the Association of Graphic Solutions Providers
552 W. 167th Street • South Holland, IL 60473 • Phone: (888)596-5113 • FAX: (708)596-5112 • bessie@ipa.org

Specifications & Mechanical Requirements

Effective January 2010

Trim Size - 8¹/₄" wide x 10³/₄" • Book is Saddle Stitched

Finished trim size: 8¹/₄" x 10³/₄"
Crop Marks should be offset by 1/8" (9 points) from trim.
Type page size: 7¹/₄" x 9³/₄"
Center spread: Reading matter 15¹/₂" wide x 10" deep; Bleed at: 17" wide x 11¹/₄" deep
Copy not intended to bleed or trim should be kept at least 1/4" from trim.
Copy intended to bleed off page edge should include 1/4" bleed past trim.

	Width	Depth
Full Page (3 columns)	7"	9 ¹ / ₈ "
Full Page (Bleed)	8 ³ / ₄ "	11 ¹ / ₄ "
Island Half Page	4 ¹ / ₂ "	7"
2/3 Page	4 ¹ / ₂ "	9 ¹ / ₈ "
1/2 Page (3 columns)	7"	4 ⁷ / ₈ "
1/3 Page (2 columns)	4 ¹ / ₂ "	4 ⁷ / ₈ "
1/3 Page (1 column)	2 ¹ / ₈ "	9 ¹ / ₈ "
1/4 Page (2 columns)	4 ¹ / ₂ "	3 ¹ / ₂ "

Please provide an electronic file (PDF or application file) and a proof. Digital ad guidelines are attached. Proofs must provide a customer-approved guide for the production pressroom by showing what the production press should reproduce from the same electronic file. If the proof is inadequate to meet this specification, the publisher will have a proof made and charge the advertiser for this service. Questions about specifications should be directed to the editorial office: (888)596-5113, bessie@ipa.org.

Issuance & Closing Dates

Published bimonthly during the second week of February, April, June, August, October and December. Space must be reserved by the 1st of the preceding month and materials must be received by the 10th of the preceding month. No cancellations accepted after the closing date. New copy for contracted advertisers must reach publication office on or before closing date, otherwise previous ad will be repeated. Any changes in insertion dates or schedules must be given to publisher in writing by the 5th of the month preceding month of publication as stated above. Advertising that simulates editorial content will be plainly marked "Advertisement" at publisher's discretion.

Classified Advertising

\$50.00 for 20 words or less; \$15.00 for each additional 10 words or part thereof. Payable in advance.

Mailing Instructions

Send insertion orders, files and proofs to the Editorial Office: bessie@ipa.org
IPA Bulletin
552 W. 167th Street
South Holland, IL 60473

Media Placement

Advertising sales are handled through our Media Placement Director: **Edward J. Kelly**
355 Brooks Avenue W.
Roseville, MN 55113
Phone: (651)787-0789
(877)655-0789 (toll free)
FAX: (651)787-0241
edkelly355@aol.com

Digital Ad Guidelines

Follow these guidelines when creating your ad files to ensure the highest quality reproduction.

General/Proofs

PDF or EPS files preferred but application files accepted. Crop marks should go outside bleed.

Crop marks should be placed 9 points from trim.

Page dimensions for full-page ads must match magazine trim size—Trim Size is 8.25 by 10.75.

Copy not intended to bleed or trim should be kept at least 1/4" from trim.

Objects intended to bleed off page edge should include 1/4" bleed past trim.

If your ad is saved as an EPS file, supply your application files in case of imaging problems.

Proofs must be provided. Please provide *final* proofs after any last minute changes. Your ad is checked against the proof provided and clarification of discrepancies will cause delays. Also, last minute changes may introduce problems that will, without the generation of a new proof, remain undetected.

Color critical ads must be accompanied by a high-end digital color proof.

Application Supported Software

• QuarkXPress • InDesign

Fonts

Avoid using TrueType fonts.

Send ALL fonts needed to produce ad, including fonts embedded in art files.

Supply both printer and screen fonts for Type 1 fonts.

Styles *applied* to fonts will not image correctly unless a printer font is available for the specific style intended. For this reason, avoid using styles such as *shadow* and *outline* that are unlikely to have corresponding printer fonts. In fact, it is recommended that *palette styling* of fonts be avoided altogether. For example, use the font "Times Bold" instead of "Times" with an attribute of *bold* applied.

We reserve the right to make font substitutions for fonts that are missing or corrupt. Variations caused by font substitutions for missing or improperly converted fonts are not the responsibility of the publisher.

If using Multiple Master fonts, the entire family of fonts must be included whether or not all versions are utilized.

Graphics

Supply ALL graphics used to produce ad, even if a graphic is embedded.

Save graphics as TIFF or EPS. When saving graphic as EPS, please use Binary encoding and do not select Transfer Function or Halftone Screen.

Line art (1-BIT) graphics should be scanned at a minimum of 600 dpi for placement at 100% in document.

4/C and Grayscale graphics should be scanned at 300 dpi for placement at 100% in document.

All color scans should be converted to CMYK mode or Duotone.

For best results, scale, crop, rotate and/or skew graphics in their parent program prior to placement. For efficient processing, avoid sending *unnecessarily* large high-resolution files.

All rules should be defined as at least .25 pt (do NOT use "Hairline" rules).

Convert JPEG or PICT images to TIFF or EPS.

Colors

All colors should be supplied as CMYK. Convert RGB or Index color to CMYK.

Please remove unused colors from files.

Avoid submitting color files for B/W ads. Intervention required to convert files may result in extra charges.

Color names specified in graphics programs should match the color names specified in application file exactly.

File Transfer—Removable Media or Electronic Transmission

• CD • DVD (RAM or ROM)

Include a printout of the contents of disks.

Label all disks clearly with company name and address.

FTP – Provide file names, address, user ID & password

E-MAIL – Provide file names