



# Graphic NEWS

The Voice of the Graphic Arts Industry in Michigan

PIM Graphic News is the official publication of the Printing Industries of Michigan. Distributed 12 times each year, it informs more than 3,500 graphic arts professionals of industry news, communication trends, legislative efforts and association activities. Plan now to include PIM Graphic News in your advertising strategy.\*

\*PIM also produces an annual membership directory and buyers' guide. You'll want to include this year-round member reference book in your advertising/promotion budget. Contact PIM for advertising rates.

Call today and reserve your space:

Phone: 248-354-9200 • Fax: 248-354-1711  
email: Linda@print.org

### Rates (per issue)

Size	1x	6x	12x
Full page	\$843	\$800	\$760
2/3 page	750	712	676
1/2 page	624	592	562
1/3 page	409	388	368
1/6 page	222	210	199

### Member Discount

PIM members will receive a 30% discount from the above rates.

### Publication Schedule:

The Graphic News is printed monthly. Deadline date for copy is the 10th of the previous month.

### File Requirements:

The Graphic News is offset printed with 175 dpi line screen. Please supply a high-resolution press-ready PDF file. Typesetting and other production work, if needed, will be billed at additional cost. Professional copy and layout services are also available — please ask for a quote.



### Special Rates (based on availability):

Inside front cover ..... add 15% to full page rate  
Inside back cover ..... add 10% to full page rate  
Back cover ..... add 10%  
Two-page spread ..... 10% off second page  
Other guaranteed position ..... add 10%  
Inserts ..... rate on request

### Color:\*

Color ads are available through special arrangement with the Graphic News advertising department. Call 248-354-9200 for details.

Color Rates: Spot: add \$250 Four color: add \$350

### AD SIZES:

See inside spread for ad size illustrations

### Full Page

With bleed ..... 8.5 x 11" Without bleed ..... 7.5 x 10"

### 2/3 Page

..... Vertical ..... 4.75 x 10"

### 1/2 Page

Horizontal ..... 7.5 x 4.25" Vertical ..... 3.25 x 10"

### 1/3 Page

Horizontal ..... 3.5 x 6.25" Vertical ..... 2.25 x 10"

### 1/6 Page

Horizontal ..... 3.5 x 3.25" Vertical ..... 2.25 x 4.25"

PIM Members, take advantage of the classified ads located in a special section of the newsletter.  
Rate: \$1.00 per word, \$5.00 minimum, 30 word maximum.

## Advertising Contract

Publish the advertising indicated below in "PIM Graphic News" at the

1 time  6 time or  12 time contract rate.

Advertiser may change copy with any insertion—authorizes previous ad to be repeated if new copy is not furnished by closing dates.

### Issue:

Jan.  Feb.  March  April  
 May  June  July  August  
 Sept.  Oct.  Nov.  Dec.

### Size:

Full page  2/3 page  1/2 page  
 1/3 page  1/6 page  
 Use copy enclosed  Copy mailed separately  
 Payment enclosed  Please invoice (PIM member only)

### Color:

One color, (specify) \_\_\_\_\_  
 Four color  Other

### Advertiser:

Company \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

### Authorized:

Name/Title \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

Member  Non-Member