



2019-2020 AIMCAL SOURCEBOOK

The AIMCAL SourceBook offers an excellent opportunity for AIMCAL members to reach converting professionals throughout the year. In addition to a copy mailed to a list of current AIMCAL members, copies are distributed during appropriate conferences and tradeshows, including ICE Europe 2019, ICE USA 2019, BIG IDEAS for UV+EB Technology, PACK EXPO 2019 and AIMCAL R2R conferences.

MARKETING OPPORTUNITIES

- **Bonus distribution.** Maximize your presence at industry tradeshows and AIMCAL-related events through bonus distribution. See the editorial calendar for complete distribution information.
- **AIMCAL SourceBook listing includes member company profile, capabilities and products offered.** Premium AIMCAL members will continue to receive an enhanced listing with company logo.
- **Advertising opportunities include display advertising and boxed advertisements.**



Ad Closing: Feb. 8, 2019 • Ad Materials Due: Feb. 18, 2019

PRINT RATES

	4-Color Rates (Full page only)
Inside Front Cover	\$2,400
Inside Front (Right-read)	\$2,400
Inside Back Cover	\$2,400
4-Color Rates	
Full Page	\$1,700
1/2 Page (horizontal only)	\$1,400
Boxed Advertisement	\$250

MEMBER CAPABILITIES SECTION

Boxed advertisements will be located under selected categories in the Capabilities section of the SourceBook.

Boxed Advertisement Sample

Smyth Technology
CHANGING THE WORLD ONE COMPUTER AT A TIME

Smyth Technology
 12 S. Megabit Dr.,
 Scandisk, KS 66548 USA
Phone: 555-555-1234
Fax: 555-555-1235
Website: smythtech.com





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Company: _____

Name: _____ Title: _____

Address: _____ City/State/Zip: _____

Telephone Number: _____ Fax: _____

Signature: _____ Date: _____

Email: _____

Please reserve my space for a:

- Full Page
- 1/2 page (horizontal only)

All ads are to be in color.

- Boxed Advertisement

Choose one category for each Boxed Ad purchased.

Category 1: _____

Category 2: _____

Category 3: _____

All boxed advertisements (1.4" wide by 1.5" tall) include a 4-color company logo, company name and contact details. We create the Box Ad and email an artwork proof for approval prior to publishing.

TOTAL AD COST _____

PAYMENT METHOD: Invoice me Check Visa MasterCard Discover

Credit Card #: _____ 3-digit Security Code: _____ Expiration Date: _____

Name as it appears on Card: _____

Billing Address with Zip Code: _____

Advertiser will be invoiced for each insertion. Payment is due upon receipt of invoice. If payment is not received within 30 days of billing date, advertising space will not be held.

Please return this form as soon as possible to reserve your space in the AIMCAL SourceBook.

PRINT SPECIFICATIONS

Size	Dimensions
Full Page (Bleed)	5.75" wide x 8.75" high*
Full Page (Non-Bleed)	5" wide x 8" high
1/2 Page (horizontal)	5" wide x 3.75" high
Boxed Advertisement	1.4" wide x 1.5" high

*Text in ads that bleed to the margin may be unreadable if not given proper space. Text in these ads should be at least 0.25" from the left and right margins.

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.
- Visit www.petersonpublications.com for more detailed instructions.

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