Idealliance

PROCESS

2018

Media Kit

Your connection to the visual communications and media industry

Idealliance

PROCESS

The New Idealliance Flagship Publication

Idealliance's new authoritative content, colorful and clean design **PROCESS** magazine provides industry professionals and their clients with business, technology, and regulatory information trends affecting the visual communications and digital media industry worldwide.

PROCESS gives advertisers a unique opportunity to reach influential CEOs, business owners and production managers running the top print, distribution and in-plant facilities throughout North America.

As the flagship publication of Idealliance, our magazine draws on our network of industry relationships and offers insight from the perspectives of a broad spectrum of industry participants.

Each issue contains articles contributed by leading firms, expert coverage of emerging trends and profiles of exciting new products and services, as well as data on the state of the industry, advocacy issues and a multitude of business solutions to support the future of our industry.

PROCESS builds on Idealliance's decades of experience and knowledge.

It will continue to serve as our industry's platform for thought leadership, tapping into the resources we have created to support and maintain our industry future.

"Educating and standardizing our industry has always been an essential part of Idealliance's mission. **PROCESS** gives us a platform for expressing industry viewpoints on the changing face of the industry as well as the major issues we are facing now and will face in the future."

David Steinhardt
President & CEO, Idealliance

Interested In Advertising? Contact: Dean D'Ambrosi, Sr. VP, Sales Direct: 703.837.1064 | Mobile: 732.616.0270 | ddambrosi@idealliance.org

Idealliance

Reach Your Target

Senior-Level Audience

Our magazine reaches influential professionals, senior executives or those with management roles in their organization, giving PROCESS an unparalleled reach into the top levels of the visual communications and digital media industry.

Expanded Reach

The recent expansion of Idealliance provides access to an even greater selection of companies from Commercial Printing establishments, Publishers, In-Plant Facilities (Corporate/Non-Profit/Government) and Equipment/Service/Materials providers. These companies have on average of 20-49 employees who also receive access to PROCESS.

The new PROCESS magazine focuses on the business needs of our membership and utilizes the excellent products and services Idealliance provides to support the industry along with certification and qualification for people, facilities and systems.

Idealliance offers many options for advertisers to reach this industry from the magazine to sponsorships to events. It will also offer a number of bonus distributions throughout the year at its conferences and other industry events around the globe. With a combined attendance of more than 20,000, these events expand the reach of our advertisers.

US COMMERCIAL PRINTING ESTABLISHMENTS

Breakdown by number of employees

Total	**24,096***	
Fewer than 5	12,077	50.1%
5 to 9	4,701	19.5%
10 to 19	3,092	12.8%
20 to 49	2,462	10.2%
50 to 99	953	4.0%
100 to 249	619	2.6%
250 or More	191	0.8%
		100.0%

*Approximately half of the 24,096 will have annual sales of $1 million or less.

Interested In Advertising? Contact: Dean D'Ambrosi, Sr. VP, Sales Direct: 703.837.1064 | Mobile: 732.616.0270 | ddambrosi@idealliance.org

Idealliance®

Readership

=

INDUSTRIES

- Commercial Printing
- Publishing
- In-Plant (Corporate/ Non-Profit/Govt.)
- Equipment/Service/ Materials
- Mailing
- Fulfillment
- Packaging

SALES OR VOLUME

- $0-$3.9M
- $4M-$19.9M
- $20M-$59.9M
- $60M-$199M
- $200M-$1B
- $1B-1.99B
- $2B+

SERVICES

Create
- Strategy/Printing/ Graphic Design/ Marketing

Produce
- Premedia/Color
- Production/Workflow
- Data/List Mgt.
- Ink/Paper/Materials
- Equipment/Services

Deliver
- Digital/Inkjet
- Offset
- Packaging
- Forms/ Labels
- Wide-format/POS
- Direct Mail
- Magazine/Catalog
- Mobile/Web

Post Press
- Mailing
- Fulfillment
- Binding/Finishing
- Logistics
- Analytics

PROFESSIONS

- Academic/Student
- Marketing /Creative
- Production /Workflow/ Color
- Brand Management
- Integrated Media
- Data Management/IT
- CEO/Business Leadership
- Business Operations/ Finance
- Sales /Marketing/ Development
- Service/Support

North America plays host to an $80 billion plus commercial printing and graphic communications industry.

MEMBERSHIP SERVICE CATEGORIES By Industry

Our members collectively spend billions of dollars per year on a wide array of products and services related to their industry.

Interested In Advertising? Contact: Dean D'Ambrosi, Sr. VP, Sales Direct: 703.837.1064 | Mobile: 732.616.0270 | ddambrosi@idealliance.org

Idealliance®

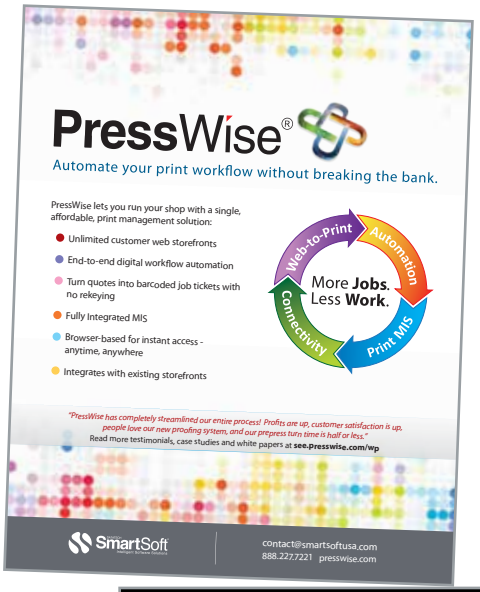
Good Company

Our magazine reaches decision makers, management and buyers in the visual communications and digital media industry.

Take advantage of this targeted publication to promote your product, service or equipment.

RECENT ADVERTISERS

SmartSoft
Sentry Insurance
Konica Minolta
Melissa Data
Canon
BCC Software
Western States Envelope & Label
Ricoh
Riso
PartnerShip
Service First Processing
WhatTheyThink
Xerox



Idealliance®

New Look, New Content, New Opportunities

Strengths & Values

Building upon the industry news we've been publishing for decades, PROCESS now includes expanded features on industry developments, people, business resources and trends. Our departments are also filled with supportive and useful content, infographics and data compiled by Idealliance in-house data analysts.

ANALYZE | **Industry & Research**
Utilize data and intelligence to lead your business and our industry towards a profitable future.

ASSESS | **Events**
Interact with the professional community to build your knowledge and partnerships.

ADVANCE | **Specifications**
Boost your business and career through industry best practices and standards.

ENGAGE | **Work Groups**
Reduce workflow friction, costs and speed information through supply chain initiatives.

ENRICH | **Training & Certification**
Increase the value of your workforce, systems and facilities.

EMPOWER | **Business Solutions**
Grow your business confidently with our tools, strategies and solutions.

Interested In Advertising? Contact: Dean D'Ambrosi, Sr. VP, Sales Direct: 703.837.1064 | Mobile: 732.616.0270 | ddambrosi@idealliance.org

Idealliance

Editorial Calendar

JAN/FEB ISSUE

Strategic Management, State of Industry Outlook, ~~WorkPLACE~~

Space Reservations: Nov. 10, 2017

Final Ad Files Due: Dec. 1, 2017

Issue Date: Jan. 5, 2018

MARCH/APRIL ISSUE

Branding & Content Creation, Experience Conference, G7 Update

Space Reservations: Jan 5, 2018

Final Ads Due: Jan. 24, 2018

Issue Date: Feb. 23, 2018

MAY/JUNE ISSUE

Postal Issues, Direct Mail/Marketing Vertical Market Opportunities

Space Reservations: March 2, 2018

Final Ads Due: March 21, 2018

Issue Date: April 20, 2018

JULY/AUG ISSUE

Industry Innovation, GRAPH EXPO Preview

Space Reservations: May 4, 2018

Final Ads Due: May 23, 2018

Issue Date: June 22, 2018

SEPT/OCT ISSUE

Employee Training Investment, Sales Training

Space Reservations: June 29, 2018

Final Ads Due: July 19, 2018

Issue Date: August 20, 2018

NOV/DEC ISSUE

Small Business Issue , Family Business, Succession, Local Market Engagement

Space Reservations: August 31, 2018

Final Ads Due: Sept. 20, 2018

Issue Date: Oct. 22, 2018

Editorial calendar and bonus distributions are subject to change.

PROCESS is distributed at all Idealliance events, including conferences, trade shows and regional events.

Interested In Advertising? Contact: Dean D'Ambrosi, Sr. VP, Sales Direct: 703.837.1064 | Mobile: 732.616.0270 | ddambrosi@idealliance.org

Idealliance

Rates & Specifications

Rates through 2018

Print Ad Member Rates

All 6X contract advertisers receive a free basic listing in our online **Idealliance Visual Communications & Digital Media Directory.** Ask for more information!

All advertising prints 4-color. Non-members add 50%

Size	1X	2-3X	4-6X
Full Page	$1,999	$1,899	$1,699
Back Cover 4	$2,999	$2,750	$2,499
Inside Covers C2, C3	$2,599	$2,250	$2,199
Double Page Spread	$3,499	$3,319	$2,969
Half Page	$1,289	$1,199	$1,099
Quarter Page	$789	$699	$629

Digital Ad Member Rates

Digital ads are included in each issue of PROCESS and on the PROCESS web landing page.

Links are included. Digital ads are sold and updated per issue. Ads are for responsive sites. Non-members add 50%

PDF Skyscraper Ads (2 per issue)	$1,499

Web Horizontal - 4 x 1	$1,099
Web Horizontal - 10 x 1	$1,099
Web Tiles - 1 x 1	$649

COMING 2018

Sponsored Content

All sponsored content or advertorials will be published in the print edition and digitally on the PROCESS web landing page

Full Page	600 words	$3,600
Two-Page Spread	1,200 words	$6,800

Sponsored Items and PRO Supplements

Belly-bands, outserts, inserts, tip-in cards and other items are available. PRO Supplements are theme based downloadable content sponsored by one targeted supplier on topics such as equipment, inks, papers, collating, mailing, etc.

Item and supplement pricing is provided upon request.

Print & Digital Ad Policies

GUARANTEED POSITIONS
Add 15% , excluding covers.

AD FILES
Email ddambrosi@idealliance.org
File Format: PDFx-1a or PDFx-4
Fonts: PostScript and/or Open Type
Graphics: 300 dpi (150 line screen) at 100%
Color: CMYK
Proofs: For an additional charge, a calibrated proof is available upon request.

PRODUCTION CHARGES
Production charges will apply to artwork that must be adjusted to fit the outlined specifications.

PAYMENT LIABILITY
Idealliance reserves the right to hold the advertiser and/or its advertising agency jointly and severally liable for payment of invoices.

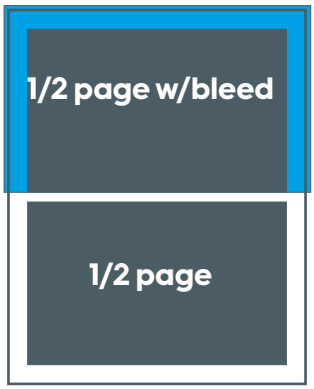
APPROVAL
Idealliance reserves the right to reject any advertisement or its content. Advertisers and advertising agencies assume liability for all content and agree to hold harmless Idealliance for any and all claims for such advertisements, including but not limited to tort, copyright, photographic or trademark actions. If an advertisement is refused during the agreement period, the advertiser agrees that Idealliance is authorized to substitute, without notice, the last advertisement of the advertiser unless replacement material is sent to Idealliance in a timely manner.

Interested In Advertising? Contact: Dean D'Ambrosi, Sr. VP, Sales Direct: 703.837.1064 | Mobile: 732.616.0270 | ddambrosi@idealliance.org

Ad Dimensions

Trim size	7.75" x 9.75"
Bleeds	Add at least .125" to all sides
Live area	Keep readable content at least .25" from trim size. Recommended live area is 7.5" x 9.5"

Full Page (no bleeds)	7.75" x 9.75"	
Full Page w/Bleed C2, C3, C4	8"x 10"	
2-Page Spread	15.5" x 9.75" (no/bleed)	15.75" x 10" (w/bleed)
Half Page (See diagram)	6.75" x 4.25" (no/bleed)	8" x 4.875" (w/bleed)
Quarter Page (See diagram)	3.25" x 4.25" (no/bleed)	3.875" x 4.875" (w/bleed)



PDF Ad Dimensions

PDF Skyscraper Ads (2 per issue)	150 x 700 pixels

Responsive Web Page Ad Dimensions

Name	Size Range in Pixels:
Horizontal - 4 x 1	900x225 minimum – 1800x450 maximum
Horizontal - 10 x 1	900x90 minimum – 1800x180 maximum
Tiles - 1 x 1	300x300 minimum – 450x450maximum

Interested In Advertising? Contact: Dean D'Ambrosi, Sr. VP, Sales Direct: 703.837.1064 | Mobile: 732.616.0270 | ddambrosi@idealliance.org

Idealliance®

Other Advertising or Sponsorship Opportunities

MEMBER ADVANTAGE™ PROGRAM

Participants in the Member Advantage Program offer special rates and discounts to Idealliance members on services and products including software, hardware, supplies, and business services.

Participants receive a listing on the Idealliance website, *Monday Advantage Program* email to members, and inclusion on many other promotional materials.

MAP Participants

AccuZIP
Apple
ASI
BCC Software
BIZLock Cyber Crime Protection
Canon
Engage PEO
Jackson Lewis P.C.
JobTarget
Konica Minolta
Lockton Blueline Insurance
PartnerShip
Sentry Insurance
Service First Processing
TEC Mailing Solutions
WhatTheyThink

NEW

Advantage Program participants also receive a 10% discount on full -or half-page ads in PROCESS.

Join the Advantage Program and get your advertising discount in PROCESS today!

"PartnerShip was founded by an association to help its members save on shipping, and we truly appreciate our partnership with Idealliance, and the opportunity to help Idealliance members save on shipping services through the Member Advantage Program (MAP). This group of member saving offers could potentially save the average Idealliance member thousands of dollars annually. The average annual shipping savings alone is $2100!"

Keith Korhely
PartnerShip Program Manager

ADVERTISING & SPONSORSHIPS

Publications

Process Magazine (print)

Postal Highlights (digital)

Member New Bulletin (digital)

COMING 2018 Small Business Best Practices Newsletter (print)

State of the Industry Report

Capital Investment Study

Annual Mail Industry Survey

Annual Events

Experience Conference

NEW Best Practices Road Shows

Postal Exchange

PRIMEX Series

G7 Summits

National Postal Forum

PRINT/GRAPH EXPO

Digital Only

Webinars

Idealliance Website

Event sites

Advertising bundles and sponsorship pricing is provided upon request.

Interested In Advertising? Contact: Dean D'Ambrosi, Sr. VP, Sales Direct: 703.837.1064 | Mobile: 732.616.0270 | ddambrosi@idealliance.org

Idealliance®

The best of many ideas, in one ideal association

The **JAN/FEB 2018 issue of PROCESS** will be shared on *WhatTheyThink?* Take advantage of this bonus exposure— book your ad today!

Questions?

Rates through 2018

To reserve space in PROCESS or to ask about Sponsored Items and Supplements

Dean D'Ambrosi, *Sr. VP, Sales*
Direct: 703.837.1064 | Mobile: 732.616.0270
ddambrosi@idealliance.org

To discuss or contribute editorial content

Dawn Lospaluto, *Managing Editor*
703.837.1063
dlospaluto@idealliance.org

To discuss other marketing or sponsorship opportunities

Dean D'Ambrosi, *Sr. VP, Sales*
Direct: 703.837.1064 | Mobile: 732.616.0270
ddambrosi@idealliance.org

To become a member or find out more about Idealiance visit:

www.idealliance.org