

SIGNS OF THE TIMES

www.signweb.com

MEDIA KIT
2012



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SIGNS OF THE TIMES

www.signweb.com



Brand Mission

Signs of the Times magazine gives vendors a varied combination of print and e-communication tools to reach signmaking professionals around the world. Our integrated marketing opportunities include our industry-leading magazine (highlighting 106 years of sign-industry growth), a website that captures thousands of visitors daily, a weekly e-newsletter anticipated by captivated sign buffs and an array of e-media options. Your audience is primed for your message. We're primed to deliver it cost effectively.

Front cover photo provided by Signs of the Times' Senior Art Director, Jeff Russ.

Multichannel Reach

MAKING IT A POINT TO 'TOUCH' THE INDUSTRY...

Integrate *Signs of the Times*' multimedia opportunities to your marketing strategy and reach a global market every time you advertise. *Signs* uses multiple channels—print, online, e-communication and trade shows—to help you touch prospects and customers 13,400,000+ times annually.

13.4 million

TIMES ANNUALLY.

<h3>Print</h3>	<ul style="list-style-type: none"> • 54,000 total print reach • 18,000 subscribers¹ • 36,000 pass-along readers² 	<p><i>Signs of the Times</i> delivers 18,000 print subscribers. On average, each subscriber passes his or her magazine to 2 additional people, which means you get a total reach of 54,000 prospects.</p> <p>¹Source: June 2011 ABC Publisher's Statement ²Readex Research</p>	<p>P4</p>
<h3>Online</h3>	<ul style="list-style-type: none"> • 957,000 ad impressions monthly¹ • 42,500 visits¹ 	<p>Signweb.com is the leading and most highly trafficked B2B sign-related website among fabricators, product purchasers and company executives in the U.S. and around the world.</p> <p>¹Based on 12-month rolling average Source: Google Analytics</p>	<p>P8</p>
<h3>E-Newsletter</h3>	<ul style="list-style-type: none"> • 26,000+ recipients weekly 	<p>Signweb's e-newsletter covers timely news, industry trends and the latest signmaking information.</p> <p>Source: June 2011 <i>Signs</i> circulation database</p>	<p>P10</p>
<h3>Digital Edition</h3>	<ul style="list-style-type: none"> • 27,000 digital-edition distribution¹ 	<p>Digital editions allow readers to receive their publications quickly, access advertiser websites and store past editions for easy reference.</p> <p>¹Based on 6-month average Source: Publisher's data</p>	<p>P11</p>
<h3>Social Networks</h3>	<p>An expanding community of graphics professionals</p> 	<p><i>Signs of the Times</i> has a presence on LinkedIn, Facebook, and Twitter, connecting signage/graphics professionals and vendors throughout the world.</p>	
<h3>Trade Shows</h3>	<ul style="list-style-type: none"> • 1,600 Bonus Distribution 	<p>Reach additional buyers with your marketing message. Bonus distribution occurs at these key shows:</p> <ul style="list-style-type: none"> • ISA International Sign Expo • FESPA Mexico • VMSD International Retail Design Conference • SGIA • USSC Sign World 	
<h3>The Signage and Graphics Summit</h3> <p>December 3-5, 2012 Arizona Grand Resort / Phoenix</p>	<p>High-level Executives (Leaders of companies that produce \$2 billion of signage and graphics annually.)</p>	<p>The Signage and Graphics Summit is the only business-management conference for leaders of high-volume sign, screen-printing and digital-printing companies. As a sponsor, you will make lifetime contacts. See the SGS section in this kit for more information.</p>	

INTERESTED IN ADVERTISING?

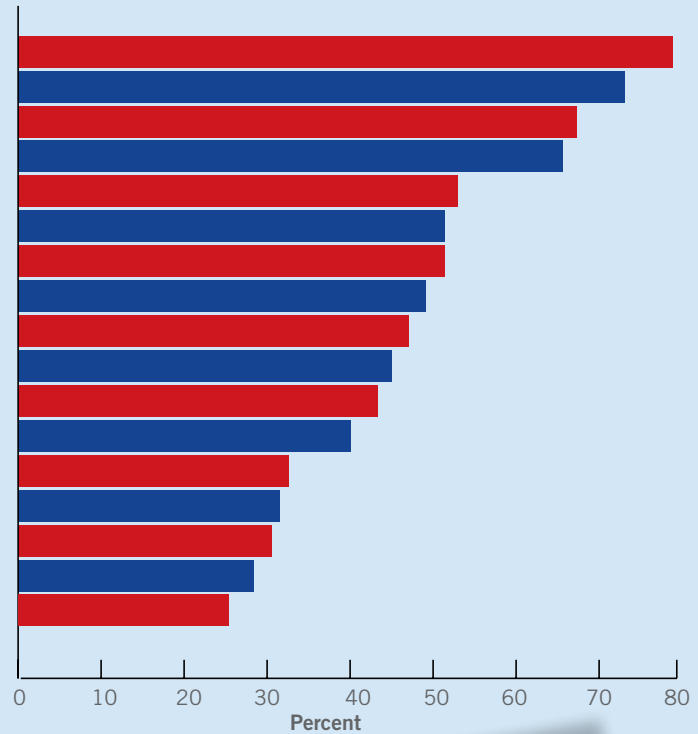
Contact Steve Duccilli - Group Publisher, Signage and Graphics Group

P / 800.925.1110 x344 / 513.263.9344 F / 513.744.6944 E / steve.duccilli@stmediagroup.com

REACH A BROAD MARKET CROSS-SECTION

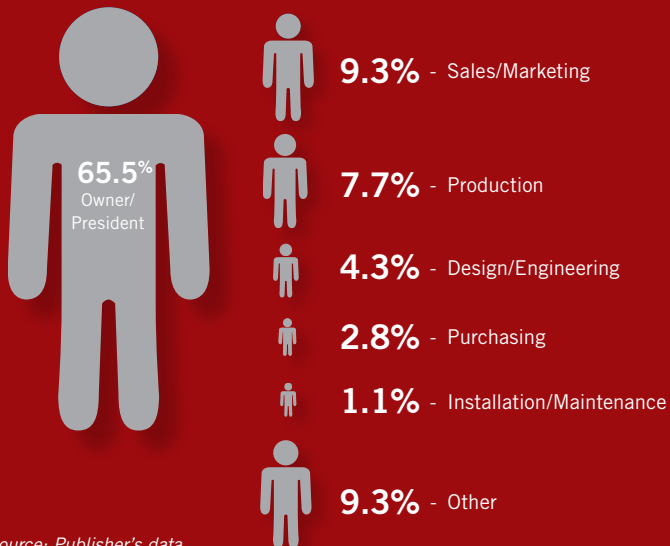
HERE'S WHAT OUR SURVEY OF READERS TELLS US IN TERMS OF ACTIVE PARTICIPATION:

Banners	77.8%
Window Graphics	73.0%
Vehicle Graphic	67.9%
Digital Imaging	66.2%
Foam Board Signage	52.4%
Architectural Signage	51.9%
Floor Graphics	51.9%
Tradeshow Graphics	49.8%
Channel Letters	47.7%
Non-Electronic, Changeable-Copy Signs	44.9%
Screen Printing	43.6%
LED Signs	40.5%
Billboard Graphics	33.9%
Neon Signs	32.4%
Sandblasting	30.6%
Electronic Message Centers	29.0%
Electronic Flat Panels	26.4%



Source: Publisher's data

What functions do *Signs of the Times'* subscribers have?



Source: Publisher's data



Backed by ABC-audited circulation, *Signs of the Times* is your TRUSTED source for reaching signmaking professionals.

PREFERRED BY READERS

Surveys conducted through Readex Research have proven that *Signs of the Times* is the preferred U.S. sign magazine. *Signs* is preferred over both *Signs & Digital Graphics* (SDG) and *Sign Builder Illustrated* (SBI) in terms of industry news, editorials, electronic signs, electronic message centers, non-electric signs and computerized signmaking. Here are specific examples:

- **In terms of providing industry news, *Signs* is preferred over SDG by a 3:1 margin and over SBI by a 7:1 margin.**
- **In coverage of electric signs, *Signs* is preferred over SBI by more than a 3:1 margin and over SDG by more than a 5:1 margin.**
- **With regard to editorials, *Signs* is preferred over SDG by a 3:1 margin and over SBI by a 4:1 margin.**

In addition, among the three magazines, *Signs* scored as the most visually appealing, the most enjoyable to read and has the greatest influence on purchasing.

What subscribers do with

Signs of the Times...

A Readex Research study produced the following results:

88%

Report reading half or more of a typical issue.

Report spending more than an hour reading a typical issue.

The average respondent reports passing along their issue to 2 additional people.

REACH READERS WHO TAKE ACTION:

95% OF OUR READERS have taken one or more buying actions as a direct result of advertisements they saw in *Signs of the Times*

94% OF OUR READERS have purchasing authority

76% VISITED the advertiser's website

50% DISCUSSED the ad with others

49% FILED THE AD for future reference

48% CONTACTED A DEALER supplier or representative

35% PASSED THE AD along to others

30% CONTACTED ADVERTISERS in some other way

Source: Readex Research



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FROM THE PUBLISHER



Signs of the Times, now in its 107th year of publication, provides in-depth, analytical coverage of the on-premise sign industry through unparalleled in-house expertise. In addition, *Signs* features the only industry statistics provided by an outside professional research company and the only hands-on reviews of sign-industry equipment.

Coverage ranges from artisans' hand-crafted signs to electronic spectaculars. Columns and articles include step-by-step, first-person accounts of sign projects, numerous surveys of sign companies to provide empirical data about industry trends, expert analysis of digital-imaging topics, scientific assessment of LEDs and other sign-lighting considerations, the sign industry's longest-running, sign-design contest and the only magazine that provides special sections of information about the sign industry's leading association, the International Sign Association.

Wade Swormstedt

WADE SWORMSTEDT
Publisher/Editor



SEND US YOUR NEWS!

Please send your news releases and photos announcing new products, changes in your business, awards, appointments and other noteworthy developments to:

Wade Swormstedt, Publisher/Editor, *Signs of the Times* magazine, 11262 Cornell Park Dr., Cincinnati, OH 45242

You may also submit materials electronically by e-mail to wade.swormstedt@stmediagroup.com.



Also
In plane sight p.26
Outsourcing grows p.70
QR 4 U? p.74
Ft. Bragg signage p.78

EDITORIAL EXPERTISE

Each month, *Signs of the Times'* editorial experts deliver exclusive insights and unique resources in these crucial sign-industry sectors.

DIGITAL PRINTING

Chris and Kathi Morrison, owners of a full-service graphics company, offer a hands-on hardware or software assessment every month in Technology Review.

TECHNOLOGY

Senior Technology Editor/Analyst Darek Johnson, who has worked in the sign industry and regularly speaks at sign-industry events, both domestically and abroad, covers digital imaging and electronic-digital signage in Technology Update. **Dr. M. Nisa Khan**, a PhD in electrical engineering, contributes the LED Update column. **Contributing editor Louis M. Brill**, a technology consultant and frequent speaker, reports on cutting-edge, spectacular signage in his feature presentations.

LIGHTING

Marcus Thielen, a German physicist and lighting consultant, explains best practices on both sides of the Atlantic Ocean in Lighting Techniques. **Bob Klausmeier**, a member of the moving-message community for more than 26 years, delivers inside information on high-impact LED displays in The Moving Message.

LEGISLATION AND SIGN-INDUSTRY NEWS

Publisher/Editor Wade Swormstedt addresses the macro issues that affect the sign industry in Editorially Speaking. He also capsulizes sign-industry trends in his benchmark State of the Industry Reports.

FABRICATION

Senior Associate Editor Steve Aust writes numerous, diverse features and the Vinyl Apps column, and showcases sign-makers' talents in the Strictly Commercial and Strictly Electric columns. He also manages the International Sign and Vehicle Graphics Contests.

PRODUCTS AND NEWS

Associate Editor Robin Donovan handles new product releases and industry news, as well as edits the ST Update column and performs feature writing.



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EDITORIAL CALENDAR

2012	JANUARY	BUYERS' GUIDE	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
	SPACE RESERVATIONS 11.16.11	SPACE RESERVATIONS 11.30.11	SPACE RESERVATIONS 12.14.11	SPACE RESERVATIONS 01.19.12	SPACE RESERVATIONS 02.16.12	SPACE RESERVATIONS 03.19.12	SPACE RESERVATIONS 04.17.12	SPACE RESERVATIONS 05.17.12	SPACE RESERVATIONS 06.18.12	SPACE RESERVATIONS 07.17.12	SPACE RESERVATIONS 08.20.12	SPACE RESERVATIONS 09.18.12	SPACE RESERVATIONS 10.16.12
	AD MATERIALS DUE 12.01.11	AD MATERIALS DUE 12.19.11	AD MATERIALS DUE 01.03.12	AD MATERIALS DUE 02.02.12	AD MATERIALS DUE 03.05.12	AD MATERIALS DUE 04.02.12	AD MATERIALS DUE 05.01.12	AD MATERIALS DUE 06.04.12	AD MATERIALS DUE 07.02.12	AD MATERIALS DUE 07.31.12	AD MATERIALS DUE 09.04.12	AD MATERIALS DUE 10.02.12	AD MATERIALS DUE 10.30.12
ARTICLES	ADA	LIGHTING	ELECTION SIGNAGE	EPA/OSHA	VALUE OF SIGNS	WRAPS	DIGITAL PRINT UPDATE	ELECTRIC SOI	COMMERCIAL SOI	NEON	VEHICLE CONTEST	ENGINEERING SIGNS	LIGHTING SURVEY
	INTERNATIONAL SIGNS		LED SIGNS	INTERNATIONAL SIGN CONTEST	SIGN MUSEUMS	SIGN LEASING	ARCHITECTURAL SIGNS	MURALS	LED SIGNS	CHANNEL LETTERS	SGIA SPOTLIGHT	MAGNETIC MEDIA	DIGITAL PRINT UPDATE
	CRANES		SHOP VEHICLES	ISA SPOTLIGHT	TEMPORARY SIGNS	SOLAR SIGNS	WINDOW SIGNS	EXTREME INSTALLS	MONUMENT SIGNS	EXHIBIT GRAPHICS	EDS	OLYMPICS	HANDCRAFTED SIGNS
PRODUCT SHOWCASE	BUSINESS SOFTWARE		RIGID MEDIA	ENGRAVERS	GREEN MATERIALS	FABRICATION EQUIPMENT	FLATBED CUTTERS	PAINT AND COATINGS	SERVICE VEHICLES	FOAM BOARD/ COMPOSITES	DIMENSIONAL LETTERS	BANNER MATERIALS	LAMINATORS
COLUMNS	MOVING MESSAGE		LED UPDATE	MOVING MESSAGE	LED UPDATE	MOVING MESSAGE	LED UPDATE	MOVING MESSAGE	LED UPDATE	MOVING MESSAGE	LED UPDATE	MOVING MESSAGE	LED UPDATE
	TECHNOLOGY UPDATE		TECHNOLOGY UPDATE	TECHNOLOGY UPDATE	TECHNOLOGY UPDATE	TECHNOLOGY UPDATE	TECHNOLOGY UPDATE	TECHNOLOGY UPDATE	TECHNOLOGY UPDATE	TECHNOLOGY UPDATE	TECHNOLOGY UPDATE	TECHNOLOGY UPDATE	TECHNOLOGY UPDATE
	TECHNOLOGY REVIEW		TECHNOLOGY REVIEW	TECHNOLOGY REVIEW	TECHNOLOGY REVIEW	TECHNOLOGY REVIEW	TECHNOLOGY REVIEW	TECHNOLOGY REVIEW	TECHNOLOGY REVIEW	TECHNOLOGY REVIEW	TECHNOLOGY REVIEW	TECHNOLOGY REVIEW	TECHNOLOGY REVIEW
	VINYL GRAPHICS		VINYL GRAPHICS	VINYL GRAPHICS	VINYL GRAPHICS	VINYL GRAPHICS	VINYL GRAPHICS	VINYL GRAPHICS	VINYL GRAPHICS	VINYL GRAPHICS	VINYL GRAPHICS	VINYL GRAPHICS	VINYL GRAPHICS
	LIGHTING TECHNIQUES		DESIGN SOFTWARE	LIGHTING TECHNIQUES	DESIGN SOFTWARE	LIGHTING TECHNIQUES	DESIGN SOFTWARE	LIGHTING TECHNIQUES	DESIGN SOFTWARE	LIGHTING TECHNIQUES	DESIGN SOFTWARE	LIGHTING TECHNIQUES	DESIGN SOFTWARE
	STRICTLY COMMERCIAL		STRICTLY ELECTRIC	STRICTLY COMMERCIAL	STRICTLY ELECTRIC	STRICTLY COMMERCIAL	STRICTLY ELECTRIC	STRICTLY COMMERCIAL	STRICTLY ELECTRIC	STRICTLY COMMERCIAL	STRICTLY ELECTRIC	STRICTLY COMMERCIAL	STRICTLY ELECTRIC
BONUS DISTRIBUTION			ISA (INTERNATIONAL SIGN EXPO)					FESPA MEXICO	VMSD INTERNATIONAL RETAIL DESIGN CONFERENCE	SGIA		USSC SIGN WORLD	

Calendar subject to change.

Editorial Advisory Board



Glenn Carroll is the president of media-measurement company Carroll Media Services (Alpharetta, GA).



Bill Dundas, a former *Signs* technical editor, currently serves as the Director of Technical Affairs for the Intl. Sign Assn. (ISA).



Brigitte Hunt has served as the exhibition director for Reed Exhibitions' Visual Communication Italy show for decades.



Rob Ivers, the certification director for the Professional Decal Application Assn. Inc., authored *The Graphic Installers Handbook*.



John Johnson, a former ISA president of the board, has more than 30 years of sign-association experience.



Jan Lorenc is a partner in Lorenc + Yoo (Roswell, GA), an environmental-graphic design firm.



Sparky Potter, proprietor of Wood & Wood Signs (Waitsfield, VT), founded his shop in 1972.



Lawrin Rosen founded his shop, ARTfx Signs (Bloomfield, CT), in 1983 with a commitment to artistry and innovation.



Jared Smith is the president of bluemedia (Tempe, AZ), a graphics provider that specializes in vehicle and environmental graphics.



Kevin Stotmeister is president and CEO of Federal Heath Sign LLC (Oceanside, CA).



Professor Alan Weinstein holds a joint-faculty appointment at Cleveland (OH) State University's Cleveland-Marshall College of Law and the Maxine Goodman Levin College of Urban Affairs.



John Yarger is president of North American Signs (South Bend, IN).

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WEB DISPLAY OPPORTUNITIES

RUN-OF-SITE ADVERTISING

Your advertisement rotates through all available pages on signweb.com, including the home page, classified advertising, search and other prominent, high-traffic areas.



Wide Skyscraper
160 x 600 px

Leaderboard Banner
728 x 90 px

Standard Banner
468 x 60 px

Medium Rectangle
300 x 250 px

Sponsored Links
Place your link and one line of descriptive text at the bottom of pages throughout signweb.com.

	AD TYPE	RATE
A	Leaderboard Banner	\$1,550 / month
B	Wide Skyscraper	\$1,250 / month
C	Medium Rectangle	\$1,600 / month
D	Standard Banner	\$400 / month
	Sponsored Links	\$750 / six months

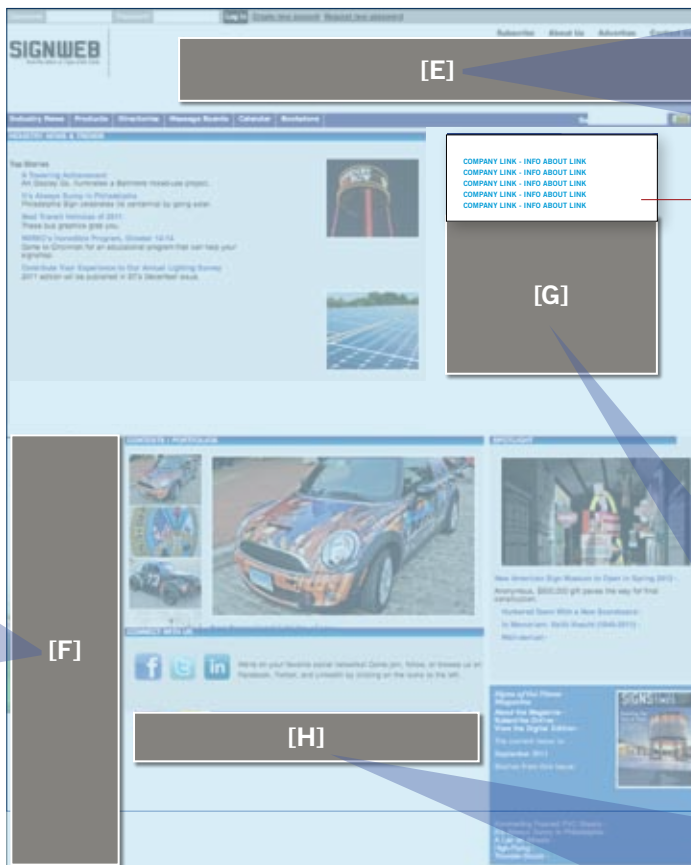
File Sizes and Related Specs

See the specifications page in this kit or visit www.stmediagroup.com/specs. Visit www.stmediagroup.com to view our media kit updates.

EXCLUSIVE CHANNEL SPONSORSHIP

Target your specific audience by providing comprehensive contextual exposure for your company on signweb.com. Sponsorship features exclusive advertising on every page in the sponsored channel, plus a run-of-site banner for site-wide exposure. Channels include:

- ADA Signs
- Banners & Awnings
- Design & Gallery
- Digital Printing
- Dimensional Signs
- Electric Signs
- Electronic Digital Signage
- Fabrication & Installation
- Grand Format
- Lighting & LED
- Management & Marketing
- Software
- Vehicle Graphics
- Vinyl Graphics



Leaderboard Banner
728 x 90 px

The Sponsored Content Zone
Five links that let you further promote your company. You can direct users to your site where you feature videos, white papers and other content. The links drive traffic to your website.

PLUS: Twice a year, promote a sponsored content item for **FREE** in a Signweb e-newsletter.

Medium Rectangle
300 x 250 px

Standard Banner
468 x 60 px

Wide Skyscraper
160 x 600 px

	AD TYPE	RATE
E	Leaderboard Banner	\$19,200 / year \$1,600 / month (includes all positions)
F	Wide Skyscraper	
G	Medium Rectangle	
H	Standard Banner	
	Additional Run-of-Site Standard Banner	

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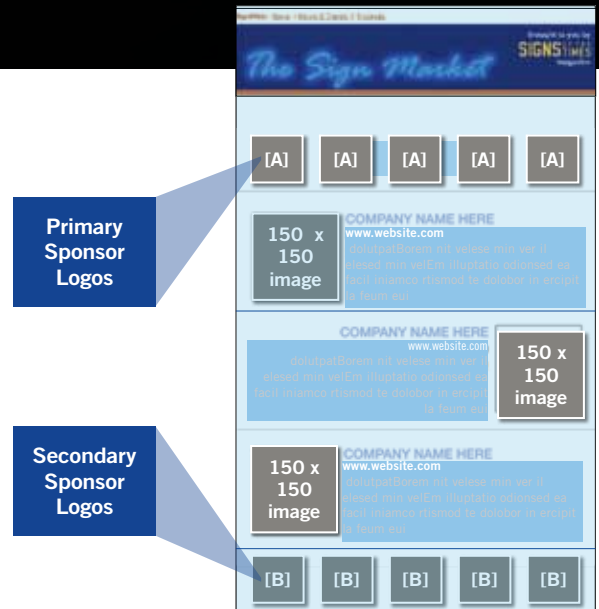
E-MAIL ADVERTISING

PRODUCT SHOWCASE ADVERTISING

Reach thousands of industry professionals with this unique format featuring promotional product announcements. Multiple products are presented in each showcase and will be distributed throughout the year. Great for pre-show marketing, product launches and re-introducing a brand for top-of-mind awareness. First-come, first-served on position and choice of edition. Includes logo, product photo and 250 characters.

	AD TYPE	1X	6X	12X
A	Primary	\$595	\$560	\$525
B	Secondary	\$395	\$370	\$345

Other frequency rates available.
Talk to your account manager for details.



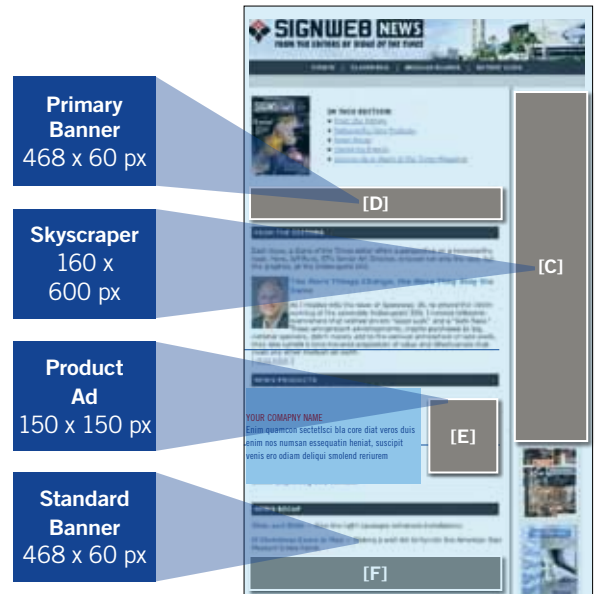
SIGNWEB E-NEWSLETTER

Place your ad in the Signweb e-newsletter, and we'll deliver your message (4x per month) to 26,000* signmaking and graphics professionals seeking news, events and information on new products and technology.

	AD TYPE	1X	6X	12X
C	Skyscraper	\$950	\$900	\$850
D	Primary Banner	\$750	\$700	\$650
E	Product Ad Photo + 250 Characters	\$700	\$650	\$600
F	Standard Banner	\$400	\$375	\$350

Other frequency rates available.
Talk to your account manager for details.

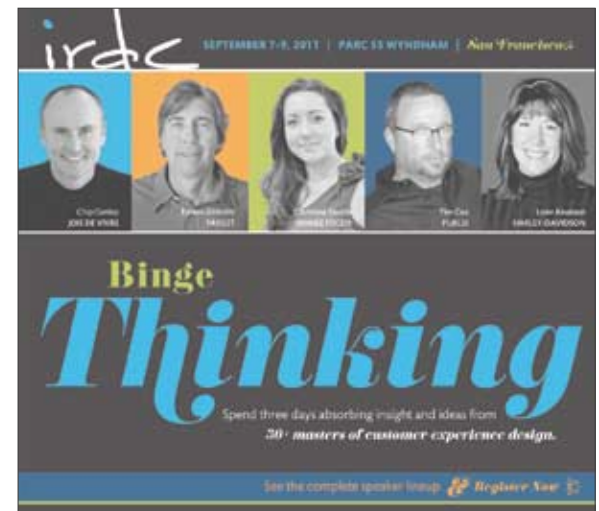
*Source: Publisher's data



E-MAIL ANNOUNCEMENT LISTS

Deliver your full-color, custom HTML e-mail message to opt-in users who have asked to receive product, trade show and other information related to signmaking. HTML allows use of formatted text, images and multiple links. These e-mail announcements feature your company and message only—it's your message with no other on-screen distractions.

E-MAIL ANNOUNCEMENTS
\$1,630 per use



CUSTOM EMAIL EXAMPLE

ADDITIONAL E-MARKETING OPPORTUNITIES

DIGITAL EDITIONS

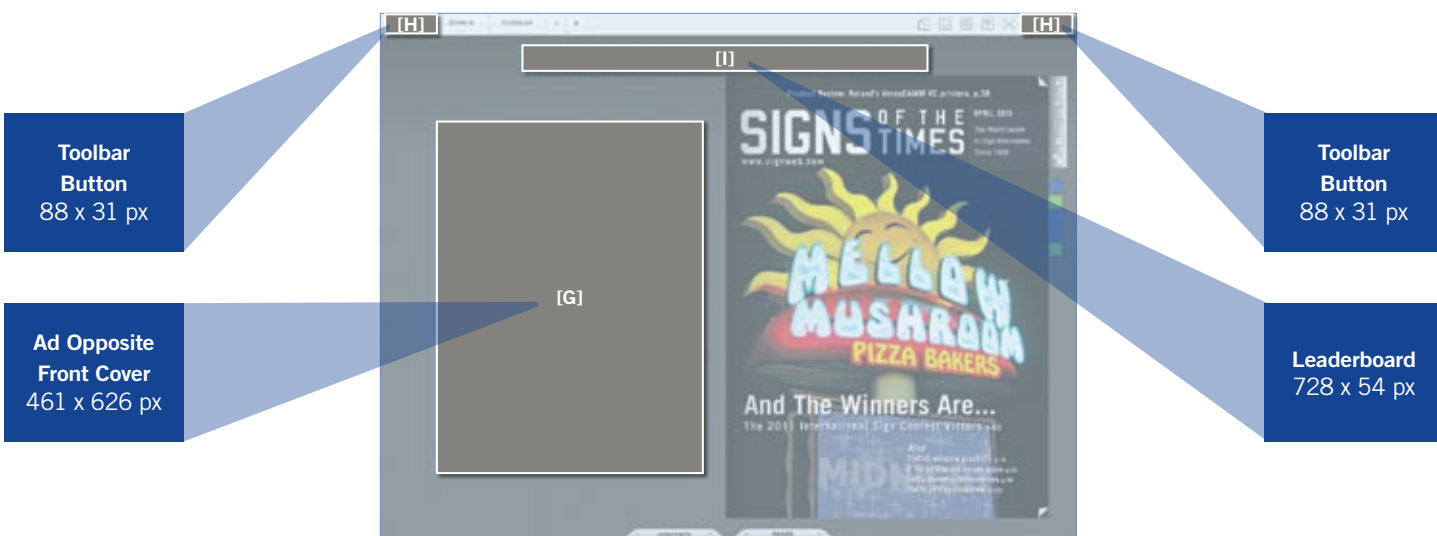
ENGAGE YOUR CUSTOMERS WITH INTERACTIVITY!

Audio, video, digital ad inserts, animated belly bands—your ads can work smarter and harder in the digital editions of *Signs of the Times*. E-mailed to readers and accessible directly from the website, each digital edition is sent to 27,000 recipients* who interact with the magazine via keyword searches, e-mailing of articles, magnification and live links to your website.

Advertisers in the print edition automatically have an advertisement in the exact-replica digital editions. However, it is possible to advertise in the digital edition only, per the rates to the right.

*6-month average / Source: Publisher's data

	AD TYPE	RATE
G	Ad Opposite Front Cover*	\$1,200 / issue
H	Toolbar Buttons	\$150 / issue
I	Leaderboard	*Included with Ad Opposite Front Cover
	Digital Belly Band	\$250 / issue
	Digital Ad Insert	\$250 / issue
	Video or Audio Integration	\$300 / issue
	Ad Animation	\$500 / per ad
For more information, contact your account manager.		



PODCASTS

Generate a buzz for your latest products and services by having one of your top executives speak directly to our highly qualified audience using the latest technology. Our team will produce an engaging multimedia advertorial from a simple 30-minute interview with your executive, edit the conversation to your satisfaction and add photographs, PowerPoint slides and/or videos for an additional fee. We will produce the advertorial, promote it through our e-newsletter and host it on our website where users can view or download it as a podcast.

You'll own the final file and can post it on your website or use it as you wish.

AUDIO ONLY	WITH IMAGES
\$2,995	\$4,995

CUSTOM WEBINARS

Our team of experts can deliver a webinar tailored to your needs. From turnkey custom webinars to multimedia marketing campaigns to help you draw the widest possible audience for your self-produced webinars, we can do it all. We can produce the webinar, assist in content creation, manage the marketing campaign and/or host the webinar. Some of the possibilities include:

- Single sponsor with control of content
- Live white papers or other educational sessions sponsored exclusively by your company
- Co-sponsorship of a program involving multiple vendors

Your branding will appear on all promotions, registration pages and in the webinar itself. You'll receive the final database of all registrants and have the option of conducting a poll during the webinar to gain market intelligence. **Contact your account manager for details and a custom proposal and quote.**


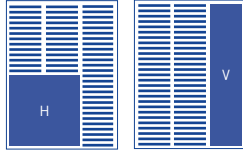
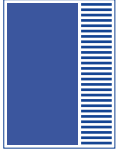
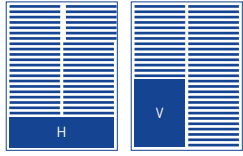
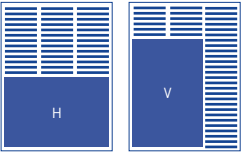

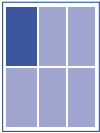
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PRINT ADVERTISING DISPLAY RATES

FOUR-COLOR RATES

RATE CARD 60 Effective with the January 2012 issue.

FULL PAGE		1X	\$5,845		1X	\$2,923	
		3X	\$5,603		3X	\$2,801	
		6X	\$5,235		6X	\$2,617	
		9X	\$5,070		9X	\$2,535	
		12X	\$4,923		12X	\$2,461	
		18X	\$4,660		18X	\$2,330	
8" x 10.875" (include .125" bleed on all sides) Spread ad = 16" x 10.875"				H: 4.5625" x 4.875" / V: 2.1875" x 10"			
2/3 PAGE		1X	\$4,676		1X	\$2,338	
		3X	\$4,482		3X	\$2,241	
		6X	\$4,188		6X	\$2,094	
		9X	\$4,056		9X	\$2,028	
		12X	\$3,938		12X	\$1,969	
		18X	\$3,728		18X	\$1,864	
4.5625" x 10"				H: 7" x 2.3125" / V: 3.25" x 4.875"			
1/2 PAGE		1X	\$3,916		1X	\$1,929	
		3X	\$3,754		3X	\$1,849	
		6X	\$3,507		6X	\$1,727	
		9X	\$3,397		9X	\$1,673	
		12X	\$3,298		12X	\$1,624	
		18X	\$3,122		18X	\$1,538	
H: 7" x 4.875" / V: 4.5625" x 7.5"				H: 4.5625" x 2.3125" / V: 2.1875" x 4.875"			
PRODUCT SPOTLIGHT		Design your own ad to fit in a finished space of 2.25 x 4.5 inches OR send us the materials, and we'll design the ad:				1X	\$1,200
		<ul style="list-style-type: none"> • One product shot as a digital file (digital pictures need to be 300 DPI and sized to 2.25 x 2.5 in.) • 75 words of ad copy, including your contact information • Four-color ad • See display rates to the right 				3X	\$1,050
		Product Spotlight advertising does not earn frequency discounts for display advertising and is non-commissionable.				6X	\$900
						9X	\$850
						12X	\$700
						18X	\$650

COMMISSIONS AND DISCOUNTS

CORPORATE/COMBINATION DISCOUNTS

Advertisements placed in other ST Media Group International products (print and electronic) apply toward frequency rates in *Signs of the Times*.

AGENCY COMMISSION

15% discount to recognized advertising agencies with satisfactory credit rating, and if paid within 30 days.

INSERTS

Furnished by advertiser; subject to prior approval by publisher. Contact your Account Manager three months in advance of publication for specifications, quantities and costs.

MAXIMIZE YOUR MARKETING

ADVERTISING DEADLINES

See below for the ad-material deadline. If ad copy is not furnished by ad-material deadline, the last approved advertisement will be inserted, regardless of size. If we do not have previous material, we will then fill the space. **Cancellations are not accepted after closing date.**

2012	Space Close	Materials Due
JANUARY	11.16.11	12.01.11
BUYERS' GUIDE	11.30.11	12.19.11
FEBRUARY	12.14.11	01.03.12
MARCH	01.19.12	02.02.12
APRIL	02.16.12	03.05.12
MAY	03.19.12	04.02.12
JUNE	04.17.12	05.01.12
JULY	05.17.12	06.04.12
AUGUST	06.18.12	07.02.12
SEPTEMBER	07.17.12	07.31.12
OCTOBER	08.20.12	09.04.12
NOVEMBER	09.18.12	10.02.12
DECEMBER	10.16.12	10.30.12

See insert included with this kit for file specs and file submission guidelines.

**IF YOU HAVE ANY QUESTIONS,
PLEASE CALL THE PRODUCTION CONTACT:**

Linda Volz

E / linda.volz@stmediagroup.com

P / 513.263.9398

F / 513.744.6998

LIST RENTAL – BOOST YOUR MULTIMEDIA CAMPAIGNS

Our **direct-response subscriber list** is regularly updated and offers a variety of selections to help you pinpoint your audience. Responsive e-mail, postal and telephone contacts help you connect with decision makers in various segments of the industry.

We also offer our separately developed e-mail list that gives you the broadest reach within the marketplace. This **e-announcement list** is perfect for getting maximum exposure at flat-rate pricing. These professionals have indicated they are seeking information about industry products and events and have asked to receive relevant information. (See the E-Marketing section for details.)

Both list options are a great way to reinforce your overall marketing message. Contact your account manager for more information on quantities, available selections and pricing.

DIRECT-RESPONSE SUBSCRIBER LIST				
Ad Type	Min. Order	Base Rate	Selections	Other
Postal	5,000	\$125/M	+\$15/M (Geo, ZIP, SCF, Demos)	With Phone: +\$70/M Electronic file would be e-mailed directly to mailhouse
E-mail	3,000	\$325/M	+\$15/M (Geo, ZIP, SCF, Demos)	Deployment Fee +\$175/flat Deployment must be handled by ST Media (Includes deployment statistics, HTML or text)
E-ANNOUNCEMENT LIST				
Flat-rate price = \$1,630				

ACCOUNT MANAGERS & TERRITORIES

Our experienced team of account managers will help you optimize your marketing efforts.



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