



INDUSTRIAL + Specialty Printing

2012 Marketing Planner

THE *ISP* AUDIENCE:

- LUCRATIVE
- GROWING
- EXCLUSIVE

industrial-printing.net



INDUSTRIAL + Specialty Printing

Brand Mission

Industrial + Specialty Printing (ISP) delivers a unique, hard-to-reach and rapidly growing audience of professionals that use printing as an integral part of their manufacturing process. Encompassing all print technologies used in industrial settings, *ISP* reaches buyers in a host of industries including printed electronics, automotive, medical, equipment manufacturing, solar cell, OLED, and many more. Use our comprehensive blend of print and electronic media to connect with lucrative prospects in what is universally recognized as the one segment of the printing industry certain to experience explosive growth in the years ahead.

Multichannel Reach

UNMATCHED REACH TO PROSPECTS AND CUSTOMERS

Integrate *Industrial + Specialty Printing's* multimedia opportunities to your marketing strategy and reach a global market every time you advertise! *iSP* uses multiple channels—print, online, e-communication, and trade shows—to help you touch prospects and customers daily, monthly, and annually.

<p>Print</p>	<ul style="list-style-type: none"> ➤ 34,000 total print reach ➤ 12,000 subscribers¹ ➤ 22,000 pass-along readers² 	<p><i>Industrial + Specialty Printing</i> delivers 12,000 print subscribers 6x per year. On average, each subscriber passes his or her magazine to 1.84 additional people, which means you get a total print reach of 34,000 prospects.</p> <p><small>1 Source: June 2011 circulation database 2 Source: June 2011 <i>iSP</i> readership survey</small></p>	<p>P 4</p>
<p>Online</p>	<ul style="list-style-type: none"> ➤ Reach all industrial-printing sectors 	<p>Industrial-printing.net features a community of professionals including industrial printers, product purchasers, and company executives in the U.S. and around the world.</p>	<p>P 8</p>
<p>E-Newsletter</p>	<ul style="list-style-type: none"> ➤ Delivered 2x month 	<p><i>Industrial + Specialty Printing's</i> iNSIDER e-newsletter reaches opt-in members who desire timely news, industry trends, and the latest innovation.</p>	<p>P 10</p>
<p>Digital Edition</p>	<ul style="list-style-type: none"> ➤ Engage customers with interactivity 	<p>Digital editions allow readers to receive their publications quickly, access advertiser websites, and store past editions for easy reference.</p>	<p>P 11</p>
<p>Social Networks</p>	<p>An expanding community of graphics professionals</p> 	<p><i>Industrial + Specialty Printing's</i> growing presence on LinkedIn, Facebook, and Twitter connects industrial-printing professionals and vendors throughout the world.</p>	<p></p>
<p>Trade Shows</p>	<ul style="list-style-type: none"> ➤ Bonus Distribution 	<p>Reach additional buyers with your marketing message. Bonus distribution occurs at these key shows:</p> <ul style="list-style-type: none"> ➤ FlexTech Alliance / Annual Flexible Electronics and Display Conference ➤ Printed Electronics & Photovoltaics Europe 2012 ➤ Printed Electronics USA & Photovoltaics USA 2012 ➤ IPC APEX Expo 2012 ➤ SEMICON West ➤ SGIA Expo 	<p></p>

The *iSP* Audience: Lucrative and Growing



INDUSTRIAL APPLICATIONS ARE GROWING AT UNPRECEDENTED RATES. Printed electronics alone have been forecasted to grow by a factor of 30 over the next decade. Demand for solar cells, RFID solutions, and “smart” technology is soaring at even faster rates. In every application and market sector, **the growth potential for industrial printing technology is enormous.**

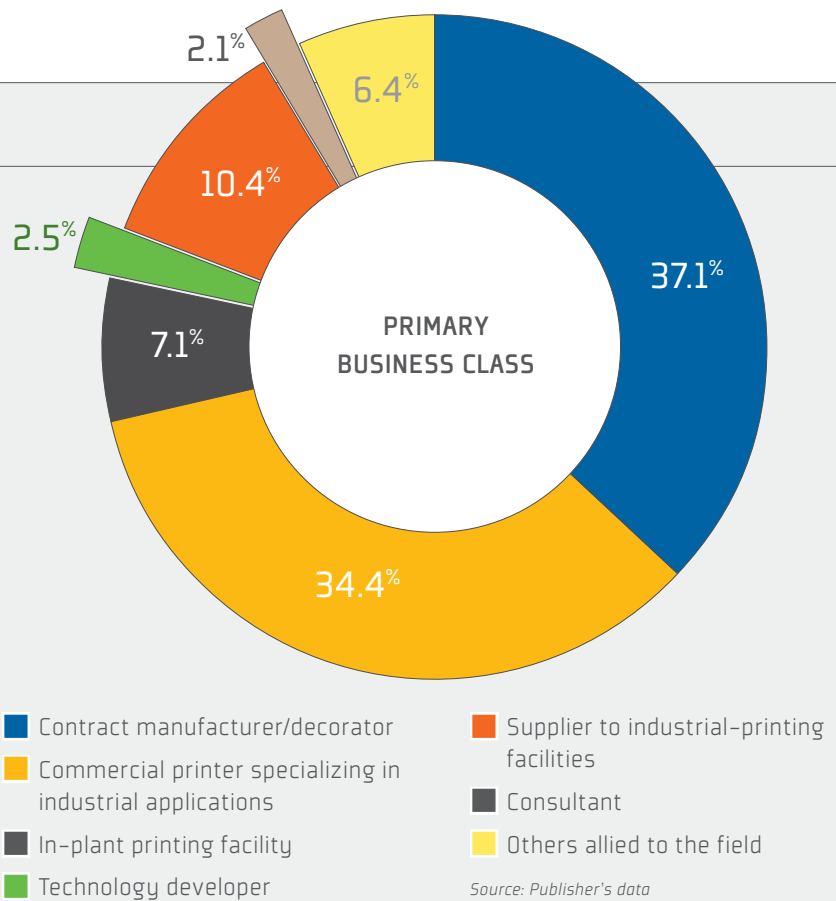
Industrial + Specialty Printing delivers this explosive market to you by reaching the hard-to-find, in-plant shops, contract decorators, and industrial-printing specialists that make up this vast industry. **Only *iSP* covers all of the market segments and all of the imaging processes used in industrial applications,** making it the perfect vehicle for you to make your marketing presence known to **an audience 12,000 strong.**

REACH NUMEROUS INDUSTRIAL SECTORS

ON AVERAGE, *iSP*'S READERS ARE ENGAGED IN 4.0 INDUSTRIAL MARKET SECTORS, INCLUDING:

- Electronics/membrane switch/flex circuits
 - Appliance/equipment manufacturing
 - Decals/labels/nameplates
 - Packaging/container
 - Consumer products
 - Solar cell/energy
 - Credit/gift cards
 - Automotive
 - Medical
 - OLED
 - RFID
- Other industrial applications

Source: June 2011 *iSP* Readership Survey



86% of our subscribers say they are **extremely satisfied** or very satisfied with *iSP*.

Source: June 2011 *iSP* Readership Survey

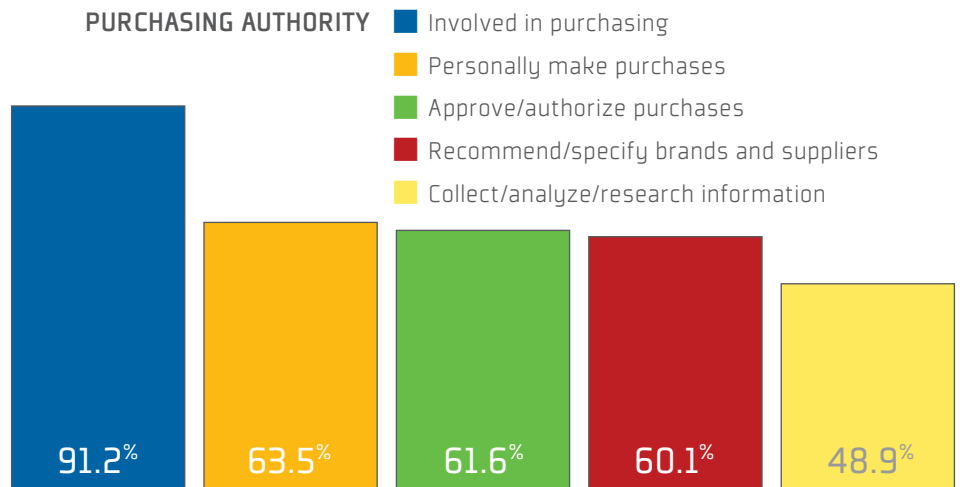
REACH PRINTERS USING THE GAMUT OF IMAGING PROCESSES

ON AVERAGE, *iSP* READERS USE 2.9 DIFFERENT INDUSTRIAL-PRINTING PROCESSES IN THEIR FACILITIES, INCLUDING:

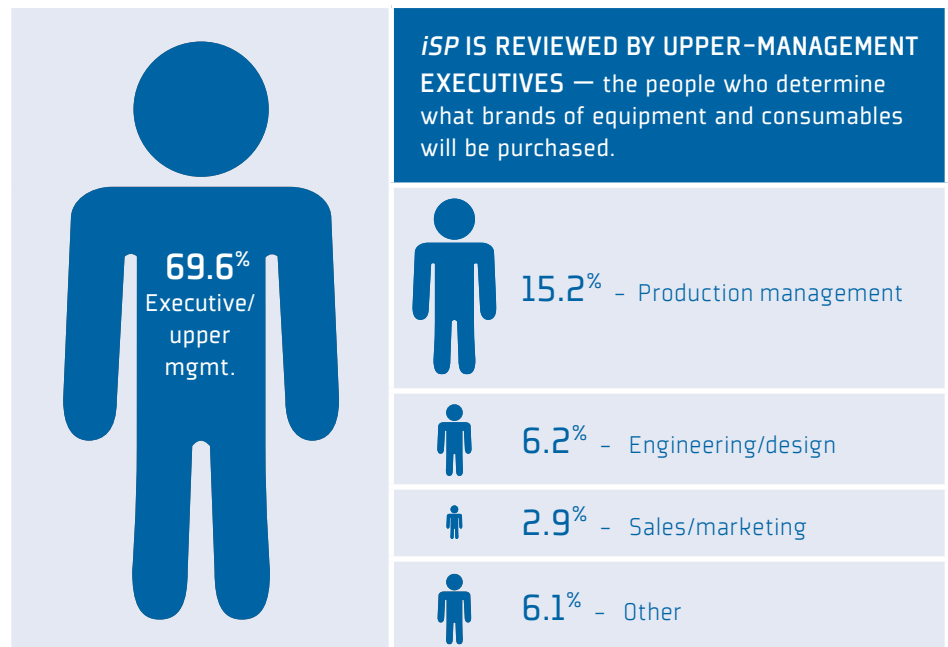
- Screen printing
- Inkjet printing
 - Diecutting
- Flexography
- Hot stamping
- Pad printing
- Offset printing
- In-mold decoration
- Other imaging processes

Source: June 2011 *iSP* Readership Survey

REACH DECISION MAKERS WITH THE POWER TO BUY



Source: Publisher's data



97.5% of our subscribers were **pleased with the technology coverage** in *iSP*.

Source: June 2011 *iSP* Readership Survey



Gail Flower

GAIL FLOWER
Editor

FROM THE EDITOR

Industrial + Specialty Printing (iSP) is the only magazine covering both functional and decorative printing done as part of the manufacturing process.

The magazine's mission is to provide management and technical advice to **plant managers, corporate operating officers, process supervisors, and other executive readers** working in plant printing departments, contract industrial printers, and commercial printers. The types of printing processes used in industrial and specialty printing include screen printing, digital printing, flexography, hot stamping, pad printing, jetting, and in-mold labeling, as well as cutting, finishing, and quality-control processes.

At a time when many markets are shrinking, industrial and specialty printing markets — such as alternative energy solar cell manufacturing, radio-frequency identification, membrane switches, smart cards, and OLED (organic light-emitting diode) production — represent **burgeoning, highly profitable areas of growth**. Each issue of *iSP* carries news, new products, case histories, shop tours, management advice, and information on these new technologies to **bridge the gap between experts in the field and those seeking growth in this important market base**. Our in-depth features cover printing information from world class experts written in an understandable, educational format to help build relationships between people who share a common purpose.



WE WANT TO HEAR FROM YOU!

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

Gail Flower, Editor
Industrial + Specialty Printing
11262 Cornell Park Dr.
Cincinnati, OH 45242
gail.flower@stmediagroup.com.

iSP SHOWCASES CUTTING-EDGE FEATURES, BUSINESS-MANAGEMENT ADVICE COLUMNS, INDUSTRY NEWS, AND NEW PRODUCTS TO HELP PRINTERS TRANSFORM PROCESSES AND INCREASE OUTPUT. Readers can receive the magazine in a hard-copy format or as a digital edition. They can also use Facebook, LinkedIn, or Twitter to receive educational content. An e-newsletter, The iNSIDER, has content delivered every other week via e-mail.

PROCESSES EXPLORED

Industrial + Specialty Printing (iSP) explores a diverse range of technologies employed by industrial-printing facilities, including screen printing, inkjet printing and other digital-imaging technologies, pad printing, hot stamping, in-mold decoration, offset lithography, flexography, diecutting, and other finishing processes overlooked by other printing-industry publications.

SHARING INDUSTRY KNOWLEDGE

Technological advances are frequently driven by equipment and consumable manufacturers serving the industrial printing industry. We regularly leverage the expertise of these vendors by working with them to develop articles through which they can share their valuable knowledge with printers.

NUMEROUS MARKETS COVERED

iSP taps various markets including (but not limited to) automotive; medical; electronics, membrane switches, and flex circuits; RFID; OLED; solar cell and energy; consumer products manufacturers; decals, labels, and nameplates; packaging/container; credit/gift cards; appliance/equipment manufacturing; and aerospace.

READER INVOLVEMENT DRIVES THE PUBLICATION

iSP reaches in-plant printing operations within Fortune 500 companies, as well as contract decorators and commercial-printing companies that cater to the industrial market. Though job titles vary substantially in these different settings, iSP is written for the executives responsible for choosing the technologies and vendors these operations use.

Our editors remain focused on issues that are most important to readers. Input from our involved Editorial Advisory Board guarantees content reflecting trends at the top of each industry segment.

EXPERT ADVICE FROM INDUSTRY LEADERS

We offer a variety of highly educated and respected authors and printers who benefit readers with expert experience and insight about a range of technologies, markets, and management practices. Candid advice and observations from the industry-expert authors give our readers an edge in dealing with key business concerns.



Editorial Calendar

JANUARY / FEBRUARY		MARCH / APRIL		MAY / JUNE		
Reservations: 11.28.11	Materials: 12.12.11	Reservations: 02.02.12	Materials: 02.16.12	Reservations: 04.02.12	Materials: 04.16.12	
Printed Electronics		RFID Developments		Photovoltaics Update		
Solar Printing		Pad Printing		Screen Printing on Metal		
EDITORIAL HIGHLIGHTS	Conductive Inks		Flexible Electronics		Issues with Adhesives	
	Inkjet Printing		Membrane-Switch Materials		Finishing Methods	
	OLEDs		UV/LED Curing		Greeting-Card Printing	
	BUSINESS MANAGEMENT: Social Media		BUSINESS MANAGEMENT: Cost-Control Methods		BUSINESS MANAGEMENT Dealing with Medical Printing Requirements	
SOURCE	Inkjet Printing		Pad Printing		Cutting/Finishing	
	FlexTech Alliance, Flex Conference February 6-9, Phoenix, AZ		Printed Electronics & Photovoltaics Europe 2012 April 2-5, Berlin, Germany			
BONUS DISTR.	IPC APEX Expo February 28-March 1, San Diego, CA					

EDITORIAL ADVISORY BOARD



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JULY / AUGUST		SEPTEMBER / OCTOBER		NOVEMBER / DECEMBER	
Reservations: 06.04.12	Materials: 06.18.12	Reservations: 07.31.12	Materials: 08.14.12	Reservations: 10.01.12	Materials: 10.15.12
Printed Electronics		LEDs		Inks & Coatings	
Thick-Film Electroluminescent Printing		In-Mold Decoration		Smart-Card Production	
Adhesive Dispensing		Labels and Decal Printing		Automotive Printed Gauges	
Functional Films and Substrates		Substrates		Flexography	
Roll-to-Roll Printing		Nameplates and Panel Fronts		Diecutting	
BUSINESS MANAGEMENT: Employee Safety		BUSINESS MANAGEMENT: Protecting Customer IP		BUSINESS MANAGEMENT: Keeping up with Technology	
Printed Electronics		Substrates		Inks and Coatings	
SEMICON West 2012 July 10-12, San Francisco, CA		SGIA Expo Oct. 18-20, Las Vegas, NV		Printed Electronics USA & Photovoltaics USA 2012 November 29 - December 2, Santa Clara, CA	

Calendar subject to change.

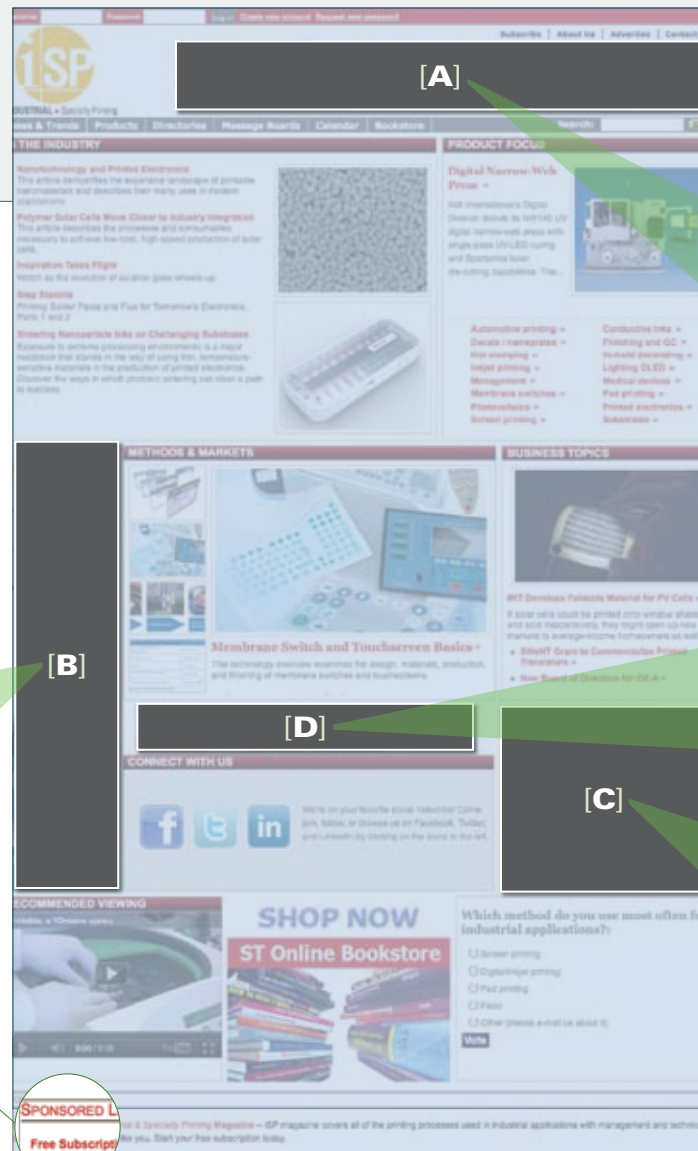
“ We expect investments on the order of \$1 billion [U.S.] in the next several years in particular into the large scale production of e-readers, OLED lighting, and organic photovoltaics (OPV). ”

- WOLFGANG MILDNER / Board of Directors
Organic and Printed Electronics Association (OE-A)

Web Display Opportunities

RUN-OF-SITE ADVERTISING

Your ad rotates through all available pages in industrial-printing.net, including the home page, classified advertising, search, and other prominent, high-traffic areas.



Leaderboard Banner
728 x 90 px

Standard Banner
468 x 60 px

Medium Rectangle
300 x 250 px

Wide Skyscraper
160 x 600 px

Sponsored Links
Place your link and one line of descriptive text at the bottom of pages throughout industrial-printing.net

	AD TYPE	RATE
A	Leaderboard Banner	\$720 / month
B	Wide Skyscraper	\$700 / month
C	Medium Rectangle	\$900 / month
D	Standard Banner	\$250 / month
	Sponsored Links	\$720 / six months

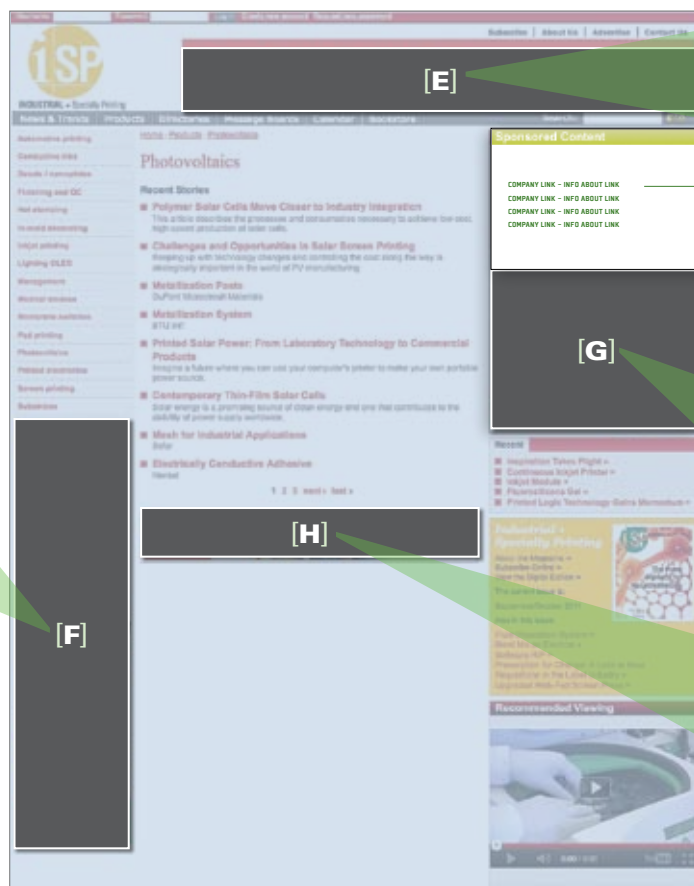
FILE SIZES AND RELATED SPECS:

See the specifications sheet included with 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 industrial-printing.net. Sponsorship features exclusive advertising on every page in the sponsored channel, plus a run-of-site banner for site-wide exposure. Channels include:

- > Automotive Printing
- > Hot Stamping
- > Management/Medical Devices
- > Printed Electronics
- > Conductive Inks
- > In-Mold Decoration
- > Membrane Switches
- > Substrates
- > Decals/Nameplates
- > Inkjet
- > Pad Printing
- > Finishing and QC
- > Lighting/OLED
- > Photovoltaics



Leaderboard Banner
728 x 90 px

Channel Sponsor Links

Links direct users to content on your website. PLUS: Twice a year, promote a sponsored content item for free in the INSIDER e-newsletter.

Wide Skyscraper
160 x 600 px

Medium Rectangle
300 x 250 px

Standard Banner
486 x 60 px

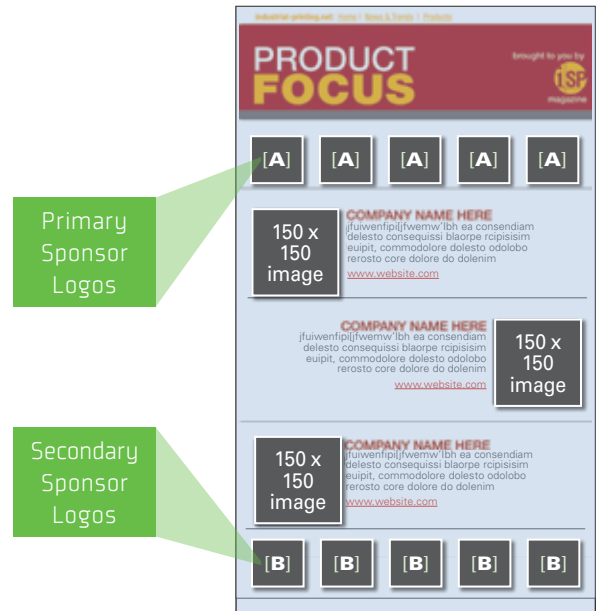
	AD TYPE	RATE
E	Leaderboard Banner	\$9,360 / year \$780 / month (includes all positions)
F	Wide Skyscraper	
G	Medium Rectangle	
H	Standard Banner	
	Additional Run-of-Site Standard Banner	

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. It's 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.

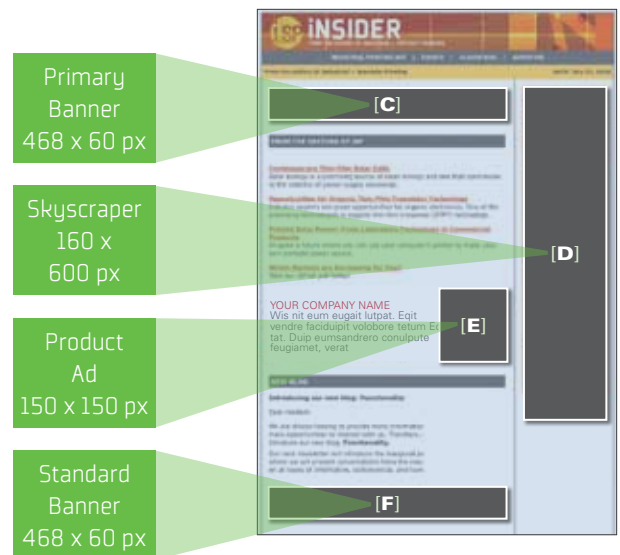
	AD TYPE	1X	6X	12X
A	Primary	\$475	\$450	\$420
B	Secondary	\$315	\$295	\$275
Other frequency rates available. Talk to your account manager for details.				



ISP INSIDER E-NEWSLETTER

Showcase your product or service in the INSIDER e-newsletter, and we'll deliver your message to opt-in industrial-printing professionals who are seeking news, events, and information on new products.

	AD TYPE	1X	6X	12X
C	Primary Banner	\$500	\$460	\$420
D	Skyscraper	\$600	\$560	\$520
E	Product Ad Photo + 250 characters	\$480	\$440	\$400
F	Standard Banner	\$280	\$260	\$240
Other frequency rates available. Talk to your account manager for details.				



Additional E-Marketing Opportunities

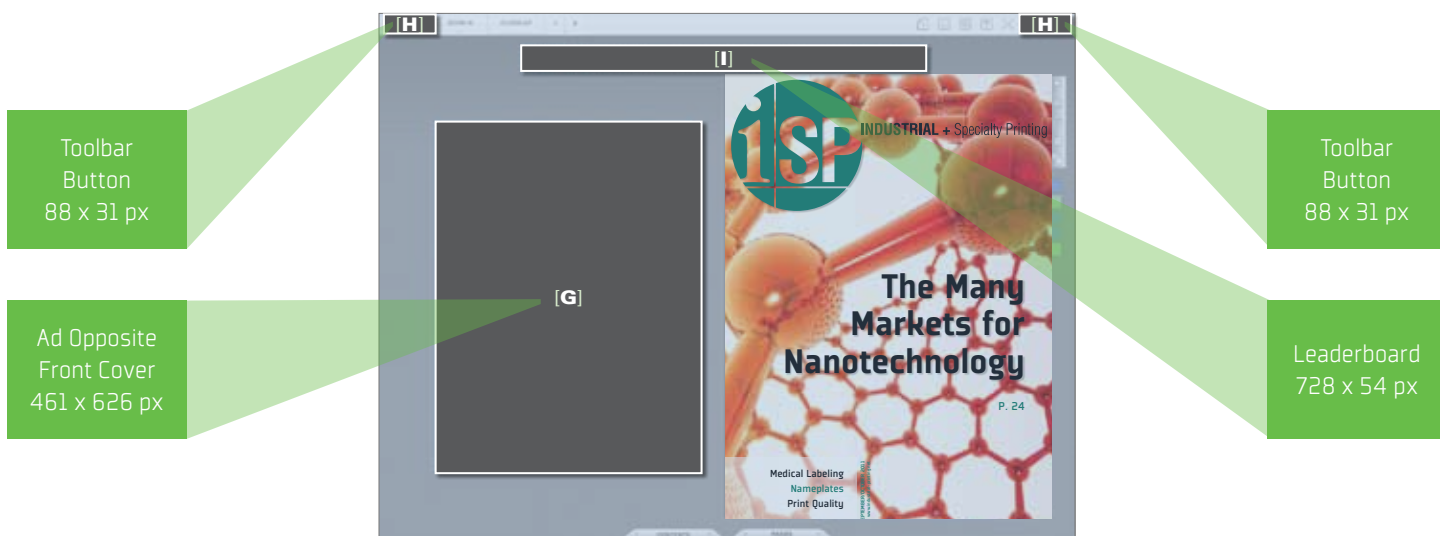
DIGITAL EDITIONS

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 *Industrial + Specialty Printing*. E-mailed to readers and accessible directly from the website, each digital edition is sent to industry professionals 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 at right.

	AD TYPE	RATE
G	Ad Opposite Front Cover*	\$1,200 / issue
H	Toolbar Buttons	\$150 / issue
I	Leaderboard	*Included w/ Ad Opposite Front Cover
	Digital Ad Insert	\$250 / issue
	Digital Belly Band	\$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, editing the conversation to your satisfaction and adding 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

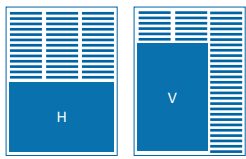
Your branding will appear on all promotions, registration pages, and in the webinar itself. You'll receive the final database of all registrants and have the option of conducting a poll during the webinar to gain market intelligence. Contact Lisa Zurick for details and a custom proposal and quote.

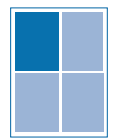
Print Advertising Display Rates

FOUR-COLOR RATES

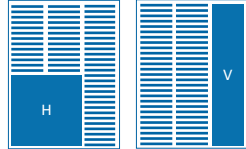
FULL PAGE		1X	\$4,597
		3X	\$4,417
		6X	\$4,237
		9X	\$4,147
		12X	\$4,057
		18X	\$4,057
		8" x 10.875" (include .125" bleed on all sides) Spread ad = 16" x 10.875"	

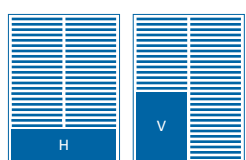
2/3 PAGE		1X	\$3,677
		3X	\$3,534
		6X	\$3,390
		9X	\$3,318
		12X	\$3,246
		18X	\$3,246
		4.5625" x 10"	

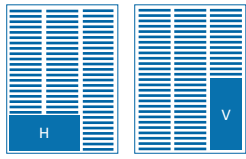
1/2 PAGE		1X	\$3,080
		3X	\$2,959
		6X	\$2,839
		9X	\$2,779
		12X	\$2,718
		18X	\$2,718
		H: 7" x 4.875" / V: 4.5625" x 7.5"	

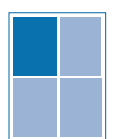
SOURCE		1X	\$995
		3X	\$920
		6X	\$845
		9X	\$770
		12X	\$695
		18X	\$620
		3.675" x 4.5" or send us one product shot as a digital file (300 dpi & sized to 3.25 x 2.5 in.), and 100 words of ad copy, including contact information.	
Place your ad near an article your customers are sure to read. See our new topic-driven SOURCE sections in the editorial calendar.			

RATE CARD 3 Effective with the January/February 2012 issue.

1/3 PAGE		1X	\$2,298
		3X	\$2,208
		6X	\$2,119
		9X	\$2,074
		12X	\$2,029
		18X	\$2,029
		H: 4.5625" x 4.875" / V: 2.1875" x 10"	

1/4 PAGE		1X	\$1,793
		3X	\$1,723
		6X	\$1,652
		9X	\$1,617
		12X	\$1,582
		18X	\$1,582
		H: 7" x 2.3125" / V: 3.25" x 4.875"	

1/6 PAGE		1X	\$1,333
		3X	\$1,281
		6X	\$1,229
		9X	\$1,203
		12X	\$1,177
		18X	\$1,177
		H: 4.5625" x 2.3125" / V: 2.1875" x 4.875"	

PRODUCT SPOTLIGHT		1X	\$995
		3X	\$920
		6X	\$845
		9X	\$770
		12X	\$695
		18X	\$620
		3.675" x 4.5" or send us one product shot as a digital file (300 dpi & sized to 3.25 x 2.5 in.), and 100 words of ad copy, including contact information.	

COMMISSIONS AND DISCOUNTS

CORPORATE/COMBINATION DISCOUNTS

Advertisements placed in other ST Media Group International products (print and electronic) apply toward frequency rates in *Industrial + Specialty Printing*.

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.

AGENCY COMMISSION

15% discount to recognized advertising agencies with satisfactory credit rating, and if paid within 30 days. (Product Spotlight and SOURCE advertisements do not earn frequency discounts for display advertising and are non-commissionable.)

MECHANICAL REQUIREMENTS

DIGITAL FILE REQUIREMENTS

No application files will be accepted.

- > **PDF** / Must be hi-res, print-ready PDF-X1a.
- > **EPS** / Must be 100% size. Please embed all images and convert all fonts to outlines.
- > **TIFF** / Must be 100% size. Please flatten any layers.

All images used in design must be 300 DPI and CMYK color profile. If you wish to use PMS or spot colors, notify your Account Manager, as additional charges will be applied.

The publisher will not be held responsible for color running incorrectly if a SWOP-certified digital color proof is not submitted by the advertiser/agency. A SWOP digital color proof should be submitted at 100% ad size by materials due date. The production coordinator should be notified in advance if a proof is needed. Laser or inkjet proofs at 100% are acceptable for content only, but cannot be used to guarantee color.

Do NOT include printer's marks (crop marks, registration marks, etc.) in the bleed of your file submission. All printer marks should be offset from the trim by 0.125". If these marks are included in the bleed of the file, there is a chance these marks will be printed in the final product.

PRINTING / WEB-OFFSET PRESSES

- > **Trim Size** / 8" x 10.875"
- > **Live Matter** / Text and any graphics that should not trim must be at least 0.25" from the trim.
- > **Bleed** / At least 0.125" bleed over trim on all sides.
Full and spread ads only.
- > **Spread** / Live matter must be at least 0.375" from gutter.

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.**

	Space Close	Materials Due
January / February	11.28.11	12.12.11
March / April	02.02.12	02.16.12
May / June	04.02.12	04.16.12
July / August	06.04.12	06.18.12
September / October	07.31.12	08.14.12
November / December	10.01.12	10.15.12

FILE SUBMISSION PROCEDURES



Visit our upload link at <http://upload.stmediagroup.com> to send your files electronically. The production coordinator will be contacted via e-mail when your file has arrived.



You can mail your digital files via CD or DVD to *Industrial + Specialty Printing* magazine, Attn: Linda Volz, 11262 Cornell Park Drive, Cincinnati, OH 45242.

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

ACCOUNT MANAGER



Steve Duccilli

Group Publisher, Signage and Graphics Group

E / steve.duccilli@stmediagroup.com

P / 800.925.1110, ext. 344 / 513.263.9344

F / 513.744.6944

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ST Media Group leverages unparalleled, trusted information to deliver the highest quality audience to the vendors in our markets.

THE PARENT COMPANY OF *isp* SERVES WORLDWIDE VISUAL COMMUNICATORS IN THE GRAPHICS AND DESIGN-RELATED INDUSTRIES WITH ADDITIONAL TRADE PUBLICATIONS AND EVENTS:

SIGNAGE AND GRAPHICS GROUP

SIGNS OF THE TIMES



THE **BIG PICTURE**
THE BUSINESS OF WIDE FORMAT

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EVENTS



DESIGN GROUP



PACKAGED**DESIGN**

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