

2009 EDITORIAL CALENDAR

January

Ad reservations	11/21/08
Materials Due	12/03/08
Mail Date	12/23/08

EDITORIAL HIGHLIGHTS

- Specialty Inks
- Sublimation Inkjet Printing onto Fabrics
- Garment Printer Profile

BONUS DISTRIBUTION

- The Signage and Graphics Summit, Rancho Bernardo Inn, San Diego, CA

May

Screenmaking

Ad reservations	03/26/09
Materials Due	04/03/09
Mail Date	04/28/09

EDITORIAL HIGHLIGHTS

- Stencil Systems
- Screen Mesh
- Decals, Labels, and Nameplates
- Garment Graphic-Design Software

September

SGIA Preshow Issue

Ad reservations	07/28/09
Materials Due	08/05/09
Mail Date	08/25/09

EDITORIAL HIGHLIGHTS

- Inkjet Technology Update
- Mesh Tensioning
- In-Mold Decorating
- SGIA Exhibition Preview

BONUS DISTRIBUTION

- SGIA 2009, New Orleans, LA

Special E-zine Issue

The September preshow issue will be sent to members of the Graphics Provider Network. Your ad in September will receive thousands of additional exposures at no extra charge.

February

Ad reservations	12/15/08
Materials Due	01/06/09
Mail Date	01/27/09

EDITORIAL HIGHLIGHTS

- Automation in Screen Cleaning
- Glass and Ceramics Printing
- Large-Format Graphics Assembly

June

Ad reservations	04/28/09
Materials Due	05/05/09
Mail Date	05/26/09

EDITORIAL HIGHLIGHTS

- Membrane Switches
- Static Control
- Interacting with Customers Online

October

SGIA Show Issue

Ad reservations	08/27/09
Materials Due	09/04/09
Mail Date	09/29/09

EDITORIAL HIGHLIGHTS

- Outdoor Graphics
- High-Volume Production
- Pad Printing
- Business Management

BONUS DISTRIBUTION

- SGIA 2009, New Orleans, LA

March

UV Inks

Ad reservations	01/26/09
Materials Due	02/03/09
Mail Date	02/24/09

EDITORIAL HIGHLIGHTS

- UV Screen-Printing Inks
- Troubleshooting UV Curing
- Business-Management Software
- Squeegees

SCREEN LEADER

(see inside back cover for details)

July

Ad reservations	06/01/09
Materials Due	06/09/09
Mail Date	06/30/09

EDITORIAL HIGHLIGHTS

- High-Resolution Graphics
- Digital Printing
- Industry Training

The Solution Sourcebook

This special section of the July issue is a reference guide that provides production tips and resources that can be used year round to simplify product purchasing.

November

Ad reservations	09/24/09
Materials Due	10/02/09
Mail Date	10/27/09

EDITORIAL HIGHLIGHTS

- CTS Imaging Technology
- Thermoforming
- Rotary Screen Printing

SCREEN LEADER

Special Industrial Printing Section

Product information and feature articles that cover a variety of decorating technologies and materials, including pad-printing, doming, die-cutting, industrial films, and more. This special section will be sent as a PDF e-supplement to registered users of ScreenWeb. Section advertisers will be included in this bonus distribution at no charge.

April

Ad reservations	02/24/09
Materials Due	03/04/09
Mail Date	03/24/09

EDITORIAL HIGHLIGHTS

- Industrial Printing Roundtable
- Graphics Screen Printing
- Regulatory Update

BONUS DISTRIBUTION

- ISA Sign Expo, Las Vegas, NV

Special Garment Decoration Section

Coverage of specialty decorating options for garment screen printers, including digital printing, special-effect screen printing, sublimation, embroidery, and more. This will be sent as a PDF e-supplement to registered users of ScreenWeb.

August

Substrates and Media

Ad reservations	06/29/09
Materials Due	07/08/09
Mail Date	07/28/09

EDITORIAL HIGHLIGHTS

- Rigid Display Graphics Substrates
- Eco-Friendly Printing Products
- Sustainable Business Practices
- Garment Printing

BONUS DISTRIBUTION

- FESPA Mexico World Expo, Mexico City, Mexico

SCREEN LEADER

December

Ad reservations	10/27/09
Materials Due	11/04/09
Mail Date	11/24/09

EDITORIAL HIGHLIGHTS

- Industrial Inkjet Printing
- Standardizing Production
- SGIA Exhibition Review

BONUS DISTRIBUTION

- USSC Sign World, Atlantic City, NJ

Calendar and bonus distribution are subject to change.

2009 RATES

BLACK & WHITE RATES

	1X	3X	6X	12X	18X	24X	36X
PAGE	\$3,856	\$3,663	\$3,470	\$3,278	\$2,969	\$2,776	\$2,661
2/3 pg	\$3,085	\$2,931	\$2,776	\$2,622	\$2,375	\$2,221	\$2,129
1/2 pg	\$2,584	\$2,454	\$2,325	\$2,196	\$1,989	\$1,860	\$1,783
1/3 pg	\$1,928	\$1,832	\$1,735	\$1,639	\$1,485	\$1,388	\$1,330
1/4 pg	\$1,504	\$1,429	\$1,353	\$1,278	\$1,158	\$1,083	\$1,038
1/6 pg	\$1,118	\$1,062	\$1,006	\$951	\$861	\$805	\$772
1/8 pg	\$925	\$879	\$833	\$787	\$713	\$666	\$639

FOUR-COLOR RATES

	1X	3X	6X	12X	18X	24X	36X
PAGE	\$4,856	\$4,663	\$4,470	\$4,278	\$3,969	\$3,776	\$3,661
2/3 pg	\$4,085	\$3,931	\$3,776	\$3,622	\$3,375	\$3,221	\$3,129
1/2 pg	\$3,584	\$3,454	\$3,325	\$3,196	\$2,989	\$2,860	\$2,783
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1/8 pg	\$1,925	\$1,879	\$1,833	\$1,787	\$1,713	\$1,666	\$1,639

MARKETPLACE

	1X	3X	6X	12X
	\$1,600	\$1,475	\$1,375	\$1,275

COLOR RATES

- Standard AAAA colors, each \$435
- Matched (PMS) colors, each \$535
- Metallic and fluorescent colors, each \$585
- Four-color process (see rates above), \$1000

COVER AND INSERT RATES: Contact the publisher or your *Screen Printing* account manager.

ISLAND POSITIONS: Available for 1/2-page vertical ads only at a 15% premium over black & white rates.

BLEED PAGES: Bleed pages incur no additional charges. Only spreads, full-page, 2/3-page, and 1/2-page horizontal ads are accepted.

MARKETPLACE ADVERTISING: Marketplace ads are non-commissionable and do not earn frequency discounts for display advertising.

AGENCY COMMISSION: 15% discount to recognized advertising agencies with a satisfactory credit rating, if paid within 30 days.

CORPORATE/COMBINATION DISCOUNTS: Advertisements placed in other ST Media Group International magazines apply toward frequency rates in *Screen Printing*.

SCREEN PRINTING

Visit our special advertiser section at www.stmediagroup.com.

RATE CARD 57 Effective with the January 2009 Issue