

PRINTACTION

CANADA'S #1 INFORMATION SOURCE FOR PRINTING AND IMAGING PROFESSIONALS



PACKAGED MEDIA PLAN RATES

**SPACE CLOSING
FEBRUARY 9**

**MATERIAL DEADLINE
MARCH 23**

ADVERTISING CONTACT:
STEPHEN LONGMIRE
Associate Publisher
p 416-510-5246
c 416-545-7155
slongmire@annexbusinessmedia.com

CHOOSE YOUR PLAN



	PRINT	VIDEO	DIGITAL	
	PRINTACTION MAGAZINE March (pre-show) issue Circulation: 10,081	GRAPHICS CANADA BOOTH VIDEO	GRAPHICS CANADA DIGITAL WRAP-UP EDITION Post-Show Coverage	GRAPHICS CANADA E-CONNECT
FULL PAGE PACKAGE Total package value: \$8,935 Show special: \$7,150 Savings: \$1,785 20% SAVINGS	 FULL PAGE Trim: 9" x 12" Bleed: 9.125" x 12.125"	 Finished 1-2 minute video On-site product B-roll On-site trade show B-roll	 Full page in digital edition	
1/2 PAGE PACKAGE Total package value: \$6,915 Show special: \$5,875 Savings: \$1,040 15% SAVINGS	 1/2 PAGE VERTICAL 3.875" x 11" OR 1/2 PAGE HORIZONTAL 8" x 5.375"	 Finished 1-2 minute video On-site product B-roll On-site trade show B-roll	 Half page in digital edition	
1/4 PAGE PACKAGE Total package value: \$4,040 Show special: \$3,590 Savings: \$450 10% SAVINGS	 1/4 PAGE 3.875" x 5.475"	 Finished 1-2 minute video On-site product B-roll On-site trade show B-roll		
EVENT PACKAGE Total package value: \$1,590 Show special: \$1,395 Savings: \$195 10% SAVINGS		 Finished 1-2 minute video On-site product B-roll On-site trade show B-roll		

PRINTACTION

PrintAction magazine, for more than 55 years, publishes leading editorial content to professionals in Canada's graphic printing communications industry. Published 10 times a year, the magazine has the largest audited circulation in the Canadian marketplace, as verified by the Alliance for Audited Media. Our targeted readership of Canadian printing and packaging companies provides advertisers with an ideal platform to convey specific and timely messaging.

PrintAction also provides industry-leading news and technical articles for Canada's printing community through our online property *PrintAction.com*. *PrintAction This Week* is a weekly electronic newsletter directing readers to our online content, as well as a digital version of the monthly magazine.

Full Page:
\$6,350
Half Page:
\$4,650
Quarter Page:
\$2,450

GRAPHICS CANADA E-CONNECTS PRODUCT SHOWCASE

A cost effective shared deployment to promote what you are going to be exhibiting and promoting at Graphics Canada to our opt-in database of industry decision makers. Lead generation reports provided within 2 weeks.



\$595

GRAPHICS CANADA BOOTH VIDEO

Graphics Canada is a great place to show off your products with a Booth Video. Having your influential staff on site with your product on display is the perfect opportunity to market your latest products and services.

Your finished 1-2 minute video includes:

- ✓ On-site interview with company representative
- ✓ On-site product B-roll
- ✓ On-site conference or expo B-roll
- ✓ On-site supplied product photos



\$995

GRAPHICS CANADA DIGITAL WRAP-UP EDITION

PrintAction's Graphics Canada wrap-up edition is an online digital magazine that will recap all of the news and products coming out of Graphics Canada. This is a great opportunity for your company to receive post-event exposure to a dedicated audience of graphic printing communications professionals.

If your company plans to introduce a new product, solution or technology at Graphics Canada, *PrintAction's* Graphics Canada wrap-up edition is a great fit for you!

The digital, interactive flip-style magazine will be posted on *PrintAction.com* and distributed (as an e-blast) to the more than 8,000 opt-in subscribers of the *PrintAction This Week* e-newsletter.

Full Page:
\$995
Half Page:
\$675

GOLD SPONSORSHIP

- ✓ Banner ad on front cover (1/3 page size) of online digital magazine
- ✓ Skyscraper ad on digital edition
- ✓ Inside front cover ad in digital magazine
- ✓ Recognition as Graphics Canada wrap-up edition sponsor on all e-mails/e-blasts sent promoting the digital magazine
- ✓ Embedded video in your ad

\$2,500

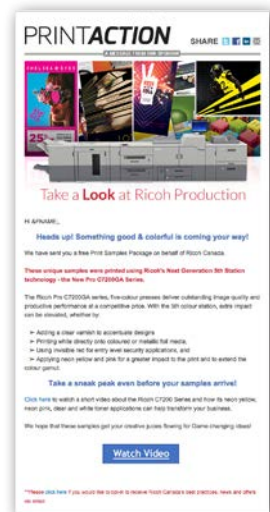
SILVER SPONSORSHIP

- ✓ Full page ad opposite cover of digital magazine
- ✓ 2 full page ads in centre spread of online digital magazine
- ✓ Recognition as Graphics Canada wrap-up edition sponsor on all e-mails/e-blasts sent promoting digital magazine
- ✓ Embedded video in your ad

\$2,000

CUSTOM E-BLASTS

Our opt-in demographic based e-blast list offers you the opportunity to refine a customized group of prospective clients based on industry type, job title, company size, and geographic region. Full reporting is provided at the conclusion of each broadcast which includes sent, delivered, opened, and click-throughs. Full lead-generation reporting is provided for all click-throughs.



\$400/M