

DIGITAL MAGAZINES - TECHNOLOGY HANDBOOKS

PrintAction's Technology Handbooks are a series of digital magazines that focus on a single product category within Canada's printing and imaging industries.

With its digital-only format, our Technology Handbooks are innovative, multi-platform, interactive and cost-effective marketing tools that should not be missed.

Production Inkjet

Ad Close: March 5

Ad Material Due: March 15

Wide Format Guide

Ad Close: May 17

Ad Material Due: May 27

Label Printing

Ad Close: September 6

Ad Material Due: September 17



Each of PrintAction's 2019 Technology Handbooks will be promoted via:

- 1) **PrintAction's** weekly e-newsletter sent to more than 8,600 opt-in subscribers (open rate 40%)
- 2) Dedicated e-blast sent to our e-product subscribers
- 3) Online ads on *PrintAction.com*
- 4) Twitter (2,300 followers)

PROMOTION

Advertisers in each Technology Handbook receive the following:

- 1) Full page ad – 8" x 10-3/4"
- 2) 500-600 word article, with image, logo, company info, and embedded rich-media (video or other)
- 3) Lead generation report
- 3) Exposure via **PrintAction's** website, e-newsletters, social media and e-blast platforms

Cost: 1x: \$995
2x: \$895

BENEFITS

