

# **SIGN** & **Digital Graphics**



**Presents:**

# **The Guide** **Double Issue**

Sign & Digital Graphics is proud to bring our subscribers the most thorough listing of recognized industry suppliers to the sign market. The double issue, hitting the streets at the end of February, will be presented in combination with our regular March issue, over 200 pages! Your investment includes a listing in our printed directory which will be featured online for the next year. We have a solution for any budget. The bigger you play, the more you get!

Your Ad in the Buyer's Guide		Contact Info	Summary Description	Logo	Product Images
Basic	None	X	X		
Premium	Marketplace, Product Highlight, 1/6, 1/3, 1/2	X	X	X	
	2/3, full page	X	X	X	Up to 3
	full page +	X	X	X	Up to 3

## Options:

(samples shown below reflect print listing)

### Basic

**21C GRAPHICS INC**  
Distributor in WHOLESALE - (GRADE ONLY)

Vehicle Air Ride is available in the U.S. exclusively from 21C Graphics, providing a cost effective alternative to vinyl wrap.

2116 Olympic Dr  
Martinez, CA 94553  
<http://www.21cgraphics.com>  
707-333-0393

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**360 DIGITAL IMAGING SOLUTIONS**  
Distributor in BANNER MATERIAL & SUPPLIES, DIGITAL PRINTING

360 Digital Imaging Solutions is your complete large-format supplier. 360DIG offers a complete solution, tying together ink, media, laminates and equipment.

8155 Mercury Ct Ste 120  
San Diego, CA 92111  
<http://www.360dis.com>  
866-360-0111

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**3A COMPOSITES GRAPHIC DISPLAY**  
Manufacturer in MEDIA / LAMINATES

Your trusted brand leader for signage and display for more than 40 years, 3A Composites U.S.A. has been the industry leader for rigid substrates.

721 Jetton St Ste 325  
Davidson, NC 28036  
<http://www.graphicdisplayusa.com>  
800-626-3365 • 704-658-3500

### Marketplace to 1/2 Page Ad Buy

**4EVER PRODUCTS**  
Manufacturer in ARCHITECTURAL & STOCK SIGNS, BANNER MATERIAL & SUPPLIES

4Ever Products is the leading sign frame manufacturer. Our sign frames are shipped same day!

2115 Hills Ave NW  
Atlanta, GA 30318-2716  
<http://www.4everproducts.com>  
877-902-4150 • 770-719-8927



### 2/3 Page to a Full Page Ad Buy

**3M COMMERCIAL SOLUTIONS**

Manufacturer in INTERIOR DECOR, 3D EFFECT, COLLAGE LETTER GRAPHIC, DIGITAL PRINTING, FLEX, FLOOR, SIGN & SIGN GROUP, SIGNAGE, GRAPHIC SERVICE / OTHER SERVICES

COMPANY SAYS: 3M Commercial Solutions helps customers worldwide build brands, by providing total graphics and sign management solutions. 3M In-Store Branding and Training programs offer graphics installers the opportunity to improve their skills.



3M Center Bldg 225 126-04  
Saint Paul, MN 55154-0001  
<http://www.3mgraphics.com>  
800-326-3008



### Full Page+ and Ancillary Ad Buys

**MUTOH**

Manufacturer in DIGITAL PRINTING / FINISHING EQUIPMENT, DIGITAL PRINTING HEAD, DIGITAL PRINTING MISC, SUBSTRATE EQUIPMENT / SUPPLIES, TRAINING / EDUCATION

COMPANY SAYS: Mutoh uses format printers, presses, UV printers, and solvent printers, dye-sublimation printers, direct to fabric printers, hybrid printers, vehicle wrap printers, musical printing presses, color management, Smart Printing Technologies.

COMPANY PROFILE: A leader in the industry for over 60 years, Mutoh America Inc is a leading manufacturer of wide-format printers and presses. Our standard line of wide-format printers range in sizes from 24- to 354-inches wide and cost at only \$4,495. Whether you're looking for print-on-demand, point signs, vehicle wraps, POP displays, trade show graphics, church or arena, Mutoh has the printer to fit your needs. Each Mutoh is equipped with Mutoh's Smart Printing Technology, including intelligent ink-reduce print technique that actually eliminates banding!

**MUTOH**

2600 S 47th St  
Phoenix, AZ 85034  
<http://www.mutoh.com>  
800-599-8584 • 480-860-7172



Model 12488E - 12' four head dye-sublimation printer

Model 1028E - 64" Wagon's Choice printer

Model 10328H - 64" hybrid UV-LED printer



## Category Header ads: \$495 each

Move your product to the head of the list by buying one of these premium slots.

## Films



3M's Wrap Film Series 1080 from 3M Commercial Solutions that includes eight new colors.



XPEL's ULTIMATE self-healing paint protection film, including BMW model applications.



LLumar window film is now the official window tint of West Coast Customs.



Avery Dennison's Supreme Wrapping Film portfolio offers a broad selection of color-change wrap films.

## 2-Page Tabbed Inserts: \$6000

### Alpha and Category Listings. (1 each)

Limited Availability – first come, first served.



## \*Thought Leadership Page - \$1000 each

Your company's advice to our readership regarding a topic you specialize in.

Examples:

- 10 Things to Consider When Purchasing a CNC Router
- 5 Critical Factors in Going Green
- Digital Printing Dos & Don'ts
- Lift Truck Safety Measures (etc.)

Manufacturer's Tip

### Tips from the Top: Investing in Wide Format

**Whether you are looking to break ground in the wide format print industry as an entrepreneur, or expand the capacity of your existing shop, knowing when and how to invest in high-quality machinery can be challenging. Before making your decision, heed the advice of those wide format industry pillars: Terry Downey, Mike McGrath Jr., and Jack Fouse. With more than 40 years of industry experience among them, this trio of wide format veterans has seen where beginners often fall short...**

**Evaluate the Market**  
Carve Your Niche  
For those aspiring to grow their wide format printing company, start by searching for gaps in the existing market where your business model operates. Jack Fouse, manager of Action Signs, "What are people doing out there?" Fouse continues, "Is there a need that's not being met?" Whether you aim to carve out your own niche market, or equip your shop to be an all-purpose signage supplier, start with a clear business plan. "You need to do the math," says Terry Downey, owner of JDS Wide. Part of that equation is determining how quickly you will see return on your investment. This will depend on the prices you purchase. There are virtually no cash-all wide format printers, but Downey strongly recommends printers with accepted outside distribution to other contractors and desire a strong top-notch. "Whatever

**hardware you choose, it's imperative that a support network is established to operate and maintain it.**

**Pinch to the People**  
Simply purchasing a professional grade wide format printer isn't enough to guarantee jobs. "People will go out and buy a printer, and then not have enough practical sense to support the printer," says Mike McGrath Jr., owner of All Pro Signs, "whether it be a good RIP program, a good laminate or a great that will work with the printer." What's more, building a proper operation framework in these people is much as equipment and gear. "Do you have the personnel and the discipline ready to handle the workload that's coming?" McGrath asks. A successful wide format operation must have dedicated operators for specific needs, "whether it's application, design, production, workflow and/or management," says Downey. "At the end of the day, the biggest mistake in underestimating pricing attention to the details."



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Issue Close: **January 30, 2019** Materials Due: **January 31, 2019**

## PRINT MEDIA RATES

Ad Sizes	Price
Spread	\$9,870
Full Page	\$5,795
2/3 Page	\$4,645
1/2 Page	\$3,950
1/3 Page	\$3,015
1/6 Page	\$1,740
Product Highlight	\$1,200
Marketplace (per column inch)	\$220
<b>COVERS</b>	
Back Cover	\$6,955
Inside Front Cover	\$6,665
Inside Back Cover	\$6,375
<b>SPECIAL PRINT MEDIA OPPORTUNITIES</b>	
2-page Insert (we print)	\$7,475
4-page Insert (we print)	\$11,000
Ride Along	\$13,390
Cover Tip	\$12,200
Belly Band	\$9,425
List Rental (per 1000 names)	\$220
French Gate	\$10,300
Post Card (3x run required)	\$2,750
Regional Insert	\$3,150

## PRINT ADVERTISING DIGITAL FILE REQUIREMENTS

The most effective way to ensure your files will print without error is to provide a press-ready PDF in version 1.5 or later (please see the below specifications). PDFs are the preferred file format, however we can accept tiff, jpg, eps file formats and all files that are compatible with the Adobe CC Creative Suite or older as long as they follow the below specifications:

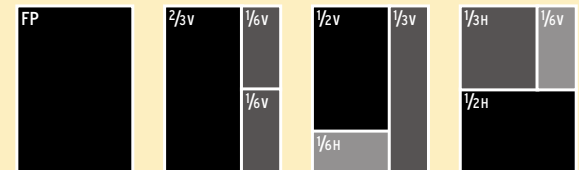
- All fonts and images are embedded in the file.
- CMYK color mode (spot, lab, index and RGB colors are not accepted).
- The file and all of the images it contains need to have a resolution of 300 dpi or higher.
- The ink density limit should remain below 300%.

**INSERT REQUIREMENTS:** Inserts are quoted individually. Two samples of the insert must be submitted for production and Post Office approval prior to acceptance of the order. Tip-on specifications differ—please contact your sales representative for details.

**BOUND-IN INSERT SPECIFICATIONS:** Inserts must be supplied to the printer folded and pre-trimmed. Indicate front, back and binding edges. All inserts MUST have a 1/8" head trim and 1/16" millout on the spine. (Face trim will occur 8-1/8" from millout. Foot trim will occur 10-7/8" from head trim.) Insert paper stock should not exceed 100 lbs. or cover weight. Paper stock under 60 lbs. coated or 50 lbs. uncoated will not be accepted. Keep live matter 1/2" from final trim on all sides. One stay stitch, when needed, is acceptable. Please send 6% to 10% over the required quantity to allow for waste. Each box of inserts must be clearly marked with the name of the advertiser and quantity of inserts in each box, along with the name of the magazine and the issue in which the insert will run. Ship inserts to Schumann Printers Inc., 200 Swarthout Rd., Fall River, WI 53932, Attn: Sign & Digital Graphics.

## AD SIZES

	Dimensions
Two-page spread (full bleed).....	16.5 x 11.125
Full page (full bleed).....	8.375 x 11.125
2/3-page (vertical).....	4.625 x 10
1/2-page (vertical).....	4.625 x 7.375
1/2-page (horizontal).....	7.125 x 4.875
1/3-page (vertical).....	2.25 x 10
1/3-page (horizontal).....	4.625 x 4.875
1/6-page (vertical).....	2.25 x 4.875
1/6-page (horizontal).....	4.625 x 2.375



Contact your sales representative for details!

[www.SDGmag.com](http://www.SDGmag.com)



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