

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 - (TRADE ONLY)

Vehicle Art Wrap 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

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

360 Digital Imaging Solutions is your complete large-format supplier. 360DIS 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

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

2/3 Page to a Full Page Ad Buy

3M COMMERCIAL SOLUTIONS

Manufacturer in ARCHITECTURAL & STOCK SIGNS, COLLATED LETTERS/CONTACT, DIGITAL PRINTING, WALL, PAINT, SIGN & VEHICLE GRAPHICS, CUSTOM, SIGNAGE SERVICE / OTHER SYSTEMS

COMPANY FACTS: 3M Commercial Solutions helps customers worldwide build reputations by providing total graphics and sign management solutions. 3M's award-winning training and training programs offer graphics installers the opportunity to improve their skills.

3M Center Bldg 235 126 64
Saint Paul, MN 55164-0001
<http://www.3mgraphics.com>
800-326-3000

Full Page+ and Ancillary Ad Buys

MUTOH

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

COMPANY FACTS: Mutoh has a full line of digital printing products, from desktop printers, large-format printers, wide-format printers, and roll-to-roll printers, and offers a variety of digital printing solutions. Mutoh's products are designed to meet the needs of a wide range of digital printing applications.

COMPANY PROFILE: A leader in the industry for over 40 years, Mutoh America Inc is a leading manufacturer of wide-format printers and copiers. Our flagship line of wide-format printers range in sizes from 24 to 324 inches wide and cost as low as \$4,495. Whether you're looking for print-on-demand, point signs, vehicle wraps, POP displays, trade show graphics, stock or more, Mutoh has the printer to fit your needs. Each Mutoh is engineered with Mutoh's Smart Printing Technology, including intelligent increase print technique that actually eliminates banding!

MUTOH

2600 S 47th St
Phoenix, AZ 85034
<http://www.mutoh.com>
800-999-8554 • 480-968-7172

Model 19438E - 19" flat bed color-substrate printer

Model 1028L - 64" Wagon's Choice printer

Model 14338H - 64" hybrid UV-LED printer

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 30318-2216
<http://www.4everproducts.com>
877-902-4150 • 770-719-8922

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 sign 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 Fromm. With more than 40 years of industry experience among them, the 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 signage company, start by searching for gaps in the existing market where your business model capabilities can best fit. Jack Fromm, manager of Action Signs, "What are people doing out there?" Fromm 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 exceptional customer distribution to other contractors and faster a drop-off service. "When you

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

Power 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's 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
COVERS	
Back Cover	\$6,955
Inside Front Cover	\$6,665
Inside Back Cover	\$6,375
SPECIAL PRINT MEDIA OPPORTUNITIES	
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:

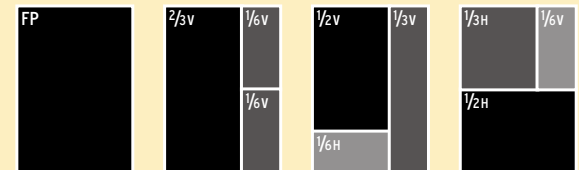
- All fonts and images are embedded in the file.
- CMYK color mode (spot, lab, index and RGB colors are not accepted).
- The file and all of the images it contains need to have a resolution of 300 dpi or higher.
- The ink density limit should remain below 300%.

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



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