



**PRINTERS'**  
**marketplace**

# Media Guide 2014

**HOW MANY TIMES  
DO YOU TOUCH THE  
INDUSTRY?**

**PRINTERS'**  
**marketplace**



**KLWeb Group**

**UNLEASH THE POWER OF DIGITAL MARKETING**

Printers' Marketplace (a KLWeb Group Company)  
11923 Cypress Links Dr., Fort Myers, FL 33913 USA  
[www.printersmarketplace.com](http://www.printersmarketplace.com) 815-354-4565

Jennifer Markovich-Saltouros-Director of Sales  
[Jennifer@printersmarketplace.com](mailto:Jennifer@printersmarketplace.com)  
847-338-3878

# We have the network to touch the printing industry

## PRINTERS' marketplace



**Printers' Marketplace Website**  
**Classified Ad**  
**Directory Listing**  
**Event Calendar**  
**Sidebar Advertising**  
**Banner Advertising**

**Email Marketing Campaigns**

**EMAG on-line magazine**

**Social Media**  
**Printers Marketplace Daily**  
**Twitter**  
**Facebook**  
**LinkedIn**

**Website Development**

**Logo Creation**

**PRINTERS' marketplace**



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**UNLEASH THE POWER OF DIGITAL MARKETING**

## Printers' Marketplace Website.....

.....the one stop source for equipment, services, consumables and events. Printers' Marketplace is the focal point for commerce activities in the printing industry. We offer a safe and confidential meeting place for Buyers' and Sellers' to meet. Best of all, there is no charge to use the site. Simply go to the site and register your information to get a login and password. Then feel free to list equipment, services, events, consumables, and more, as you wish. Due to its open architecture and friendly controls, the site attracts 1000's of page views each month. Your listings are self maintained and virtually unlimited in scope. There is no limit to the value of goods advertised and The Printers' Marketplace charges no commission fees.

Account Registration.....	No Fee
Company Directory Listing.....	No Fee
Event Listing .....	No Fee
Classified Ad .....	No Fee
Message/Listing Contact .....	No Fee



## ***Banner Ads & Sidebar Ads.....***

.....the Printers' Marketplace website draws 1000's of visitors each month. All our visitors are in the printing/graphic arts industry and generally are looking to purchase equipment and services. You can take advantage of our page views by placing your message in our online ad space. We have 3 levels for you to choose from to match your budget to your advertising needs:

### Header Position (Single, Center Only):

650px wide X 100px tall, header all pages, GIF animation available .....\$1,400.00/month

### Banner Position (3 Max, Rotating):

450px wide X 110px tall, all pages, GIF animation available .....\$1,000.00/month

### Sidebar Position (Right Side Only, Rotating):

150px wide X 130px tall, all pages, GIF animation available .....\$300.00/month

\* Discounted quarterly and annual campaign plans available upon request.



## Email Marketing.....

.....the most effective message delivery option available. Our service places your message directly on the desks of the target audience.

It's all about getting the recipient to open the message in their inbox. We develop all our emails in proper html code using the highest industry standards and the proper ratio of text to image, assuring optimum deliverability, and "pre-display" appearance.

Our database is made up of industry specific contacts, all with interest in machinery, services, consumables, auctions, trade shows and more. Drive prospects to your website and other online marketing materials with Printers' Marketplace Email Marketing.

Email blasts include:

- HTML coded document
- Web version landing page
- Message tracking
- Analytic follow-up report

Price per 1000 contacts*	\$250.00
(3000 contacts minimum)	
(Volume pricing over 7000 contacts)	
Custom graphic design work (per hour)	\$78.00

\* Quarterly, monthly and weekly email campaign plans available upon request.





## eMag by Printers' Marketplace.....

.....a monthly online magazine devoted to the printing industry. With a simple and intuitive interface, [eMag](#) by Printers' Marketplace draws in readers and encourages them to engage with your content. Users can customize their experience in ways that add value to the online experience. Features like High Quality Text & Zoom, Pan & Scroll, Hyperlinks, Advanced Search, Page Printing, Audio, Video, and Flash keep the reader in the moment.

Editions are closed to ad sales near the end of every month, then sent out via E-Blast twice to announce your products to the industry; one at the beginning and one in the third week of every month.

### Front Cover

Single Ad Only (8.5" x 8.5", 300dpi) \$300.00

### Inside Page 2 or 3

Single Ads Only (8.5" x 11", 300dpi) \$200.00

### Inside Pages-Main Body

Full Page Ad (8.5" x 11", 300dpi) \$150.00

Half Page Ad (8.5" x 5.5", 300dpi) \$75.00

\* Discounted annualized plans available upon request.



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On the Web: [www.printersmarketplace.com](http://www.printersmarketplace.com) • [www.emag-pmp.com](http://www.emag-pmp.com) • [www.klwebgroup.com](http://www.klwebgroup.com)

## eMag by Printers' Marketplace Page Specifications

### PDF Requirements:

**Image Resolution** -Have minimum resolution of 300 DPI.

**Fonts and Transparency** -Contain embedded fonts and flattened transparencies.

**Printer Marks and Page Bleed** -DO NOT include bleed, gutter, or crop marks. (What you see on your PDF is what your digital edition will look like.)

**Reader Spreads** -Contain individual pages, NOT cover layouts or other reader spreads.

**Masked Text** -HAVE NO masked text. Hidden layers will be brought to the top layer during the vector conversion process. Please remove all masked text in your document if you would like to use the vector converter.

**Selectable Text** -In order for our system to search the issue, we must be able to select, copy & paste the text. If you use text outlines or raster images and you can not select, copy & paste the text then your issue will not be searchable. Also, private use Unicode characters will not be searchable.

**CMYK Colorspace** -Use RGB colorspace. Using CMYK is supported but CMYK colors must be converted to RGB colors to display in a digital edition. Depending on your color profile, some colors transitioned from CMYK to RGB may come through as washed out or not as true as you might like. Using RGB colorspace obviates the need for color conversion and can result in truer colors in the resulting digital edition.

### Video:

Must be uploaded as a FLV video format

### Audio:

Must be uploaded as a MP3 audio format

### Flash Animation:

Supply animation as Flash 6 files. We will need .swf and .fla files supplied. These .swf and .fla files must be smaller than the standard page dimensions of the converted publication. These dimensions will vary based on the selected resolution.

Make sure there is no white space around the edge of the flash animation. Use a transparent background to define the correct area of the animation.

Set the flash file to a frame of 30 fps

For animations that shouldn't loop, please "action script" it as such.

Any action script used in the animations cannot use the root reference. It must instead use parent references.

There is no file size limit on animations, but for loading purposes the files should be as small as possible.

Images should be set to lossless compression instead of photo compression.



## Printers' Marketplace Directory Advertising Block

Each month we publish your company listing in its descriptive category at no no cost to you. Our eMag Directory has become a valuable resource for the printing industry with numerous categories of reputable businesses and clients of Printers' Marketplace. Your company name and phone number will appear at no charge simply by creating a free Directory Listing at [printersmarketplace.com](http://printersmarketplace.com). Simply go to [www.printersmarketplace.com](http://www.printersmarketplace.com) and fill out the directory listing tab in your account.

Want to stand out from the rest? Then [Contact Us](#) to upgrade your ad for additional visibility. Pricing and sizing specifications are:

### Pricing per Month\*\*:

One Line Text Lising .....	Free
Small (2.7w x 1.5h).....	\$10.00
Medium (2.7w x 2.7h).....	\$18.00
Large (5.4w x 1.5h) .....	\$32.00
X-Large (5.4w x 2.7h).....	\$45.00

\*\*All ads are reserved on a 12 month basis

**The Printers Marketplace Directory**

**Small**

**Medium**

**Large**

**X-Large**

**Sponsored By:** PRINTERS marketplace, eMag, KLWweb Group



Please ask about annual run prices

## Social Media.....

.....Social networks are constantly evolving. Social media today isn't just about sharing photos and status updates. It has become a cost effective marketing tool for businesses to reach a large number of people with their message. Social Media is the quickest way to enhance personal branding. It allows you to stay connected to your customers and build new customers at the same time. By using Social Media you can bring high traffic to your site in two ways. Primary traffic, where you get direct visitors from your social networking sites as well as secondary traffic, which is indirect referral traffic from websites which you are linked to and send you visitors. Who doesn't want to drive more traffic to their website?

We focus on four main avenues of Social Networking:

Twitter  
Facebook  
LinkedIn  
The Printers' Marketplace Daily

Email Campaigns, Client Retentions, Banner Ads and Sidebar Ads all get free mention via our Social Networks.

Do you feel lost in this world of Social Media? Give us a call and we can help you build a Social Media empire for your business!




Monday, Feb. 06, 2012

## The Printers' Marketplace Daily

Published by [Printers Marketplace](#) - 101 news spotters today


Next update in about 21 hours [See all articles](#)

HEADLINES BUSINESS STORIES TECHNOLOGY EDUCATION LEISURE ENVIRONMENT #SOCIALMEDIA #PRINT



**HP Communities - TEST: Get More Out of Your ENVY 17**

h20435.www2.hp.com - Maybe you've already ordered an ENVY 17. Maybe you're kicking around the idea of buying the new notebook. Well, now that I've had some extended playtime with the beefiest laptop in HP's consumer ar...

 HP

**Weekly packaging design wrap-up: Bamboo**

industryintel.com - LOS ANGELES, February 3, 2012 (Industry Intelligence) – Skincare line utilizes bamboo, recyclable PET plastic for eco-conscious containers The packaging for skincare and beauty line Tay Clean and P..

i2packaging

**Scanning on the Go, Wirelessly**

nytimes.com - At this point, the first rule of technology should be clear to everyone: as progress marches forward, gadgets get smaller. Our phones. Our cameras. Our laptops. Our savings. But there's...

Created over 1 year ago  
**Printers Marketplace**

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**Editor's note**

**WANT MORE?**

The January edition of the Printers' Marketplace eMag is available online now.

Drive the industry to your website...advertise in the February issue. Find out how [HERE](#).

## Website Design.....

.....One of the best ways to touch the industry with your message is with an interactive website. A solid message backed by hi-res photo slide shows, embedded video, online contact forms, pop-up messages and a modern look and feel that is as easy to change and update as a word document... KLWeb Group is the marketing parent of Printers' Marketplace and can provide everything from custom turnkey developments to simple template design websites. We know the printing industry and know what it takes to deliver your message to your audience. We offer three levels to choose from;

### Level 1

4 pages (on average), Custom Development, Limitless Expandability, Basic SEO, Instant Credibility, 1-2 week turnaround

Beginning at just \$1,750.00

### Level 2

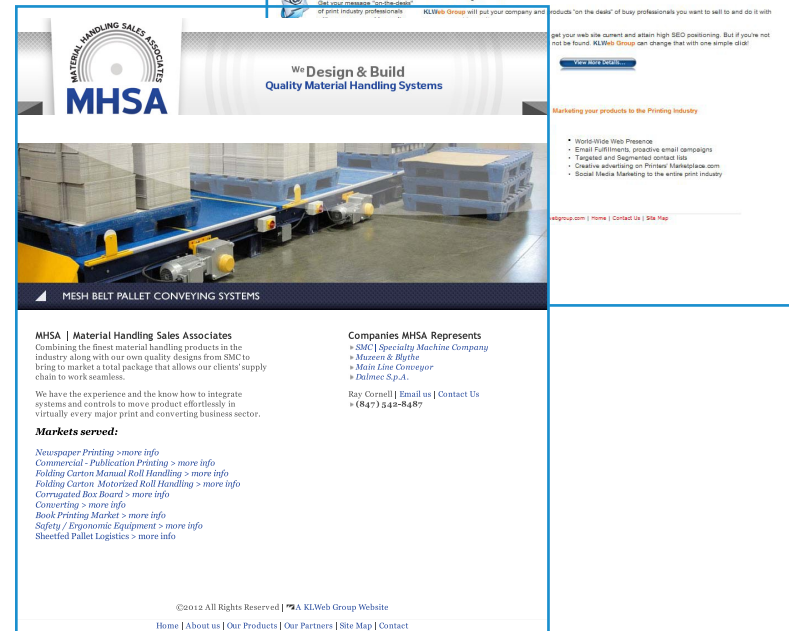
6 pages (on average), Custom Development, Heavier on the Content, Heavy Customization, Limitless Expandability, Basic SEO, Instant Credibility, 2-3 week turnaround

Beginning at just \$2,850.00

### Level 3

8+ pages (on average), Very Custom Development, Heavy Customization, Heavy on Site Features, Flash Animation, Limitless Expandability, Basis SEO, Total Package, 3-4 week turnaround

Beginning at just \$4,600.00



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**Unleash the Power of Digital Marketing**

**Call Now and Let **US** Help **YOU****

**Unleash the Power of **YOUR** Digital Marketing**

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