

THE PRESSMAN

Display Rates

Tabloid Image Size: 10" x 15"

		Black & White			Full Color			
		1x	6x	12x	1x	6x	12x	
1.	Full Tabloid Page	10"x15"	700	650	600	900	800	700
2.	Half Page Horiz.	10"x6.75"	400	350	300	600	525	480
3.	Junior Page	7.5"x10"	450	425	375	550	500	450
4.	1/3 Page	7.5"x6.75"	350	300	250	500	450	400
5.	1/4 Page Horiz.	7.5"x5"	300	250	200	400	350	300
6.	1/4 Page Vert.	5"x7"	300	250	200	400	350	300
7.	1/4 Page Banner	10"x3.5"	300	250	200	400	350	300
8.	1/4 Page Tall	2.25"x13.5"	300	250	200	400	350	300
9.	1/6 Page Square	5"x5"	250	200	150	350	315	280
10.	1/8 Page Vert.	2.25"x6.75"	200	160	120	250	225	200
11.	1/12 Page Vert.	2.25"x5"	150	130	110	200	180	150
12.	1/16 Page	2.25"x3.5"	120	110	100	160	130	110
13.	1/16 Page Square	2.25"x2.25"	110	100	90	150	120	100

Front Page Advertising

14.	Front Page - Full Back	7"x10"	N/A	N/A	N/A	900	800	700
15.	Front Page - Half Back	7"x5"	N/A	N/A	N/A	600	525	480

Center Pages Double Spread Advertising

17.	Half Spread	21"x6.75"	800	700	600	1,200	1,050	960
18.	Full Spread	21"x15"	1,400	1,300	1,200	1,800	1,600	1,400

Back Page Advertising

19.	Full Page	10"x15"	N/A	N/A	N/A	1,200	1,100	1,000
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Position Premiums

Guaranteed positioning: plus 15% to cost of ad

Spot Color

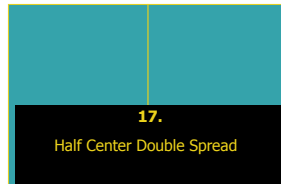
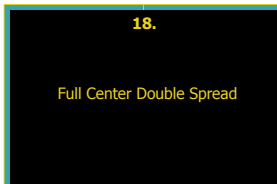
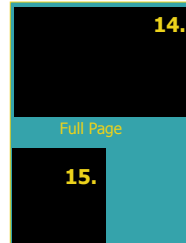
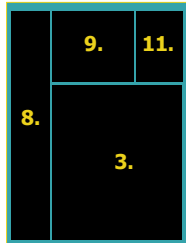
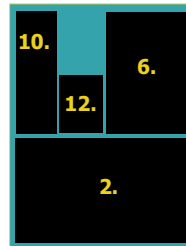
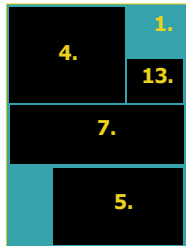
Black and White rate plus \$10/spot

Quotes

To receive individual Quote tailored for your advertising needs, please

Fax your specs to: 604.984.4487

Or E-mail your request to: adsales@thepressman.com



www.thepressman.com

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The
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*Media
Information*

www.thepressman.com

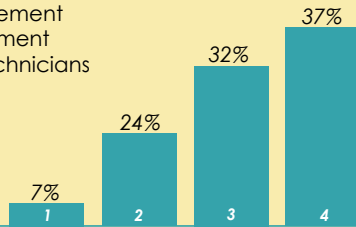
Mission Statement

The Pressman is a paper that abides by it's title. It's purpose is to educate pressroom personnel and give relative information to the trade. It informs the printer of new technologies and industry news as it affects them.

Readership Profile

The Pressman is a practical, useful and informative publication for today's print professionals. The Pressman reaches the decision makers who recommend, choose and use your products or services throughout North America. This includes print executives, management, supervisors, foremen and trade professionals.

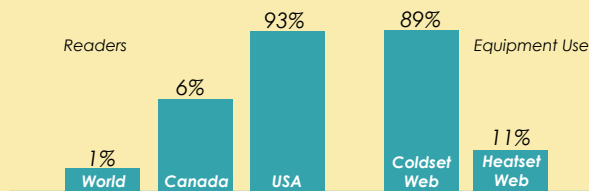
- 1. Trade Professionals
- 2. Production Management
- 3. Executive Management
- 4. Maintenance & Technicians



Circulation

Each issue of The Pressman reaches about 80,000 readers in North America.

Subscribers Profile



Demographics

Atlantic Region	28%
Central Region	22%
Mountain Region	9%
Pacific Region	41%

Editorial Content

The Pressman delivers up to date news and information that printing executives, management, and pressroom personnel need to progress in a constantly changing industry. Editorial content includes industry news, printing tips, new products and technology, surveys and more.

Format

A tabloid newspaper published monthly. Free circulation based on qualified printing executives, management, professionals and tradesmen. Printed using CTP technology and coldset web printing. The Pressman uses environmentally friendly materials when possible.

Publisher Standards

All advertising is subject to the publisher's approval. The publisher reserves the right to reject, discontinue or omit any advertising submitted, or to cancel any advertising contract in accordance with any standards the publisher may now have or may adopt in the future.

Liability

The publisher makes every effort to ensure that each advertisement is published correctly. However, the newspaper will not be responsible for more than one incorrect insertion. The publisher will not be liable for any damage whatsoever arising directly or indirectly from errors in advertisements beyond the actual amount paid for the space used by the part of the advertisement containing the error.

Agencies

Advertisers and advertising agencies assume liability for all content of advertisement printed. Agencies will be granted commissions where applicable.

Quote Requests

The Pressman makes every effort to process quote requests within two business days. Please submit your quote request by Fax, E-Mail, quote request form on our website, or by using our toll free message centre.

Display Ad Submission

The Pressman is printed with 100 lpi screen. The minimum resolution for B&W and Color pictures is 200 dpi at the final size. Monochrome resolution is 900 dpi. All display ads have to be submitted electronically in high resolution PDF format with all fonts embedded.

FTP Access Information

Please upload your Display Advertisement to:
Host: 66.119.188.27
User ID: pressman
Password: pan62y
Please upload your file to the Dropbox. Your file will go through the automatic preflight and if usable it will land in OK_Pages folder.

Ad Material Deadline

20th day of the month for the next month edition.

Classifieds

20 words or less \$15.00; Additional words \$0.25 to appear in both printed and web editions
Web only - flat rate \$10 per month
Display classified - one column inch \$20
Column width is 2.375 inch

Contacts

1.877.255.7737 (Toll Free message center)
1.877.443.7091 (Toll Free Fax)
adsales@thepressman.com (E-Mail)
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The Pressman
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Burnaby, BC, V5E 4J6, Canada
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