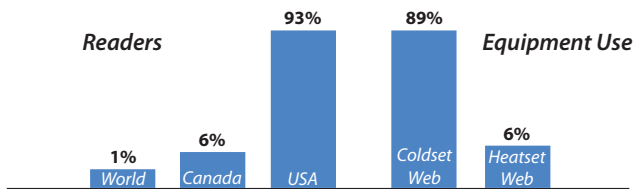


## Subscribers Profile



## Demographics

Washington	16%	subscribers
Oregon	13%	
California	11%	
Illinois	7%	
Texas	5%	
Florida	4%	
Idaho	3%	
New Jersey	3%	
Pennsylvania	4%	
New York	3%	
Balance (39 States)	31%	

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

## 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 damages 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.

## Contacts

### In USA

The Pressman #112  
477 Peace Portal Drive, Ste. 107  
Drayton Harbor Building  
Blaine, WA 98230

### In Canada

The Pressman  
# 1505-7178 Collier  
Burnaby, BC, V5E 4N7

### E-mail

adsales@thepressman.com

Toll Free: 1.877.255.7737

Fax: 604.527.7738

### Website

www.thepressman.com

*Why Advertise In  
The Pressman?*

**A cost effective marketing vehicle in a national print trade publication.**

**Read by decision-makers including executives, management, supervisors, foremen, pressmen and professionals who actually recommend and use industry products and services such as yours.**

**Useful and informative editorial content for all print professionals.**

**Reach new customers, generate new leads and make more sales.**

# THE PRESSMAN



*Media  
Kit*

**The Pressman #112**  
**477 Peace Portal Drive, Ste. 107**  
**Blaine, WA 98230**  
**1.877.255.7737**  
**Fax 604.527.7738**  
**adsales@thepressman.com**

### Mission Statement

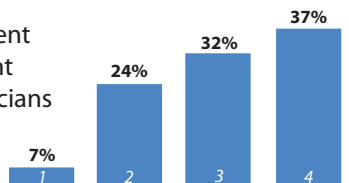
The Pressman is a paper that abides by it's title. It's purpose is to educate pressroom personnel and give relative information to the trade. It informs the printer of new technologies and industry news as it affects them.

### 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.

### Breakdown

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



### Circulation

Each issue of The Pressman reaches close to 30,000 readers nationally. Average growth rate is 5% monthly.

### 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 newspaper tabloid published monthly. Free circulation based on qualified printing executives, management, professionals and tradesmen. Printed using computer-to-plates technology and soy inks. The Pressman uses environmentally friendly materials when possible.

The Pressman is also available on-line at:  
[www.thepressman.com](http://www.thepressman.com)

### Current Display Rates

Tabloid Image Size:  
10" x 15"

			Black & White			Full Color		
			1x	6x	12x	1x	6x	12x
1.	Full Tabloid Page	10" x 15"	700	650	600	900	800	700
2.	Half Page Horiz.	10" x 6.75"	400	350	300	600	525	480
3.	Junior Page	7.5" x 10"	450	425	375	550	500	450
4.	1/3 Page	7.5" x 6.75"	350	300	250	500	450	400
5.	1/4 Page Horiz.	7.5" x 5"	300	250	200	400	350	300
6.	1/4 Page Vert.	5" x 7"	300	250	200	400	350	300
7.	1/4 Page Banner	10" x 3.5"	300	250	200	400	350	300
8.	1/4 Page Tall	2.25" x 13.5"	300	250	200	400	350	300
9.	1/6 Page Square	5" x 5"	250	200	150	350	315	280
10.	1/8 Page Vert.	2.25" x 6.75"	200	160	120	250	225	200
11.	1/12 Page Vert.	2.25" x 5"	250	130	110	200	180	150
12.	1/16 Page	2.25" x 3.5"	120	110	100	160	130	110
13.	1/16 Page Square	2.25" x 2.25"	110	100	90	150	120	100

### Front Page Advertising

14.	F/Page - Full Back	7" x 10"	N/A	N/A	N/A	900	800	700
15.	F/Page - Half Back	7" x 5"	N/A	N/A	N/A	600	525	480

### Center Pages Double Spread Advertising

16.	Half Spread	21" x 6.75"	800	700	600	1,200	1,050	960
17.	Full Spread	21" x 15"	1,400	1,300	1,200	1,800	1,600	1,400

### Back Page Advertising

18.	Full Page	10" x 15"	N/A	N/A	N/A	1,200	1,100	1,000
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### Position Premiums

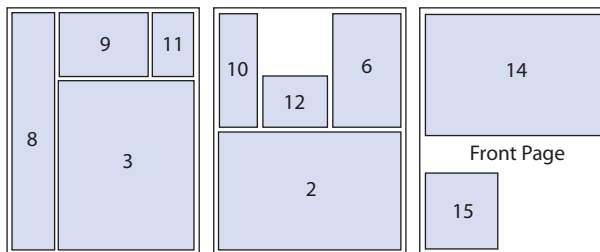
Guaranteed positioning: plus 15% to cost of ad

### Spot Color

Black and White rate plus \$10/spot

### Quotes

To receive individual Quote tailored for your advertising needs, please Fax your specs to: **604.527.7738** or E-mail your request to: [adsales@thepressman.com](mailto:adsales@thepressman.com)



### Display Ad Submission

The Pressman is printed using Computer-To-Plates (CTP) technology with 100 lpi. All artwork is being submitted to the printer in electronic format. The minimum resolution for B&W and Color pictures is 200 dpi at the final size. Monochrome resolution is 1200 dpi. All Display Ads have to be submitted to us electronically in high resolution PDF format with all fonts embedded and CMYK images (if color).

The files can be supplied to us on CD formatted for PC or Mac, e-mailed (if less than 5 MB), or uploaded to The Pressman folder on our printer's FTP server. To send large files to The Pressman FTP folder, please follow these instructions:

Host: **66.119.188.27**

User ID: **pressman**

Password: **pan62y**

**Please upload your file to Dropbox**

Please send an E-mail to notify us that your ad has been sent: [admaterials@thepressman.com](mailto:admaterials@thepressman.com)

### Ad Material Deadline

**17th day of the month for the next month edition**

### Christmas Edition

December issue of The Pressman provides an excellent medium for our advertisers, suppliers, and subscribers to place a special seasonal greeting ad on selected pages.

### Quote Requests

The Pressman makes every effort to process quote requests within two business days. Please submit your Quote Requests by Fax, E-mail, or directly from our website form. The quotes are done on individual bases and are sent via Fax or E-mail.

### Classifieds

20 words or less \$15.00; Additional words \$0.25

(in printed and web editions)

Web only - flat rate: \$10.00

Display - One column inch \$20.00

(one classified column width 1 13/16")

