

2012

AdvertisingRateCard



Join the Printing Industries of Ohio • N.Kentucky's workers' compensation program and help your business improve safety and lower costs.

CareWorks Consultants is proud to administer the Printing Industries of Ohio • N.Kentucky's workers' compensation program.

Now is an important time as ever to get your workers' compensation costs under control. The Printing Industries of Ohio's membership sponsored program to help their members significantly lower their Ohio workers' compensation premium. Program administrator CareWorks Consultants employs a multi-faceted approach: integrating safety, prevention, risk control and aggressive claims management for a significant return on investment.

For a no-cost, no-obligation analysis of your potential savings, visit us online at www.careworksconsultants.com/printingapplication/printingindustry.

CareWorks Consultants offers multiple tiers of savings on our program with varying experience can lower their premium. Items of your benefit for your printing. CareWorks Consultants can help evaluate your best premium discount options.

Learn more by talking with CareWorks Consultant Theresa Rasmussen today, at 1-800-837-3200, Ext. 7248 or emailing theresa.pasavento@ccip.com.

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The Communicator is the premiere communications tool for the Printing Industries of Ohio • N.Kentucky. It is delivered to the decision makers in our diverse printing industry, as well as other affiliates, media outlets and other trade publications, giving our members a voice in many arenas. In addition, because each issue of **The Communicator** is posted to the Association's Web site via e-Pro, your ad will potentially be seen by thousands of additional customers online.

Editorial Approach

Every issue of **The Communicator** is packed with the latest news and information from the printing industry. In every issue, you will find...

Cover story

Running a business can be challenging. We're listening to our members and bringing them an in-depth look at the latest trends in selling, productivity, insurance, marketing and a myriad of other topics.

Member profile

Our members are doing extraordinary work, both in the shop and within their communities. We take a look at a member business and show what makes them a success.

New member welcome

Think of us as the Welcoming Committee in print. It's our way of saying, "Welcome aboard. We're glad you joined us."

National News

Our readers will stay on top of the latest news coming from Printing Industries of America/GATE.

Regional News

We target the Northern, Southern and Central regions of our affiliate territory, offering the latest information on the movers and shakers in the industry.

Chairperson's Report

The Association Chairperson of the Board offers his/her point of view of what is happening in the industry and throughout our area.



Advertising Information

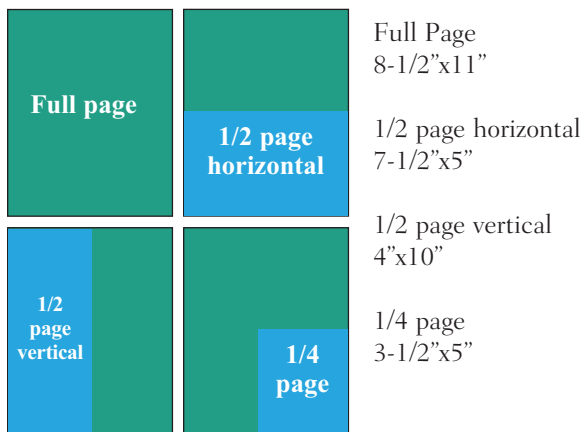
Publication Schedule

The Communicator is published in April, August and December.

Ad Deadline

Ad deadline is the first Friday of the month prior to publication date.

Ad Sizes



Ad rates

	Per issue	Year Commitment
Full page		
B&W	\$450	\$1,200
4-color	\$775	\$2,200
1/2 page		
B&W	\$400	\$1,100
4-color	\$575	\$1,600
1/4 page		
B&W	\$250	\$650
4-color	\$300	\$850

Back cover

(3/4 page; maximum exposure) \$4,500
 Inside back cover \$3,200
 Inside front cover SOLD!

Please note: These are net rates.



Digital Ad Submission Guidelines

Digital ads are only accepted in the following formats:

- ◆ QuarkXpress 6.0 or earlier — MAC format preferred. Must include appropriate graphic and font files.
- ◆ Adobe Acrobat/Distiller PDF. Must be set to "print" resolution, not "screen" or "web."
- ◆ EPS, TIFF or JPEG graphic file. Resolution of image at the intended print size must be a minimum of 300 dpi.

Other Submission Guidelines

- ◆ Hard copies are not recommended. If a hard copy is submitted, the ad will be scanned to a digital image but the quality of the result will not be guaranteed.
- ◆ Full-color bleeds only allowed on full-page ads.

Policies

- ◆ Advertising rates are net.
- ◆ The Publisher accepts no liability in errors for camera-ready copy.
- ◆ All advertisements should have a contact name and number should there be any questions.
- ◆ The publisher has the right to reject any advertisement.
- ◆ Any system prepress work on ads will be an additional charge and billed at \$40 per hour. All advertisements that are cancelled after deadline will be billed at full cost.
- ◆ Ads may be changed from issue to issue provided they are submitted before the ad deadline.

Call today!
1-888-576-1971
 or email
communicator@pianko.org