
Recognition REVIEW

Reach:
ARA MEMBERS
PROSPECTS
TRADE SHOW ATTENDEES

TOTAL CIRCULATION OF 11,000 PER MONTH VIA PRINT AND DIGITAL EDITIONS!

PRODUCTS SOLD THROUGH OUR READERS’ BUSINESSES*

- PLAQUES 94%
- ACRYLIC AWARDS 89%
- TROPHIES 87%
- GLASS / CRYSTAL AWARDS 86%
- MEDALS / MEDALLIONS 86%
- RIBBONS 77%
- SIGNAGE 76%
- GIFT ITEMS 76%
- PROMOTIONAL PRODUCTS / AD SPECIALTIES 65%
- APPAREL 40%
- STAMPS / MARKING 29%
- HOME DÉCOR 29%
- JEWELRY 23%

OUR READERS ALSO OWN OR PLAN TO PURCHASE EQUIPMENT FOR*:
- Rotary engraving
- Sandblasting
- Sublimation
- UV printing
- Marking devices/stamps
- Four-color processes
- Apparel decoration

80% of Recognition Review readers own at least ONE LASER ENGRAVER.

QUICK FACTS*

- More than 70% of Recognition Review readers share each issue with two or more colleagues.
- 80% of Recognition Review readers save issues for future reference.
- 98% of Recognition Review readers are interested in learning about products.

- Publications are our readers’ primary source of new product information.
- Most of our readers have purchased a product as a direct result of seeing an ad in Recognition Review.
- 90% of our readers make purchasing decisions for their business.

*Source: 2013 survey of member and nonmember readers of Recognition Review
## 2015 Editorial Calendar

Put your products in the spotlight with *Recognition Review*’s Product Feature and Equipment Feature.

### JANUARY 2015

**Product Feature:** 2015 show exhibitors’ new products  
**Special section:** Valentine’s Day  
Press release deadline: November 14  
Ad reservations deadline: November 26  
Ad materials deadline: December 3

### FEBRUARY 2015

**Product Feature:** Sublimatable products  
**Equipment Feature:** Sublimation equipment (printers, inks, presses, and more)  
Press release deadline: December 15  
Ad reservations deadline: December 30  
Ad materials deadline: January 5

### MARCH 2015

**Product Feature:** School, academic, and graduate (awards, apparel, accessories, and more)  
**Equipment Feature:** Printers (UV, DTG, 3D, sublimation, and more)  
Press release deadline: January 15  
Ad reservations deadline: January 26  
Ad materials deadline: February 3

### APRIL 2015

**Coverage of 2015 ARA International Awards Market**  
**Product Feature:** Green/eco-friendly products  
**Equipment Feature:** Lasers  
Press release deadline: February 16  
Ad reservations deadline: February 26  
Ad materials deadline: March 3

### MAY 2015

**Product Feature:** Glass and crystal  
**Equipment Feature:** Sandblasting  
**Special Section:** Weddings  
Press release deadline: March 16  
Ad reservations deadline: March 26  
Ad materials deadline: April 3

### JUNE 2015

**Product Feature:** Pins, ribbons, medals, and badges  
**Equipment Feature:** Rotary engraving  
Press release deadline: April 15  
Ad reservations deadline: April 27  
Ad materials deadline: May 4
2015 Editorial Calendar

**JULY 2015**
**Product Feature:** Made in USA
**Equipment Feature:** Marking products (stamps, other marking products, and ways to create these products)
Press release deadline: May 15
Ad reservations deadline: May 26
Ad materials deadline: June 3

**SEPTEMBER 2015**
**Product Feature:** Corporate (awards, plaques, desk accessories, promo products, and more)
**Equipment Feature:** Printers (UV, DTG, 3D, sublimation, and more)
Press release deadline: July 15
Ad reservations deadline: July 27
Ad materials deadline: August 3

**AUGUST 2015**
Supplier directory with special features
**Product Feature:** Sports related (awards, accessories, gifts)
Press release deadline: June 15
Ad reservations deadline: June 26
Ad materials deadline: July 2

**OCTOBER 2015**
**Product Feature:** Acrylics and signage
**Equipment Feature:** Lasers
**Special section:** Holiday gift guide
Press release deadline: August 14
Ad reservations deadline: August 26
Ad materials deadline: September 3

**NOVEMBER 2015**
**Product Feature:** Sublimation
**Equipment Feature:** Sublimation
Press release deadline: September 15
Ad reservations deadline: September 28
Ad materials deadline: October 5

**DECEMBER 2015**
**Product Feature:** Gold-, silver-, and bronze-look products
**Equipment Feature:** Shop tools (drivers, cutters, software, and more)
Press release deadline: October 15
Ad reservations deadline: October 26
Ad materials deadline: November 3

Send press releases to Managing Editor Julie Rogers (jrogers@ara.org) for Product Feature, Equipment Feature, ARA News (members only), and Product News (advertisers only).
## NEW! Advertising Rates and Sizes

### COLOR AD RATES

<table>
<thead>
<tr>
<th>Size</th>
<th>Frequency 12x</th>
<th>6x</th>
<th>3x</th>
<th>1x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$1,875</td>
<td>$2,085</td>
<td>$2,215</td>
<td>$2,790</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,270</td>
<td>$1,380</td>
<td>$1,470</td>
<td>$1,595</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$885</td>
<td>$980</td>
<td>$1,035</td>
<td>$1,130</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$670</td>
<td>$740</td>
<td>$800</td>
<td>$870</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$510</td>
<td>$560</td>
<td>$600</td>
<td>$665</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$2,400</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$2,205</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Page One</td>
<td>$2,285</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$2,135</td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

Rates listed are net 
Black and white rates are available upon request. 
A 1.5% late charge will apply on past-due balances after 30 days.

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### Trim Size:
Trim size is the final, trimmed size of the advertisement.

### Bleed:
If an image or color extends to the edge of the page, the image or color should be extended ¼ in. on each side to ensure no white shows at the edges when the page is trimmed.

### Live Area:
Live area is the area of the page in which text can safely be placed. Anything outside the live area is in danger of being cut off during trimming.
ARA Las Vegas Show

ARA International Awards Market
Promote your company at the largest show in the awards industry—the ARA International Awards Market in Las Vegas. To reserve booth space or become a sponsor at this premium event, please contact Brian Fitzgerald at bfitzgerald@ara.org or call 847.375.4751.

Advertising Opportunities in Las Vegas

Recognition Review Bonus Distribution
The January and February issues of Recognition Review will be distributed at the ARA International Awards Market January 27–30, 2015, increasing exposure to ads purchased in those publications.
Rates: See Recognition Review advertising rates on page 5.

Program Guide Advertising
Place an ad in the official show guide given to every attendee when they register. The show program guide features show specials, the exhibitor show floor plan, and contact information for all exhibitors. Ad space is available in full-page and half-page horizontal sizes. Discounts are available for Recognition Review advertisers.
Rates: $600–$815

Education Handout Booklet
Become an education sponsor and place an ad in the complete education handout booklet given to all educational seminar attendees. Advertising in the booklet provides your company repeat exposure whenever enrollees revisit their seminar references and notes.
Rate: $500

Billboard
Promote your company in big and bold graphics in the registration areas of the ARA International Awards Market. Although specifications vary slightly, this 30-in.-wide-by-90-in.-tall billboard will easily draw attendees’ attention to your company name, booth number, and products.
Note: The billboard is reusable but is also the sponsor’s responsibility. Please remember to include it in your booth shipment list.
Rate: $1,000
Digital Media

We offer several digital solutions to meet your e-marketing needs.

Recognition Review ACCESS

When you sign up for Recognition Review ACCESS, ARA e-mails your ad directly to more than 7,500 qualified personalization retailers. This is an exclusive advertising opportunity with a limited number of participants scheduled for each month. As an added bonus, advertisers in Recognition Review receive more than 40% off ACCESS ads. Note: Your ad may be slightly resized to fit the template.

Rate: $1,000 per e-mail for advertisers and $1,800 per e-mail for non-advertisers.
Specifications: 600 pixels wide by 815 pixels long PDF or JPEG file at 300 dpi, plus a Word document for the text.

Digital Recognition Review

In addition to the printed circulation list, an exact electronic version of Recognition Review is e-mailed to more than 6,000 personalization dealers. All print ads appear in the digital version at no extra cost and are hyperlinked to your website. You can sponsor an entire digital edition, allowing your logo to be recognized and hyperlinked to your company’s website on the electronic edition’s opening e-mail and on a full page next to the cover. One sponsor per issue; sponsorship is sold on a first-come, first-served basis.

Rate: $450

ARA Connection

Each month, ARA Connection, which features breaking and upcoming industry news and events, is e-mailed to 3,500 awards professionals. Reserve a banner ad in this publication that connects directly to your company’s website.

Rate: $150 per month. Reserve 9 months to get 3 free.
Specifications: 125-by-125-pixel JPEG or GIF file

Member2Member Forum

ARA’s Member2Member Forum is an invaluable industry resource that ARA members visit each day to get assistance in locating products, troubleshooting equipment, sharing business tips, and more. With more than 1,300 engaged users, the Forum also is a valuable tool for suppliers to reach ARA retailer members. Through sponsorship, your company is recognized on the Member2Member Forum and in the Daily Digest, a daily e-mail sent to each registered user with a summary of recent discussions.

Rate: $2,100 annually

ARA JUST A CLICK AWAY!
Advertising Specifications

**Ad Specifications**
Halftone images should be 300 ppi, and line images should be 1,200 ppi.

**Preferred Format**
TIF or JPG formats at 1,200 ppi with no compression applied

**Acceptable Formats**
- EPS or PDF files, prepared for press with all images and fonts embedded
- CorelDRAW files converted to EPS or PDF with all images and fonts embedded

**Fonts**
Please send only TIF, EPS, JPG, or PDF files; all must have fonts embedded or converted and all images embedded. We cannot accept CorelDRAW, Photoshop, Illustrator, InDesign, QuarkXpress, or Microsoft Word files.

**Production Work**
The advertiser will be charged the publisher’s standard fees for creating, revising, or completing mechanicals of advertisements. The advertiser agrees to pay these charges upon receipt of the publisher’s invoice. Production work is not commissionable or discountable.

Advertising Policies

**Agreements**
All advertising art must be accompanied by a written agreement signed by the advertiser. Ads will not run without this written authorization. Advertising agencies contracting for space must provide documentation and a signature from the advertiser indicating that the agency is authorized to act on its behalf and is responsible for payment.

**Guaranteed Ad Positions**
Guaranteed ad positions are available for a 15% charge. Last year’s advertisers have first right of refusal for premium ad positions.

**ARA Credit and Payment Policies**
1. Payment terms are net 30 days from invoice date. A 1.5% late charge will apply on past-due balances.
2. All advertisers must make payments to ARA in U.S. currency. Payments in foreign currency will not be accepted.
3. ARA reserves the right to require prepayment for advertising.
4. ARA reserves the right to cancel any outstanding advertising agreements at any time upon default of any obligations to the association. At the discretion of ARA, any funds received for other association programs, including exhibit space and advertising in other ARA vehicles, may first be applied to past-due balances for advertising.
5. Advertisers will be rebated (credited for the difference) if within a 12-month period from the date of first insertion they have run at a frequency that earns a lower rate than that at which they have been billed.
6. Advertisers will be short-rated (billed for the difference) if within a 12-month period from the date of the first insertion they have not earned the frequency to which they committed in the advertising agreement.

**Cancellation Policy**
All cancellations must be made in writing and prior to the space reservation deadline on the rate card. After the closing date, ads will be billed in full for space reserved, whether or not artwork has been submitted for the ad. ARA reserves the right to change the credit and payment terms for advertisers and exhibitors as it deems necessary.