

Media Kit 2015

THE OFFICIAL VOICE OF THE AWARDS AND RECOGNITION ASSOCIATION WWW.ARA.ORG



ACCESS THE PERSONALIZATION AND RECOGNITION INDUSTRY



Personalization. Recognition. Engraving. Awards.

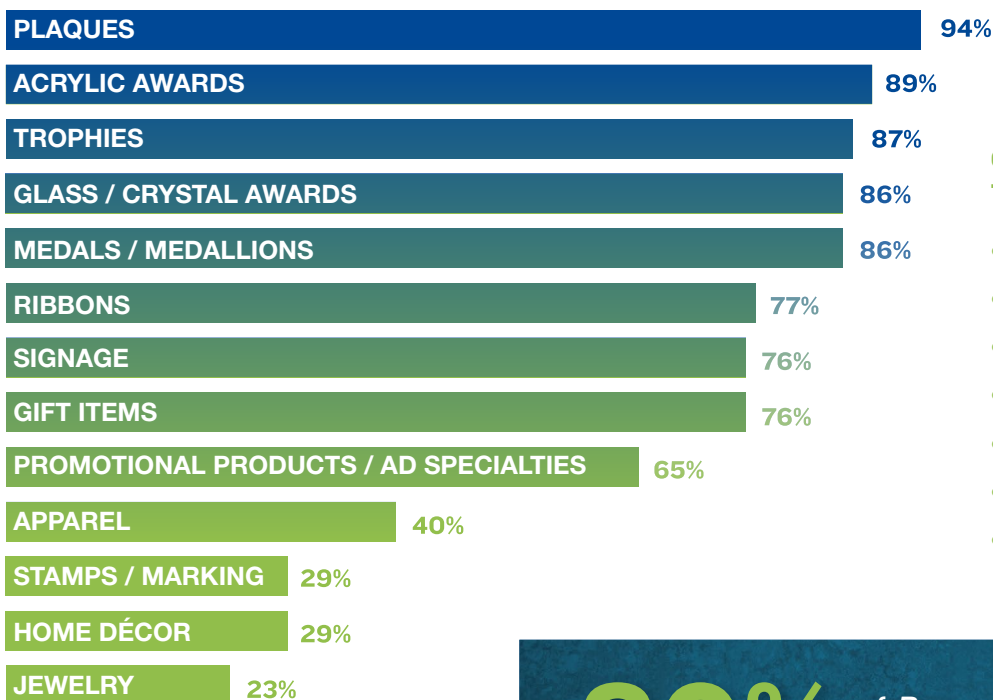
Recognition REVIEW

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*



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

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

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

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				
Size	FREQUENCY			
	12x	6x	3x	1x
Full Page	\$1,875	\$2,085	\$2,215	\$2,790
1/2 Page	\$1,270	\$1,380	\$1,470	\$1,595
1/3 Page	\$885	\$980	\$1,035	\$1,130
1/4 Page	\$670	\$740	\$800	\$870
1/6 Page	\$510	\$560	\$600	\$665
Back Cover	\$2,400			
Inside Front Cover	\$2,205			
Page One	\$2,285			
Inside Back Cover	\$2,135			

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.

NEW AD SIZES OFFER BETTER EXPOSURE

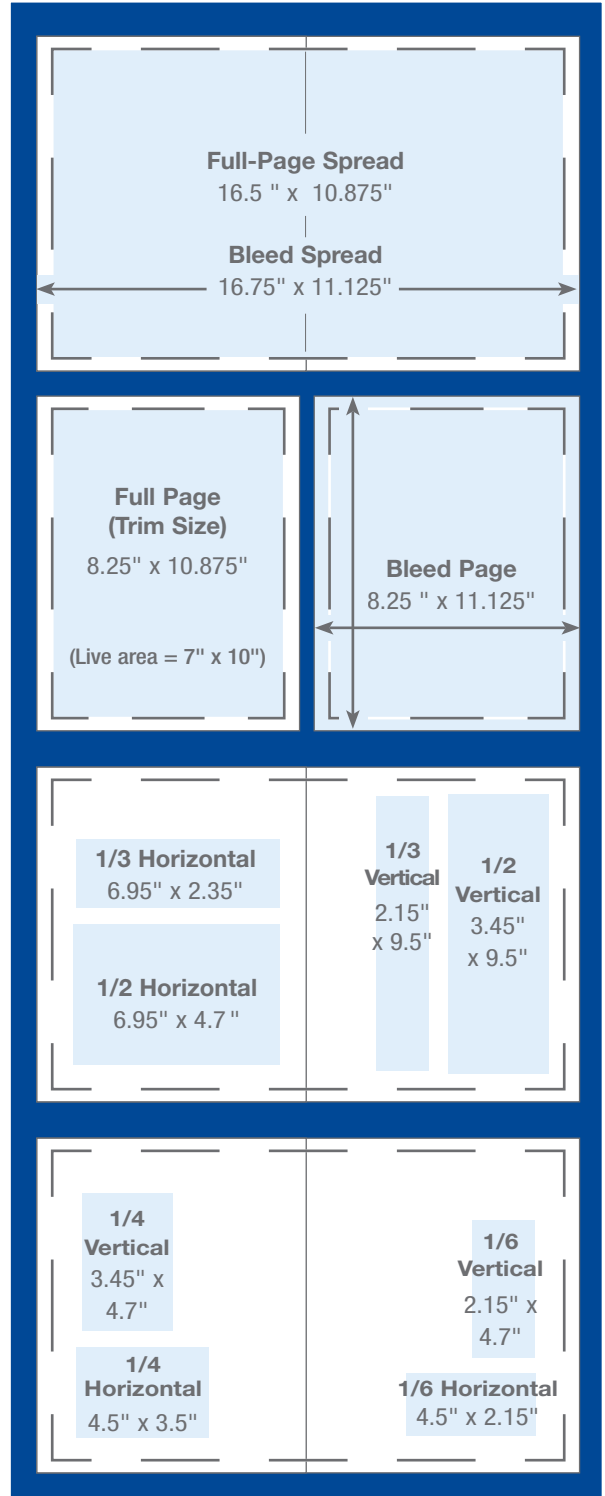
NO COLOR CHARGE

ALL ADVERTISERS RECEIVE NET RATES

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 1/4 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**.

Visit www.aralassvegas.com.

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 3.

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 nonadvertisers.

Specifications: 600 pixels wide by 815 pixels long PDF or JPEG file at 300 dpi, plus a Word document for the text.

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

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.

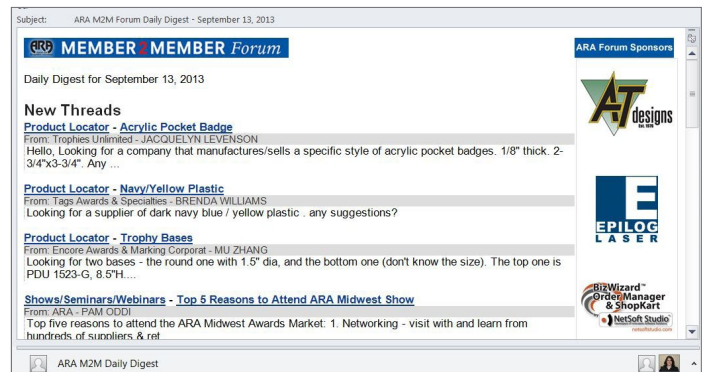
Rate: \$450

Member2Member Forum

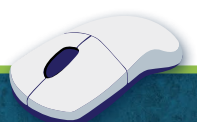


ARA's Member2Member Forum is an invaluable industry resource that ARA members visit each day to get assistance in locating products, troubleshooting equipment, sharing business tips, and more. With more than 1,300 engaged users, the Forum also is a valuable tool for suppliers to reach ARA retailer members. 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.

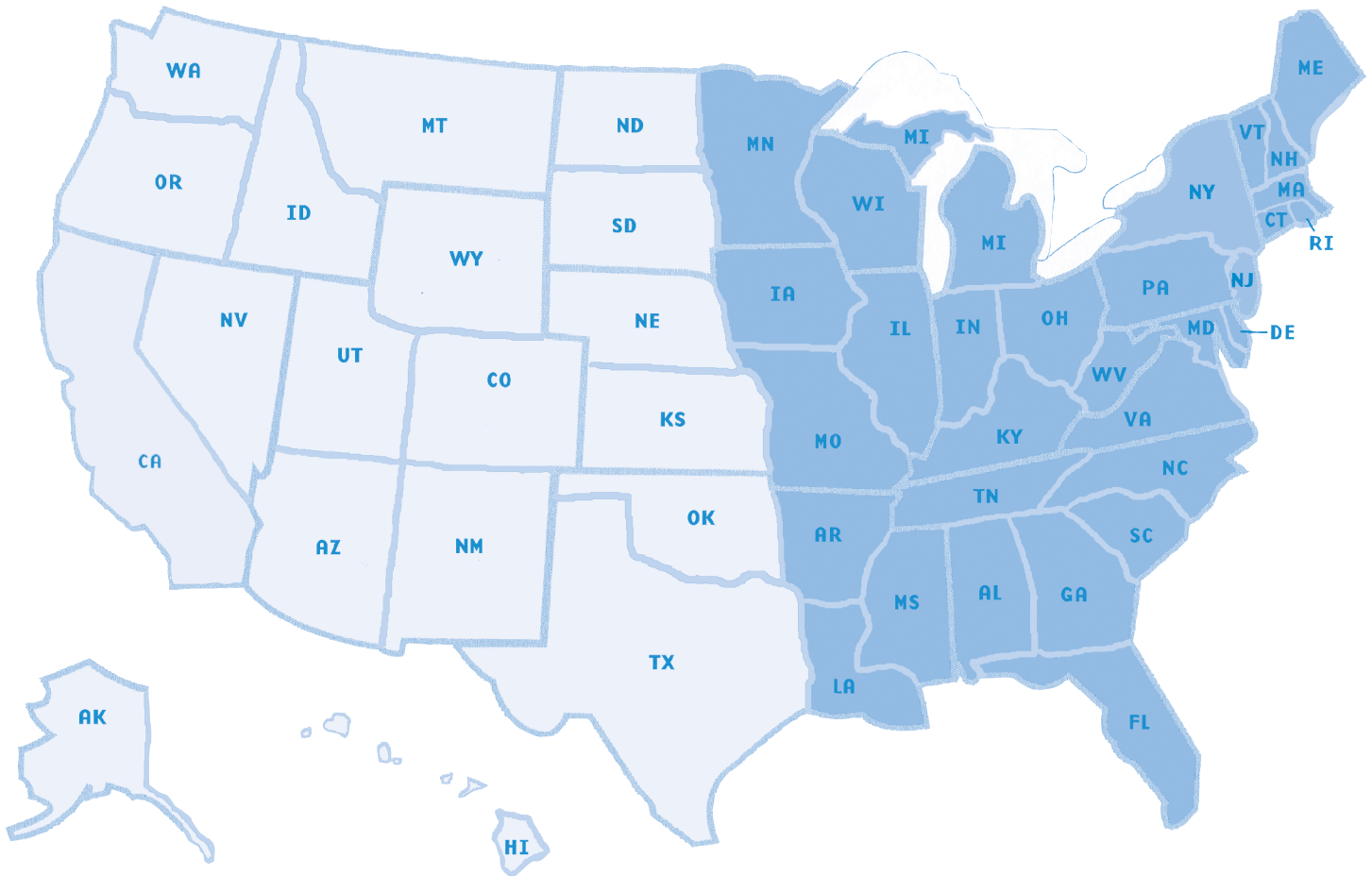
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