

ACCESS THE PERSONALIZATION AND RECOGNITION INDUSTRY

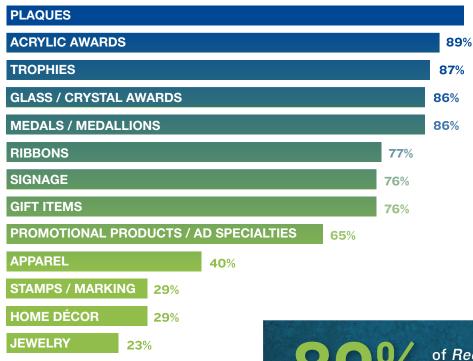


Personalization. Recognition. Engraving. Awards.

94%

TOTAL CIRCULATION OF HOOD FOR MOTOR Reach: MRA MEMBERS PROSPECTS TRADE SHOW ATTENDEES SNOLLIGE TALIBIC CIRVUL, MADA

#### **PRODUCTS SOLD** THROUGH OUR READERS' BUSINESSES\*



**Recognition** 

#### **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					
	FREQUENCY				
Size	12x	6x	Зx	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.

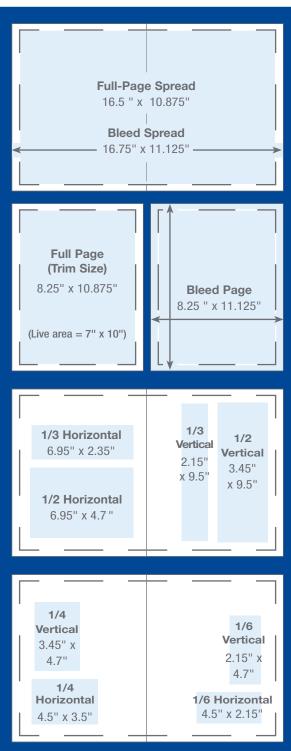
IARGE

**RECEIVE NET RATES** 

**NEW** AD SIZES OFFER BETTER EXPOSURE **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 <sup>1</sup>/<sub>4</sub> 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.aralasvegas.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 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 fullpage 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.

#### 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

MEMBER 2 MEMBER 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

MEMBER 2 MEMBER Forum	ARA Forum Sponsors	
	4	
Daily Digest for September 13, 2013		
New Threads	designs	
Product Locator - Acrylic Pocket Badge	Constant	
rom: Trophies Unlimited - JACQUELYN LEVENSON	v	
Hello, Looking for a company that manufactures/sells a specific style of acrylic pocket badges. 1/8" thick. 2- 3/4"x3-3/4". Any		
Product Locator - Navy/Yellow Plastic		
rom: Tags Awards & Specialties - BRENDA WILLIAMS		
Looking for a supplier of dark navy blue / yellow plastic . any suggestions?	CDU OC	
Product Locator - Trophy Bases		
rom: Encore Awards & Marking Corporat - MU ZHANG	LASER	
Looking for two bases - the round one with 1.5" dia, and the bottom one (don't know the size). The top one is PDU 1523-G, 8.5"H		
Shows/Seminars/Webinars - Top 5 Reasons to Attend ARA Midwest Show	BizWizard Order Manager	
mows/seminars/webmars - 100 5 Reasons to Attend ARA Widwest Show	Order Manager & ShopKart	
Top five reasons to attend the ARA Midwest Awards Market: 1. Networking - visit with and learn from hundreds of suppliers & ret	NetSoft Studio	
ARA M2M Daily Digest		

# ARA JUST A CLICK AWAY!

# **ARA Connection**

CONNECT	ER NEWS
We adjusted the ARA above earlier this year and have been in contact with some great applies. It is a pleasure for us to be a member of ARA to build our expectes and extended with these media and supportunities in this haveour, We also filterand is the meaningful experiences and apportunities as a member. Learn Happ Team	Visit Our Spansor
Upcoming Shows	A CONTRACTOR
ARA 2013 Midweet Awards Market November 1-2, 2913, Roseneck, IL Nati your celendars for November 1-2 when ARA will host another great show in the Midwest.	
Registrations is now equal AVA members readware tree admittance is the show foor and all adoution seminaril The nonmember registration into is 550 per genome on 648 per exclusional assission. Nonmembers musi provide a visit business locates or other proof of business. <u>Signitients</u> to main its AAA, POBes 31726, Chrosop, L. 60031; or call AVA at 41.3755.4002.	1.00
Supplier members have the opportunity to showcase products and semicles to hundreds of industry professionals. Click <u>have</u> for exhibit and sponsorship opportunities. Final <u>Brain Filoanaid</u> with sponsorship and exhibit inquiries or call him at 647.375.4751.	
Start Haddall 2014 ARA International Awards Markett Allowary 28-28, 2014 of the Bio All-Suite Host and Catalogic Lat Vesas. NY For more information, please Visit www.art.org/vegas.	Ver Bachy Rabins 1-800-869-7800
ARA Announcements	Gĩ
ARA Average Program The ARA Instances and program recognizes members for their contributions to the association and the averagis industry. Novimate your colleague and they avoid be homored using the Average Recession head and the ARA International wards Martel In Las Vegas. Clickhers for a full description of the average and romania work.	TOPMOS
Reception is Rewarding a program designed to help you understand the eliacophoto is Rewarding as a program designed to help you understand the eliale of eardist and recopilition programs, and other to so in help to develop an effective reward program for in the other, on the field, in the develop or yournest backgroup dispatcables. A controllabeler field that markens know contains measures ARA relatives can use to excluse that outpress bout the Recoprision is Revention program and the value of eliverals. This also	F 👪 🗹

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



# **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
- CoreIDRAW 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 pastdue 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.
- 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.



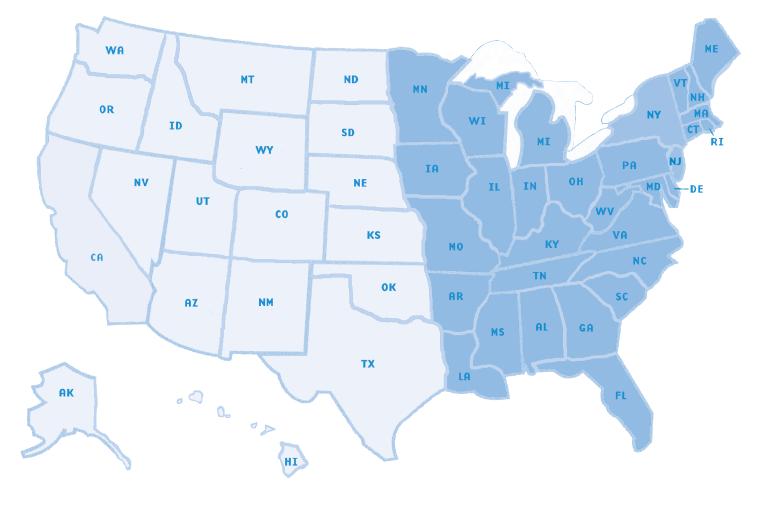
# **Contact Information**

Western U.S. and outside U.S.

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