

2012 Advertising Rates



For over 30 years, *SignCraft* has delivered ideas and information to mainstream sign shops. We're sign people publishing for sign people—far from the approach of cookie-cutter B-to-B publications. *SignCraft* is here to make the work of sign shop owners easier and to help them make more money.

The \$6 every *SignCraft* reader pays for the magazine is an investment in the practical information they know they'll find inside every issue—including the products and materials they need to know about to keep their businesses productive and profitable.



Black & White advertising rates

	1 time	3 times	6 times
Full page	3586	3334	3085
2/3 page	2854	2662	2458
1/2 page	2325	2172	2002
1/3 page	1880	1756	1627
1/6 page	1192	1112	1008
1/12 page	628	589	543
1 column inch	318	294	274

4-color advertising rates

	1 time	3 times	6 times
Full page	4486	4234	3985
2/3 page	3604	3412	3208
1/2 page	2925	2772	2602
1/3 page	2330	2206	2077
1/6 page	1492	1412	1308
1/12 page	778	739	693
1 column inch	393	369	349
Back cover	5204	4898	4603

Cover positions available as four color only.

Closing dates and deadlines

Issue	Closes	Material Due
January/February	Nov. 15	Nov. 22
March/April	Jan. 15	Jan. 22
May/June	Mar. 15	Mar. 22
July/August	May 15	May 22
September/October	July 15	July 22
November/December	Sep. 15	Sep. 22

Position rates

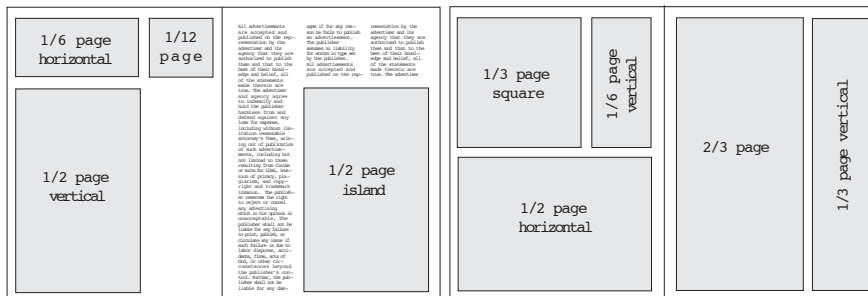
Specified positions	Add 10%
Inside front covers	Add 15%
Island half vertical	Add 15%

Rate Card #36 is effective with the November/December 2011 issue.

Formats and Sizes



Standard ad formats



Standard sizes

	width x depth
Full page	7 ³ / ₈ x 10
2/3 page	4 ⁹ / ₁₆ x 10
1/2 horizontal	7 ³ / ₈ x 4 ⁷ / ₈
1/2 vertical	4 ⁹ / ₁₆ x 7 ¹ / ₂
1/3 square	4 ⁹ / ₁₆ x 4 ⁷ / ₈
1/3 vertical	2 ⁷ / ₁₆ x 10
1/6 horizontal	4 ⁹ / ₁₆ x 2 ⁷ / ₁₆
1/6 vertical	2 ⁷ / ₁₆ x 4 ⁷ / ₈
1/12 page	2 ⁷ / ₁₆ x 2 ⁷ / ₁₆
One inch	2 ⁷ / ₁₆ x 1

Specs

Printed web offset
60# enameled stock
150 line screen
Perfect bound

Trim size 8³/₄ x 10¹/₈
Bleed size 9¹/₄ x 11¹/₈
Inserts Please call
Keep graphics 1/2 in. from trim
on all sides.

Sales staff



Michelle Sutton
michelle@signcraft.com
800-204-0204, Ext. 106



Bill McIltrout
bill@signcraft.com
800-204-0204, Ext. 101

Cool Tools

Our new *Cool Tools* section is a great way for advertisers to get their products featured in *SignCraft Magazine* and on *SignCraft.com*—delivering the maximum reach at the lowest cost. You'll get a color image and a caption designed to drive sign makers to your website (or to call you, if you prefer.) On *SignCraft.com*, your feature will appear on our *Cool Tools* page and will, of course, include a link to your website. For a small additional cost, you can rotate your *Cool Tools* feature on our home page.

In both versions, *Cool Tools* is a directory of products and services that make the sign maker's work easier and more profitable. Readers are always looking for ways to save time and money, and this unique format makes it easy for them to review the features and see what they've been missing.

Rates and materials

Cool Tools 4-color print/web feature:
\$300 net per issue
(online for 2 months)
Three insertion minimum

Postcard insert with web feature:
\$1100 net per issue, 4/color


Material: Up to 35 words
of descriptive text and
a 700 pixel-wide image

Optional showcase spot on
SignCraft.com home page:
Additional \$200 net per issue
(online for 2 months)

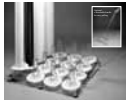
Visit this special advertising section on www.signcraft.com for quick links to these Web sites.

Cool tools and other neat stuff


Tools, materials and services to make your life easier




Great-looking brackets
Hang up files, file folders, magazines, file organizers, address files, handouts and contemporary signs on walls from solid steel, forged and powder-coated. See the online design tool.
www.hangenus.com




Chromium-plated, portable floor rack
Store and protect chrome framed and mirrored file vinyl, inkjet, film, paper, application tape, banner material, up to 140 lbs. 12 inch wide with up to 1000 pockets. A detachable handle option is available.
Rack is 12.25" H, and the handle is 12.5" H.
www.gapusa.com




Profits from Pinstripes! Don't miss out
Our tape works as a stretch tape & paint & just it off—then get paid for it! Get more than 2000 sq. ft. of stripes. Make bands, signs, curtains and more from stripes. Make and repair most any pinstripes. Start today!
www.finessepinstriping.com




Stencils deliver easy profits!
Stencils can provide your customers with standard and custom stencils for logos, writing, graphics and more. It's our 100% digital stencil. Get your stencil, no modeling requirements and available after shipping. Request your free catalog and sample today! \$100.00 per 100.
www.newstape.com




ReelPRO Professional Take-up System
ReelPRO is an affordable, easy-to-install, easy-to-use take-up system which will immediately start saving you money through improved efficiency when printing large print banners, vehicle wraps, wallpaper, signs, etc. ReelPRO is compatible with RollUp, Signo, Thermal and Rolland wide format printers. Take control of your workflow today with ReelPRO!
www.supply55.com




Wholesale signage from JPS Inc.
JPS specializes in vehicle wraps and laminated signs. We also create dimensional printing, all with the latest roller technology and the JPS Roll-it-up-part-and-purchase parts system. Everything is paid for and has paid for you. \$10.00 per sign.
www.jpssigns.com




Standoff caps and more
For over 100 years, 3M™ Scotch™ Corporation has been supplying home and industrial consumers in numerous industries, including the sign, lamp and lighting, hardware, display and P.O.P. markets. Visit our website and download our catalog today!
www.capsandstandoffs.com




Rolling A-frame sidewalk sign
Quick Loading rolling A-frame side display 24" x 36" x 48" A-frame sign stands and will fit through any door. Ready 2 in 1. Sign Manager Board and not more reader models available along with 1000's of designs. Includes 100's of applications. Standing the rolling before looking, affordable portable no more filing or carrying. Call today for free catalog. 800-255-1122-1012
www.magmaster.com




Decorative Mounting Hardware
Create exceptional signs and displays using our Fast and Easy Mounting Hardware. With our 100% interchangeable components, Global Mounting System™ allows you to "Shiny Your Signage in 20" or in minutes of setup. 775.523.2772 or globalmountingsystems.com



Wholesale laser and rotary engraving
Wholesale pricing, fast turnaround, quality work, and over 20 years in custom engraving—both laser and rotary. We make your business grow as a sign—your 24-hour phone. 51-248-9999.
www.conleygraphics.net



Improve your OMEGA™ skills for FREE!
The Genetec's OMEGA software is help save time and increase profits. Our small software business and improve digital quality. Create many ready-to-use data and hardware related. Learn to enhance your small business. Explore Omega's new features and more...
www.gpinc.com/omegatraining



The perfect finish for the perfect look
A final extra step that is a sign post—the final touch of professional design. Boston Turning Works offers many styles and sizes—all created from high-grade die-cast metal, built with state-of-the-art technology. The result is a durable, durable final that delivers value and appeal.
www.bostonturningworks.com

continued...

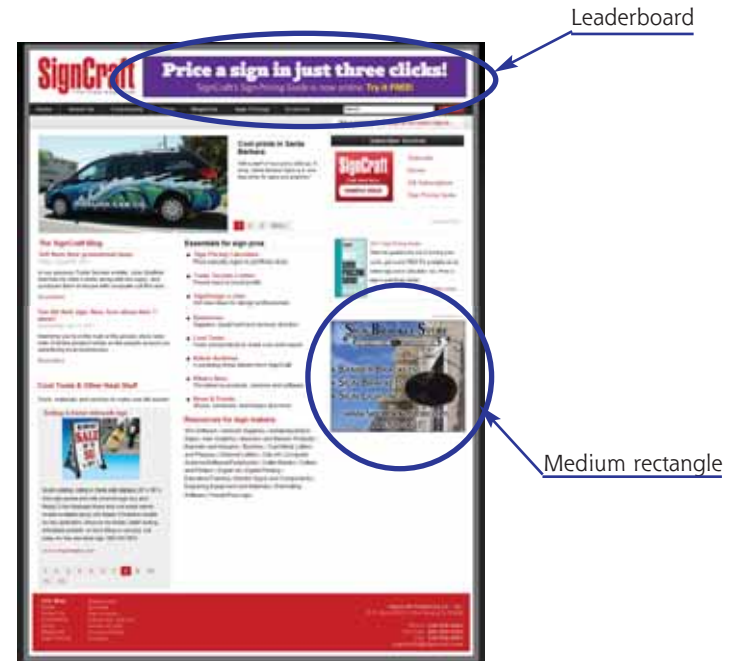
www.signcraft.com | July/August 2011 | SignCraft 49

Online advertising: www.signcraft.com

Besides providing feature articles, links to the sites of our advertisers, message boards and other resources for those who make signs, SignCraft.com also includes an online version of our popular *Sign Pricing Guide*.

This online tool lets subscribers price routine sign work quickly and easily—taking the guesswork out of pricing their work and minimizing pricing errors. It also keeps our site—and your banner advertising—in front of a growing group of users every day.

Banner ads are available in two popular formats—the Leaderboard across the top of the page and Medium Rectangle ads down the right side of the page.



Rates and sizes

Leaderboard ad \$400 net/mo.
728 by 90 pixels

Medium rectangle \$200 net/mo.
300 by 250 pixels

Resolution: 72 dpi
File format: JPG, PNG, GIF
Animated GIF

Trade Secrets

Our *Trade Secrets* e-letter goes to over 10,000 sign professionals who have chosen to receive this great resource via e-mail. Every three weeks, we send a proven tip shared by sign shop owners that will help them make money and save time. Right beside this profitable information are advertisements for products and services that will also help them make money.

One of the challenges of online advertising is to get your message delivered with content that readers want to see. *Trade Secrets* is a great opportunity to do that. Put your message in their inbox; in a helpful e-mail that shop owners are sure to be watching for.

Rates and sizes

Right column rectangle ad
157 by 131 pixels Starting at \$175
Leaderboard available on request

Resolution: 72 dpi
File format: JPG, PNG, GIF
Animated GIF

Trade Secrets... from the editors of SignCraft

Number 8

Sell them their promotional items, too

A few weeks ago, when we featured John Shoffner's tip on how easy and profitable it is to offer t-shirts to your sign customers, I asked if any readers had success offering promotional items, like imprinted pens, letter openers, calendars. I received several great responses, including these:

"Pens, key chains, shirts...they add a nice chunk to our bottom line. We work through a broker, so it's easy."
Arthur Meeker, Xtreme Graphx, Albany, OR, www.xtremegraficdesign.com

"We bill ourselves as a full service sign shop, offering any and all types of marketing, from signs to pens to shirts to business cards. It saves the customer the hassle of having to go to several different places for their different marketing needs, and gives us more face-to-face time with our customers!"
Jolee Moffett and Jeremiah Peterson, 2 Sign Guys, LLC, Jasper, IN

"I started doing this a long time ago, because I wanted to keep my customers coming back to me. If I only did a vehicle for them, that might be all they would need to purchase from me. This approach keeps them coming back."
Karen Johnson K&R Graphics & Signs, Inc., Woodside, DE

"I agree 100% with the T-shirt article! Shirts and ad specialty products are a great way to make additional sales, and it always leads to me being a customers "go-to person" for all of their signs and printing. Sales of t-shirts and ad specialties have actually started to surpass my signs and vehicle graphics this year. I deal through one source, and that makes it fast and easy."
Suzanne Wright, Creative Edge Signs & Graphics, Weeping Water, NE, www.VisitCreativeEdge.com

There's more on the SignCraft blog. [Click here](#) to learn what sources these shops use for these products, and see more on how they market them.

Promotional products are one of those things that you can just take an order for, then call the client when it's ready. All you need is a few square feet of wall or floor space to let your clients see some of the promotional products you offer. Repeat orders are likely, too, and that keeps clients coming back.

Online Resource Page

The screenshot shows the SignCraft website interface. At the top, there is a navigation menu with links for Home, About Us, Community, Store, Magazine, Sign Pricing, and Archives. A search bar is located to the right of the menu. Below the navigation, a purple banner advertises the Sign Pricing Guide, stating "Price a sign in just three clicks!" and "SignCraft's Sign Pricing Guide is now online. Try it FREE!". The main content area is titled "Category" and lists two items:

- Gemini Inc.**: Formed plastic letters, cast metal, injection molded, flat cut, custom letters and logos, changeable copy and trimcap. Accompanied by an image of a metal letter 'G'.
- A.R.K. Ramos Signage Systems**: Cast metal letters and plaques, precision cast letters, etched and engraved signs, ADA signage, reverse channel letters. Accompanied by an image of various signs, including one that says "ACCESSIBLE" and another that says "NO".

On the right side of the page, there is a "Subscriber Services" section with links for "Subscribe", "Renew", "Gift Subscriptions", and "Sign Pricing Guide". Below this, there is an advertisement for the "2011 Sign Pricing Guide" with the text "Take the guesswork out of pricing your work--get yours FREE! It's available as an".

The *SignCraft Resource Directory* connects sign professionals with sources for materials, supplies and services. It is marketed through our website, e-letter and print magazine as a tool for sign shops to reach industry suppliers in one convenient location—a single click from the *SignCraft* home page takes them to the sources for the products and services they need.

A *Resource Directory* listing is included at no charge as a value-added benefit to those who advertise in *SignCraft*'s print edition on a six-insertion contract.

Rates and specs

75 by 75 pixel photo
Up to 20 words of descriptive text
\$300 per year

Resolution: 72 dpi
File format: JPG, PNG, GIF

File Specifications, etc.

File formats

We prefer PDF files, but .EPS, .TIF, .AI, or .JPG format files are also acceptable. Embed fonts and images if using .EPS or .AI format.

Commissions and payments

15% discount to advertising agencies. Net due 30 days from invoice date. 1½% per month interest charged after 30 days. Agency discount is void after 60 days.

Advertising policy

All advertisements are accepted and published on the representation by the advertiser and its agency that they are authorized to publish them and that to the best of their knowledge and belief, all of the statements made therein are true. The advertiser and agency agree to indemnify and hold the publisher harmless from and defend against any loss for expense, including, and without limitation, reasonable attorney's fees arising out of publication of such advertisements, including but not limited to those resulting from claims or suits for libel, invasion of privacy, plagiarism, and copyright and trademark invasion. The publisher reserves the right to reject or cancel any advertising, which in his opinion is unacceptable. The publisher shall not be liable for any failure to print, publish, or circulate any issue if such failure is due to labor disputes, accidents, fires, acts of God, or other circumstances beyond the publisher's control. Further, the publisher shall not be liable for any damages if for any reason he fails to publish an advertisement. The publisher assumes no liability for errors in type set by the publisher.

Sending files

You can e-mail files under 6 MB to production@signcraft.com, or send a CD. Contact us about electronic transfer of larger files using our FTP site.

Borders

Ads of ½ page or less should have a definable border (tint, rule, photo edge, etc.) or they will be bordered with a hairline rule.

SignCraft Publishing Co., Inc.
P.O. Box 60031, Fort Myers, FL 33906
800-204-0204 • 239-939-4644
Fax: 239-939-0607
www.signcraft.com

UPS & courier shipments:
SignCraft Publishing Co., Inc.
10271 Deer Run Farms Road
Fort Myers, FL 33966-1708

SignCraft
www.signcraft.com