

MONTH	COVER STORY	FEATURES	BUSINESS STRATEGIES	SECTIONS
<b>JANUARY</b> <b>Ad Close:</b> Jan. 3, 2022 <b>Materials Due:</b> Jan. 6, 2022	<ul style="list-style-type: none"> <li>• <b>Staffing Handbook</b> – Practical Tips on Attracting and Retaining Talent, Building Company Culture, What Employees Want in a Leader and More</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Print Feature:</b> Tags &amp; Labels</li> <li>• <b>Promo Feature:</b> New Products for 2022</li> <li>• <b>Apparel Feature:</b> Athletic &amp; Performance</li> </ul>	<ul style="list-style-type: none"> <li>• Sales and Prospecting Emails: What Makes an Effective One (and How to Not Be Spammy)</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Product Showcase:</b> Healthcare</li> <li>• <b>Hot List:</b> Masks &amp; PPE, Umbrellas, Tumblers, Writing Instruments, Audio Accessories, Caps &amp; Headwear, Signs &amp; Door Hangers</li> </ul>
<b>FEBRUARY</b> <b>Ad Close:</b> Jan. 28, 2022 <b>Materials Due:</b> Feb. 2, 2022	<ul style="list-style-type: none"> <li>• <b>Featured Longform</b> – Topic TBD</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Print Feature:</b> Jumbo Rolls</li> <li>• <b>Promo Feature:</b> Totes &amp; Bags</li> <li>• <b>Apparel Feature:</b> T-shirts</li> </ul>	<ul style="list-style-type: none"> <li>• Managing Client Color Expectations</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Product Showcase:</b> Technology</li> <li>• <b>Hot List:</b> Drinkware, Stickers &amp; Decals, USA-Made, Memos &amp; Note Pads, Spa &amp; Relaxation, Name Tags &amp; Buttons, Napkins</li> </ul>
<b>MARCH</b> <b>Ad Close:</b> March 1, 2022 <b>Materials Due:</b> March 4, 2022	<ul style="list-style-type: none"> <li>• <b>State of the Industry Report</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Print Feature:</b> Security Printing</li> <li>• <b>Promo Feature:</b> Golf Products &amp; Apparel</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing Strategies That Help Grow Sales</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Product Showcase:</b> Entertainment</li> <li>• <b>Hot List:</b> Candy &amp; Mints, Safety, Cups, Laptop Bags, Sunglasses, Wearable Tech, Plastic Cards</li> </ul>
<b>APRIL</b> <b>Ad Close:</b> March 31, 2022 <b>Materials Due:</b> April 5, 2022	<ul style="list-style-type: none"> <li>• <b>Mergers &amp; Acquisitions</b> – Navigating the Current Landscape and Preparing For the Future</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Print Feature:</b> Packaging</li> <li>• <b>Promo Feature:</b> Tech Items</li> <li>• <b>Apparel Feature:</b> 2022 Style Guide</li> </ul>	<ul style="list-style-type: none"> <li>• How to Break Up With a Customer (and When You Should Consider It)</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Product Showcase:</b> Automotive</li> <li>• <b>Hot List:</b> Outdoor Products, Keytags &amp; Keyrings, Beverage Insulators, Desk Accessories, Lotion &amp; Sunblock, Magnets, Towels &amp; Robes, Promo Tags</li> </ul>
<b>MAY</b> <b>Ad Close:</b> April 28, 2022 <b>Materials Due:</b> May 3, 2022	<ul style="list-style-type: none"> <li>• <b>Women in Print and Promo</b> – Female Professionals Talk Accomplishments, Challenges and Why They Love This Industry</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Print Feature:</b> Pressure Seal</li> <li>• <b>Promo Feature:</b> Drinkware</li> <li>• <b>Apparel Feature:</b> Polos &amp; Business Casual</li> </ul>	<ul style="list-style-type: none"> <li>• Integrating Social Media, QR Codes and Other Digital Mediums Into Print and Promo Campaigns</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Product Showcase:</b> Restaurants &amp; Bars</li> <li>• <b>Hot List:</b> Journals &amp; Notebooks, Coolers, Snacks &amp; Gift Baskets, Phone &amp; Tablet, Backpacks &amp; Duffels, Laser Cut Sheets &amp; Unit Sets</li> </ul>
<b>JUNE</b> <b>Ad Close:</b> May 30, 2022 <b>Materials Due:</b> June 2, 2022	<ul style="list-style-type: none"> <li>• <b>The Ultimate Guide to Social Media Vol. 2</b> – Get Connected and Learn How to Use Social for New Customer Development</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Print Feature:</b> Tax Forms</li> <li>• <b>Promo Feature:</b> Sports, Tailgating &amp; Outdoor Products</li> <li>• <b>Apparel Feature:</b> Caps &amp; Headwear</li> </ul>	<ul style="list-style-type: none"> <li>• e-Commerce Shops and Company Stores: From the Basics to Advanced Strategy</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Product Showcase:</b> Financial</li> <li>• <b>Hot List:</b> Calendars, Sports Apparel &amp; Uniforms, Sports Bottles, Lunch Bags, Wine Accessories, T-shirts, Wrapping &amp; Gift Packaging</li> </ul>
<b>JULY</b> <b>Ad Close:</b> June 28, 2022 <b>Materials Due:</b> July 1, 2022	<ul style="list-style-type: none"> <li>• <b>Featured Longform</b> – Topic TBD</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Print Feature:</b> Presentation Folders &amp; Brochures</li> <li>• <b>Promo Feature:</b> Writing Instruments</li> <li>• <b>Apparel Feature:</b> Socks &amp; Footwear</li> </ul>	<ul style="list-style-type: none"> <li>• Building the Perfect Self-Promo</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Product Showcase:</b> Education</li> <li>• <b>Hot List:</b> Tech &amp; Audio, Automotive, Glassware &amp; Barware, Backpacks, Fleece &amp; Outdoor Apparel, Labels</li> </ul>
<b>AUGUST</b> <b>Ad Close:</b> July 28, 2022 <b>Materials Due:</b> Aug. 2, 2022	<ul style="list-style-type: none"> <li>• <b>Top Print and Promotional Products Distributors</b> – With Interviews From the Top</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Print Feature:</b> Wide-Format Printing</li> <li>• <b>Promo Feature:</b> 4th Quarter Selling Guide</li> <li>• <b>Apparel Feature:</b> Women's Apparel</li> </ul>	<ul style="list-style-type: none"> <li>• Top Printing Technologies Used in Promo (and Why It Pays to Know Your Stuff)</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Product Showcase:</b> Manufacturing</li> <li>• <b>Hot List:</b> Chocolate, Blankets, Watches &amp; Jewelry, Planners, Rugged &amp; Safety Apparel, Greeting &amp; Holiday Cards</li> </ul>
<b>SEPTEMBER</b> <b>Ad Close:</b> Aug. 29, 2022 <b>Materials Due:</b> Sept. 1, 2022	<ul style="list-style-type: none"> <li>• <b>Meet Your CSR All-Stars</b> – The Best and Brightest at Reducing Client Friction and Keeping Projects Organized</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Print Feature:</b> Direct Mail</li> <li>• <b>Promo Feature:</b> Holiday &amp; Seasonal</li> <li>• <b>Apparel Feature:</b> Outerwear &amp; Jackets</li> </ul>	<ul style="list-style-type: none"> <li>• Upselling and More: Strategies to Increase Average Order Value</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Product Showcase:</b> Consumer Packaged Goods</li> <li>• <b>Hot List:</b> Flags/Banners/Mats, Hand Sanitizer, Luggage &amp; Travel, Coffee Accessories, Cookies &amp; Baked Goods, Writing Instruments, Mail &amp; Letters</li> </ul>
<b>OCTOBER</b> <b>Ad Close:</b> Sept. 28, 2022 <b>Materials Due:</b> Oct. 3, 2022	<ul style="list-style-type: none"> <li>• <b>Top Print and Promotional Products Suppliers</b> – With Interviews from the Top</li> <li>• <b>Supplier Excellence Awards</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Print Feature:</b> Continuous Forms</li> <li>• <b>Promo Feature:</b> Food Promotions</li> <li>• <b>Apparel Feature:</b> Uniforms</li> </ul>	<ul style="list-style-type: none"> <li>• Unplug With Ideas for Avoiding Burnout, Healthy Work/Life Balance</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Product Showcase:</b> Energy</li> <li>• <b>Hot List:</b> Awards, Caps &amp; Headwear, Badges &amp; Badge Holders, Lip Balm, Printed Products, Kitchen &amp; Household, Drinkware, Business Cards</li> </ul>
<b>NOVEMBER</b> <b>Ad Close:</b> Oct. 27, 2022 <b>Materials Due:</b> Nov. 1, 2022	<ul style="list-style-type: none"> <li>• <b>Featured Longform</b> – Topic TBD</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Print Feature:</b> Integrated Labels</li> <li>• <b>Promo Feature:</b> Fitness, Health &amp; Wellness</li> <li>• <b>Apparel Feature:</b> 2023 Apparel Trends</li> </ul>	<ul style="list-style-type: none"> <li>• Selling to Different Age Demographics</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Product Showcase:</b> Retail</li> <li>• <b>Hot List:</b> Mobile Accessories, Sports Bags, Mugs &amp; Tumblers, Lanyards, Tote Bags, Youth &amp; Teen Apparel, Catalogs, Brochures, Folders</li> </ul>
<b>DECEMBER</b> <b>Ad Close:</b> Nov. 28, 2022 <b>Materials Due:</b> Dec. 1, 2022	<b>ANNUAL BUYER'S GUIDE</b>			

Publication Trim Size: 8.125 x 10.875  
 Type of Binding: Perfect Bound  
 Printing Process: Web Offset (SWOP)  
 # of Columns: 2 to 3

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Standard Page Sizes	Live Area	Trim	Bleed
Full Page	7 x 10	8.125 x 10.875	8.375 x 11.125
*Full Page Spread	14.5 x 10	16.25 x 10.875	16.50 x 11.125
1/2 Page Spread	16.25 x 4.75		
2/3 vertical	4.625 x 10		
1/2 Page Island	4.50 x 6.75		
1/2 Page Horizontal	7 x 4.75		
1/2 Page Vertical	3.375 x 10		
1/3 Square	4.625 x 5		
1/3 Vertical	2.25 x 10		
1/4 Page Vertical	3.25 x 4.875		
1/6 Page Vertical	2.25 x 4.50		
1/8 Page Vertical	2.25 x 3		
Full Page Insert	7 x 10	8.125 x 10.875	8.375 x 11.125

- Please submit spread ads as 2 single page pdf files in the SMA portal using your full page trim size for each. This will require 2 separate uploads in the ad portal.
- Keep all live matter 3/8" inside trim of all ad sizes.
- \*Allow 1/4" safety gutter for ea. page of a spread when type is running across the gutter. Indicate trim on proof
- Fractional ads should be supplied with crop marks at least 1/8" outside the image area.

Please send all print ad materials to the SendMyAd portal, NOT to the publication production manager. Simply log on to <https://napco.sendmyad.com> to setup your account and upload/approve your print ad.

#### Digital Specifications/PDF File Requirements

PDF/X-1a is the required file format for *Print Professional* magazine. Sending your ad as a PDF/X-1a protects the integrity of your ad file and ensures that it will print properly. Please upload your ad to the SendMyAd portal as a PDF/X-1a file created with Acrobat Distiller 7.0 or higher. Please provide proofs for reference in a separate folder in the above location.

#### Please Note:

- Scanned images for both display and marketplace ads must be high resolution (minimum 200 dpi), saved as CMYK (no RGB or JPEG graphics) as a TIFF or EPS.
- All fonts must be embedded in the PDF and be Type 1 or 3 - No Truetype.
- Bleeds must be .1250" outside trim
- All PDFs must be high res/press optimized (PDF/X-1a Compliant)
- Files must be Right Reading, Portrait Mode only 100% size, no rotations.
- If color is critical please provide us with a composite SWOP-certified color proof (with color bars) and send to the production manager at the address below. To see a list of SWOP-certified proofs we accept, please visit <http://www.swop.org/certification/certmfg.asp>. We cannot grant makegoods for poor color reproduction unless a SWOP-certified color proof is supplied with your digital file.
- Ad files must be uploaded to the SendMyAd portal. Log on to <https://napco.sendmyad.com>. Call the Production Manager at the number below if you have questions.

Please note: Advertisers or Ad Agencies that do not comply with these specifications and/or procedures waive all claims to make-goods or refunds and hold harmless Print Professional in any and all production disputes.

To send your ad log on to: <http://napco.sendmyad.com>