

MONTH	FEATURED LONGFORM	FEATURES	BUSINESS STRATEGIES	SECTIONS
JANUARY Ad Close: Jan. 2, 2024 Materials Due: Jan. 5, 2024	<ul style="list-style-type: none"> • Vertical markets – Tapping into key markets 	<ul style="list-style-type: none"> • Print Feature: Tags & Labels • Promo Feature: New Products for 2024 • Apparel Feature: Athletic/Performance Apparel 	<ul style="list-style-type: none"> • Practical Tips on Attracting and Retaining Talent, Building Company Culture, What Employees Want in a Leader and More 	<ul style="list-style-type: none"> • Hot List: Brochures, Umbrellas, Tumblers, Writing Instruments, Audio Accessories, Caps & Head-wear, Signs & Door Hangers • Convergence Corner
FEBRUARY Ad Close: Jan. 26, 2024 Materials Due: Jan. 31, 2024	<ul style="list-style-type: none"> • Topic TBD 	<ul style="list-style-type: none"> • Print: Jumbo Rolls • Promo: Bags and Totes • Apparel: T-shirts* (Decoration boot camp - finding a decorator, environmental printing strategies, consumer demand for decoration types) 	<ul style="list-style-type: none"> • How to use referrals to get more business 	<ul style="list-style-type: none"> • Hot List: Drinkware, Stickers & Decals, USAMade, Memos & Note Pads, Spa & Relaxation, Name Tags & Buttons, Napkins • Convergence Corner
MARCH Ad Close: March 1, 2024 Materials Due: March 6, 2024	<ul style="list-style-type: none"> • Women in Print & Promo 	<ul style="list-style-type: none"> • Print: Plastic Card/Gift Cards and Digital Business Cards • Promo: Premium Brands 	<ul style="list-style-type: none"> • Time Management Hacks - Tips, avoiding wasted time on lengthy processes, how to find more in a day 	<ul style="list-style-type: none"> • Hot List: Candy & Mints, Safety, Cups, Laptop Bags, Sunglasses, Wearable Tech, Plastic Cards • Convergence Corner
APRIL Ad Close: April 1, 2024 Materials Due: April 3, 2024	<ul style="list-style-type: none"> • 2024 State of the Industry 	<ul style="list-style-type: none"> • Print: Packaging • Promo: Tech • Apparel: 2024 Style Guide 	<ul style="list-style-type: none"> • Best SEO Practices 	<ul style="list-style-type: none"> • Hot List: Outdoor Products, Keytags & Keyrings, Beverage Insulators, Desk Accessories, Lotion & Sunblock, Magnets, Towels & Robes, Promo Tags • Convergence Corner
MAY Ad Close: April 26, 2024 Materials Due: April 4, 2024	<ul style="list-style-type: none"> • Consolidation in Print & Promo, and whether M&A is worth exploring 	<ul style="list-style-type: none"> • Print: Direct Mail • Promo: Drinkware in an eco-friendly world • Apparel: Polos/Business Casual 	<ul style="list-style-type: none"> • No More Cold Calls: How to optimize your first-impression emails in a millennial industry 	<ul style="list-style-type: none"> • Hot List: Journals & Notebooks, Coolers, Snacks & Gift Baskets, Phone & Tablet, Backpacks & Duf-fels, Laser Cut Sheets & Unit Sets • Convergence Corner
JUNE Ad Close: May 28, 2024 Materials Due: May 31, 2024	<ul style="list-style-type: none"> • Social Media Guide V4 	<ul style="list-style-type: none"> • Print: Political/Campaign Print for Election Season • Promo: Sports/Tailgating • Apparel: Caps/Headwear 	<ul style="list-style-type: none"> • Networking Know-How: How to use in-person trade shows to level up your business (using Alliance SME's maybe) 	<ul style="list-style-type: none"> • Hot List: Calendars, Sports Apparel & Uniforms, Sports Bottles, Lunch Bags, Wine Accessories, T-shirts, Wrapping & Gift Packaging • Convergence Corner
JULY Ad Close: June 28, 2024 Materials Due: July 3, 2024	<ul style="list-style-type: none"> • Topic TBD 	<ul style="list-style-type: none"> • Print: Presentation Folders/ Brochures • Promo: Writing Instruments • Apparel: Loungewear and socks 	<ul style="list-style-type: none"> • New Horizons: Working with a decoration vendor to add to your product offering 	<ul style="list-style-type: none"> • Hot List: Tech & Audio, Automotive, Glassware & Barware, Backpacks, Fleece & Outdoor Apparel, Labels • Convergence Corner
AUGUST Ad Close: July 26, 2024 Materials Due: July 30, 2024	<ul style="list-style-type: none"> • Top Distributors 	<ul style="list-style-type: none"> • Print: Wide-Format Printing • Promo: 4th Quarter Selling Guide • Apparel: The rise of gender-neutral apparel 	<ul style="list-style-type: none"> • The Customer Always Right? When to offer gentle "no," and avoid conflict when necessary 	<ul style="list-style-type: none"> • Hot List: Chocolate, Blankets, Watches & Jewelry, Planners, Rugged & Safety Apparel, Greeting & Holiday Cards • Convergence Corner
SEPTEMBER Ad Close: Aug. 30, 2024 Materials Due: Sept. 5, 2024	<ul style="list-style-type: none"> • CSR All-Stars 	<ul style="list-style-type: none"> • Print: Pressure Seal • Promo: Holiday/Seasonal gifting • Apparel: Jackets and outerwear 	<ul style="list-style-type: none"> • EXPO Preview 	<ul style="list-style-type: none"> • Hot List: Flags/Banners/Mats, Hand Sanitizer, Luggage & Travel, Coffee Accessories, Cookies & Baked Goods, Writing Instruments • Convergence Corner
OCTOBER Ad Close: Sept. 27, 2024 Materials Due: Oct. 2, 2024	<ul style="list-style-type: none"> • Top Suppliers/Supplier Excellence 	<ul style="list-style-type: none"> • Print: Business Cards/Stationary • Promo: Food promos and food packaging • Apparel: Planning for 2025 (Apparelist pick-up) 	<ul style="list-style-type: none"> • How to keep your regular customers (and turn new customers into regulars) 	<ul style="list-style-type: none"> • Hot List: Awards, Caps & Headwear, Badges & Badge Holders, Lip Balm, Kitchen & Household, Drinkware, Business Cards • Convergence Corner
NOVEMBER/ DECEMBER Ad Close: Nov. 29, 2024 Materials Due: Dec. 4, 2024	<ul style="list-style-type: none"> • 2025 Buyer's Guide 			

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

Bob Gibbons, Senior Vice President, Department: Ad Operations
 Print & Promo Marketing, NAPCO Media
 1500 Spring Garden, St. Suite 1200, Philadelphia, PA 19130
 215-238-5365 | bgibbons@napco.com

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 & Promo Marketing* 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.