

COLUMNS & FEATURES KEY

Insider: Article by industry contributor (any topic)

Spotlight: Profile of notable industry figure or company

Featured Longform: Rotating in-depth stories on key industry or industry-adjacent topics

Hot List: The hottest, newest or most interesting products (assorted) in listed product categories

MONTH	MONTHLY COLUMNS	FEATURES	SECTIONS	STYLE
JANUARY Ad Close: Dec. 30, 2019 Materials Due: Jan. 1, 2020	<ul style="list-style-type: none"> ■ Insider ■ Spotlight ■ New Products ■ My Best Promotion 	<ul style="list-style-type: none"> ■ Featured Longform ■ Feature: Handling Customer Objections ■ Promos: Writing Instruments 	<ul style="list-style-type: none"> ■ Product Showcase: New Products for 2019 ■ Hot List: Umbrellas, Tumblers, Messenger Bags, Audio Accessories, Caps & Headwear 	<ul style="list-style-type: none"> ■ Feature: Athletic & Performance
FEBRUARY Ad Close: Jan. 27, 2020 Materials Due: Jan. 30, 2020	<ul style="list-style-type: none"> ■ Insider ■ Spotlight ■ New Products ■ My Best Promotion 	<ul style="list-style-type: none"> ■ Featured Longform ■ Feature: Marketing With Direct Mail ■ Promos: Totes & Bags 	<ul style="list-style-type: none"> ■ Product Showcase: Drinkware ■ Hot List: Stickers & Decals, USA-Made, Memo & Note Pads, Spa & Relaxation, Name Tags & Buttons 	<ul style="list-style-type: none"> ■ Feature: T-shirts
MARCH Ad Close: Feb. 26, 2020 Materials Due: March 2, 2020	<ul style="list-style-type: none"> ■ Insider ■ Spotlight ■ New Products ■ My Best Promotion 	<ul style="list-style-type: none"> ■ Featured Longform ■ Feature: Cold Calling/Cold Emailing ■ Promos: Golf Products 	<ul style="list-style-type: none"> ■ Product Showcase: Candy & Mints ■ Hot List: Safety, Cups, Laptop Bags, Sunglasses, Wearable Tech 	<ul style="list-style-type: none"> ■ Feature: Golf Apparel
APRIL Ad Close: April 1, 2020 Materials Due: April 6, 2020	<ul style="list-style-type: none"> ■ Insider ■ Spotlight ■ New Products ■ My Best Promotion 	<ul style="list-style-type: none"> ■ Featured Longform ■ Feature: What to Do When Things Go Wrong ■ Promos: Tech Items 	<ul style="list-style-type: none"> ■ Product Showcase: Outdoor Products ■ Hot List: Keytags & Keyrings, Beverage Insulators, Desk Accessories, Lotion & Sunblock, Magnets, Towels & Robes 	<ul style="list-style-type: none"> ■ Feature: Style Guide
MAY Ad Close: April 27, 2020 Materials Due: May 4, 2020	<ul style="list-style-type: none"> ■ Insider ■ Spotlight ■ New Products ■ My Best Promotion 	<ul style="list-style-type: none"> ■ Top Distributors ■ Feature: Business Growth Strategy ■ Promos: Drinkware 	<ul style="list-style-type: none"> ■ Product Showcase: Journals & Notebooks ■ Hot List: Coolers, Snacks & Gift Baskets, Phone & Tablet, Backpacks & Duffels 	<ul style="list-style-type: none"> ■ Feature: Polos & Business Casual
JUNE Ad Close: May 29, 2020 Materials Due: June 3, 2020	<ul style="list-style-type: none"> ■ Insider ■ Spotlight ■ New Products ■ My Best Promotion 	<ul style="list-style-type: none"> ■ Featured Longform ■ Feature: Finding the Right Decorator/Printer ■ Promos: Sports, Tailgating & Spirit 	<ul style="list-style-type: none"> ■ Product Showcase: Writing Instruments ■ Hot List: Calendars, Sports Apparel & Team Uniforms, Sports Bottles, Lunch Bags, Wine Accessories, T-shirts 	<ul style="list-style-type: none"> ■ Feature: Caps & Headwear
JULY Ad Close: June 26, 2020 Materials Due: July 1, 2020	<ul style="list-style-type: none"> ■ Insider ■ Spotlight ■ New Products ■ My Best Promotion 	<ul style="list-style-type: none"> ■ Top Suppliers ■ Supplier Excellence Awards ■ Feature: Closing the Sale 	<ul style="list-style-type: none"> ■ Product Showcase: Tech & Audio ■ Hot List: Automotive, Glassware & Barware, Backpacks, Fleece & Outdoor Apparel 	<ul style="list-style-type: none"> ■ Feature: Socks & Footwear
AUGUST Ad Close: July 27, 2020 Materials Due: July 31, 2020	<ul style="list-style-type: none"> ■ Insider ■ Spotlight ■ New Products ■ My Best Promotion 	<ul style="list-style-type: none"> ■ Featured Longform ■ Feature: Staying Top of Mind With Prospects ■ Promos: 4th Quarter Selling Guide 	<ul style="list-style-type: none"> ■ Product Showcase: Chocolate ■ Hot List: Blankets, Watches & Jewelry, Planners, Rugged & Safety Apparel 	<ul style="list-style-type: none"> ■ Feature: Women's Apparel
SEPTEMBER Ad Close: Aug. 28, 2020 Materials Due: Sept. 7, 2020	<ul style="list-style-type: none"> ■ Insider ■ Spotlight ■ New Products ■ My Best Promotion 	<ul style="list-style-type: none"> ■ Featured Longform ■ Feature: Referrals - How to Get Them and Why They're Worth It ■ Promos: Holiday & Seasonal 	<ul style="list-style-type: none"> ■ Product Showcase: Flags, Banners & Mats ■ Hot List: Hand Sanitizer, Luggage & Travel, Coffee Accessories, Cookies & Baked Goods, Writing Instruments 	<ul style="list-style-type: none"> ■ Feature: Outerwear & Jackets
OCTOBER Ad Close: Sept. 28, 2020 Materials Due: Oct. 5, 2020	<ul style="list-style-type: none"> ■ Insider ■ Spotlight ■ New Products ■ My Best Promotion 	<ul style="list-style-type: none"> ■ Featured Longform ■ Feature: Selling to Different Age Demographics ■ Promos: Food Promotions 	<ul style="list-style-type: none"> ■ Product Showcase: Awards ■ Hot List: Caps & Headwear, Badges & Badge Holders, Lip Balm, Printed Products, Kitchen & Household, Drinkware 	<ul style="list-style-type: none"> ■ Feature: Uniforms
NOVEMBER Ad Close: Nov. 2, 2020 Materials Due: Nov. 6, 2020	<ul style="list-style-type: none"> ■ BUYER'S GUIDE 			
DECEMBER Ad Close: Nov. 18, 2020 Materials Due: Nov. 23, 2020	<ul style="list-style-type: none"> ■ Insider ■ Spotlight ■ New Products ■ My Best Promotion 	<ul style="list-style-type: none"> ■ Featured Longform ■ Feature: Reducing Friction in the Buying Process ■ Promos: Fitness, Health & Wellness 	<ul style="list-style-type: none"> ■ Product Showcase: Mobile Accessories ■ Hot List: Sports Bags, Mugs & Tumblers, Lanyards, Tote Bags, Youth & Teen Apparel 	<ul style="list-style-type: none"> ■ Feature: 2021 Apparel Trends

Publication Trim Size: 8.875" x 10.875"

Type of Binding: Perfect Bound

Printing Process: Web Offset (SWOP)

Number of Columns: 2 for display ads 5 for directories

Note: Specs for November issue differ from those above

Pat Farrell, Ad Operations Manager

1500 Spring Garden St., Ste. 1200

Philadelphia, PA 19130

215-238-5398 | pfarrell@napco.com

AD SPACE UNITS	LIVE AREA	TRIM	BLEED
Spread	17.25" x 9.25"	18" x 10.875"	18.25" x 11.125"
1/2 Page Spread	17.25" x 4.625"		
Full Page	8.25" x 9.25"	9" x 10.875"	9.25" x 11.125"
2/3 Vertical	4.75" x 9.875"		
1/2 Island	5.25" x 7.125"		
1/2 Horizontal	8" x 4.25"		
1/2 Vertical	4" x 9.875"		
1/3 Vertical	2.5" x 9.875"		
1/3 Square	5.25" x 4.75"		
1/4 Vertical	3.9375" x 4.6875"		

- 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 0.375" inside trim of all ad sizes.
- Allow 0.25" 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 0.125" outside the image area.

Please send all print ad materials to the SendMyAd portal

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 *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 Note:

- Scanned images for display must be high resolution (minimum 200 dpi), saved as CMYK (no RGB or JPEG graphics).
- All fonts must be embedded in the PDF and be Type 1 or 3 - No Truetype.
- Bleeds must be 0.125" 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 Ad Operations 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 Promo Marketing in any and all production disputes.

GENERAL RATE POLICY: Rates are effective as of October 1, 2018. All business under current contracts will be protected for the duration of the contract.

COMMISSIONS AND TERMS OF PAYMENT: Terms are net 30 days. Any account not paid within 30 days will be subject to a service charge of 1½% per month. Agency commission: 15%; allowed only on invoices paid within 30 days. Payment for any advertising shall be due and payable at the Publisher's office: 1500 Spring Garden Street, Suite 1200, Philadelphia, PA 19130-4094.

POSITION POLICY: The Publisher guarantees no position request unless contracted for at a premium rate and assumes no responsibility if position differs from request; nor does the publisher assume responsibility if coupons of two advertisements back each other in an issue.

SHORT RATES AND CREDITS: Advertisers will be short-rated if they do not use the number of insertions contracted for in a twelve-month period upon which their frequency discount was based. Advertisers may cancel or amend schedules at the time any change in rate becomes effective, without incurring a short-rate adjustment, provided the contract has been followed up to the date of cancellation.

ISSUANCE AND CLOSE DATES: Refer to editorial calendar for space reservation and material due dates. Mailed the first week of month of issue.

CANCELLATIONS: No cancellations will be accepted after the space reservation closing date without incurring a special production charge.

GENERAL REGULATIONS AND POLICIES: All copy subject to approval. The publisher reserves the right to reject or cancel any advertisement for any reason at any time. Advertisements which, in the publisher's opinion, give the illusion of editorial material will carry the word "Advertisement." In consideration of *Promo Marketing's* acceptance of such advertisements for publication, the agency and the advertiser will indemnify and save harmless *Promo Marketing* and its officers, employees, and agents against all loss, liability, damage, and expense of whatsoever nature arising out of copying, printing, or publishing of its advertisement including, without limitation, reasonable attorney's fees resulting from claims or suits for libel, violation of rights or privacy, plagiarism, and copyright and trademark infringement. All insertion agreements (insertion orders) shall be governed by the laws of the Commonwealth of Pennsylvania. Claims arising in connection with said agreement, or its performance by either party, may be decided by and in the state and federal courts sitting in the Commonwealth of Pennsylvania. The advertiser and the advertising agency are jointly and severally liable for payment. The advertiser agrees to submit to the personal jurisdiction of such courts as an inducement and consideration for the publisher's acceptance of the order.

PROMO MARKETING INSERT SPECIFICATIONS (Perfect Bound)

(All dimensions are in inches; width x height)

Publication trim size: 9" X 10.875"

Binding: Perfect Bound

Printing: Web Offset (SWOP)

Minimum insert size: 3.5" wide X 5" high (binding edge)

Maximum supplied insert size: 9" X 10.875"

Minimum stock: 60# text

Maximum stock: 10 pt.

Quantity: 24,500 pieces

- All inserts jog to foot and require an .125" foot trim.
- Place any vertical perforation .5" from the spine edge. Inserts with perforations must be reviewed with a production manager prior to manufacturing of the unit.
- Inserts that are maximum size also require an additional .125" face and head trim.
- Keep live copy .375" within the final trim. NOTE: Insert spine dimension must be larger than the dimension of the width.
- 4 page inserts must be supplied folded and within the sizes indicated above.
- Review inserts greater than 4 pages or with unusual shapes or folds or die cuts with the production manager.
- Inserts not furnished to these standards will incur additional production charges.

Please contact Pat Farrell with any questions at 215-238-6677 or pfarrell@napco.com.

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Ship inserts pre-paid to:

LSC COMMUNICATIONS

3401 Heartland Drive

Liberty, MO 64068-3376

Attention: Jeremiah Jay 816-792-6343

Delivery hours are 8:00 AM to 3:30 PM Monday thru Friday.

Packing Instructions:

Please do not ship materials more than 90 days in advance of issue. Inserts must arrive at the printer at least 7 days prior to publication bind date. Please check with the production manager for specific dates.

Please pack in cartons on skids and identify with publication name, issue date, quantity and total number of skids being delivered. Also, please be sure inserts are shipped in boxes (facing in the same direction) on skids clearly marked *Promo Marketing* and the issue date the inserts are running. Do NOT shrink wrap inserts in cartons. Do NOT use chipboard or slipsheets to separate inserts in cartons. PLEASE pack all inserts facing in the same direction. Cartons weighing over 40lbs will incur additional costs for repackaging.

Inserts not packed and shipped according to these requirements WILL incur additional production charges.

Please send 5 samples (prior to printing and shipping) to:

Pat Farrell, Ad Operations Manager

1500 Spring Garden St., Ste. 1200

Philadelphia, PA 19130

215-238-5398