

蛋殼肌雷射 * 微整形 2388-0137 絕色整形 9F
雞尾酒點滴 * 減重門診

FREE
YOURSELF

Wide-format Impressions

MEDIA KIT 2020

Panasonic
3月25日(五) 簡愛

讓我們見證簡愛不平凡的一生
改編自流傳百年英國經典文學

99北市都建廣字第90034200號

GANTZ
3.18

狂熱全球知名漫畫「殺戮都市」改編
CATCHPLAY.COM/GANTZ



NIKE FREE

戲院

誠品116

日本大創百貨 誠品116
DAISO JAPAN

誠品116





NAPCO MEDIA IMPRESSIONS GROUP

Powered by *In-plant Impressions*, *Packaging Impressions*, *Printing Impressions*, and *Wide-format Impressions*, the **NAPCO Media Impressions Group services more than 196,000 unique printers** in the distinct in-plant, package printing and converting, commercial printing, and wide-format sectors.

The NAPCO Media Impressions Group takes great pride in providing its audience with critical information and news, cutting-edge technologies, and processes through its industry-leading and compelling magazines, e-newsletters, live and virtual events, video services, and research projects.

In-plant Impressions

The leading resource for in-plant printers.

Packaging Impressions

The packaging professional's leading source of business solutions.

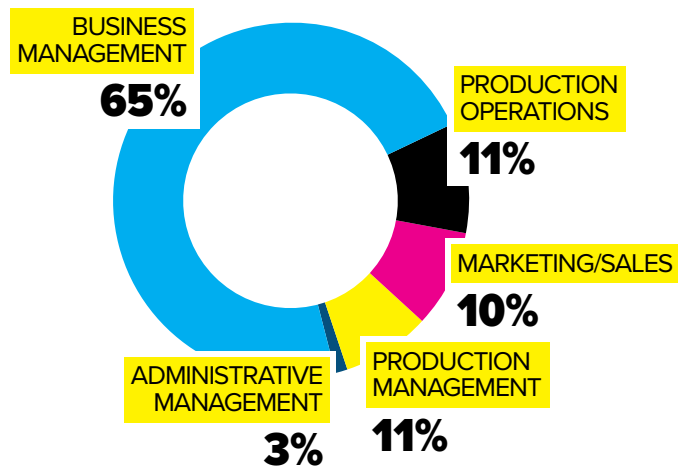
Printing Impressions

America's most influential and widely read resource for the commercial printing industry.

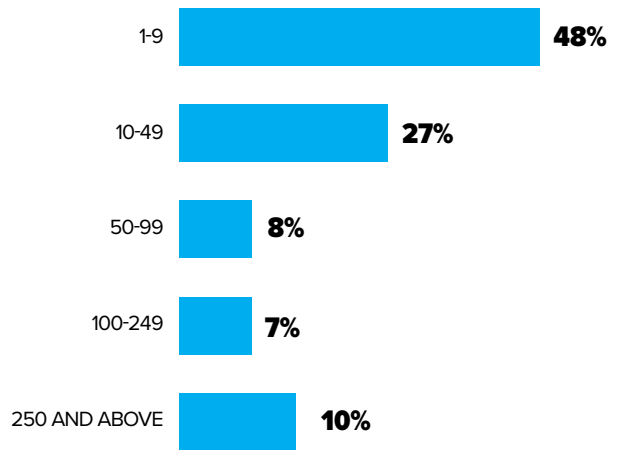
Wide-format Impressions

Specifically focuses on innovative, high-margin, wide-format digital inkjet applications.

JOB FUNCTION



NUMBER OF EMPLOYEES:



Interested in learning more about NAPCO Media's other Impressions brands? Contact your sales representative for more information.



A NOTE FROM THE TEAM



WELCOME TO WIDE-FORMAT IMPRESSIONS 2020

Wide-format Impressions provides authoritative coverage on the industry trends, emerging technologies, and news in the graphic arts industry with a specific focus on innovative, high-margin, wide-format digital inkjet applications.

Our mission is to build community between our audience and our clients through integrated media programs, video services, events, marketing services, custom content, and e-learning. Our services are designed to deliver value and provoke actions that generate measurable results. Your success is our primary objective.

With that in mind, we have constructed the following pages to help you meet your definition of success by offering a multitude of channels and methods to reach our audience and educate them about your product, solution, or service.

We look forward to partnering with you in 2020 and being a part of what success means to you and your team.

All the Best,


DENISE M. GUSTAVSON
Editor-in-Chief

STEVE DUCCILLI
Vice President / Brand Director
Wide-Format & Industrial Printing




BRAND MAP

WIDE-FORMAT IMPRESSIONS OFFERS SEVERAL CHANNELS AND VEHICLES TO ELEVATE YOUR BRAND, GENERATE QUALIFIED LEADS AND DRIVE NEW BUSINESS TO YOUR ORGANIZATION.

MAGAZINE 

Published seven times in 2020 (Jan/Feb, Mar/Apr, May/June, Jul/Aug, Sept, Oct, Nov/Dec), *Wide-format Impressions* reaches the industry's top executives.

27,000 + in circulation


WEBSITE 

Our online counterpart, wideformatimpressions.com, is updated daily with expertly curated content.

E-NEWSLETTER 


Wide-format Impressions' bi-weekly e-newsletter features the latest news and informed commentary, reaching thousands of senior executives.

11,500+ opt-in subscribers


E-LEARNING 

Webinars are full-service, turnkey marketing opportunities that generate hundreds of qualified leads and elevate your brand.


An average of 210 registrations per webinar

VIDEO 


Attach your brand to one of our popular video series and interact with our audience in a whole new way.

EVENTS 


Debating April 20-22 in Austin, the Wide-format Summit is a hosted buyer program, packed with content and with business development opportunities for sponsors featured in the agenda.

CUSTOM PROJECTS 


Create custom content (videos, research reports, white papers, case studies, and more) with our subject matter experts.

RESEARCH 

Attach your brand to an industry-leading research report, leveraging our engaged audience and editorial expertise to elevate your brand with thought leadership.

AUDIENCE RETARGETING 

Increase contact with your branding using multiple touchpoints across many contexts to help increase conversion. Address your audience with components designed for brand awareness as well as lead generation.

SOCIAL MEDIA 

Join the conversation on our LinkedIn group, engage with us on *Wide-format Impressions'* Facebook page, and follow us on Twitter.

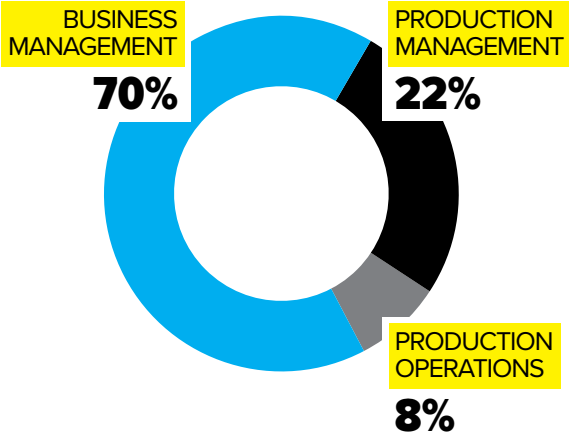


PRINT AUDIENCE

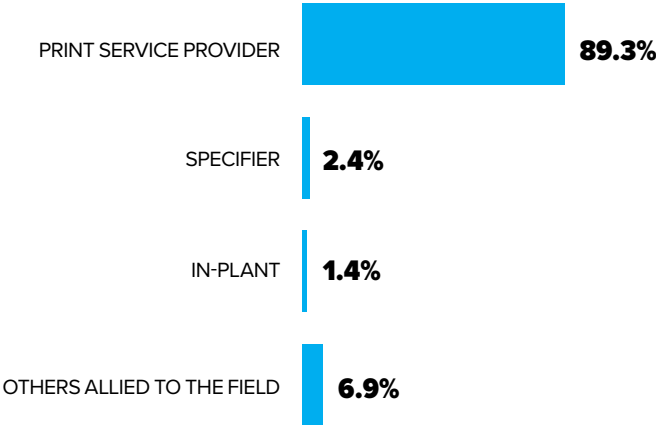
Reach more than **27,000+** sign and graphics printers with every issue.

WIDE-FORMAT IMPRESSIONS PROVIDES AUTHORITATIVE COVERAGE ON **THE INDUSTRY TRENDS, EMERGING TECHNOLOGIES AND THE STORIES BEHIND THE NEWS** IN THE VISUAL COMMUNICATIONS INDUSTRY.

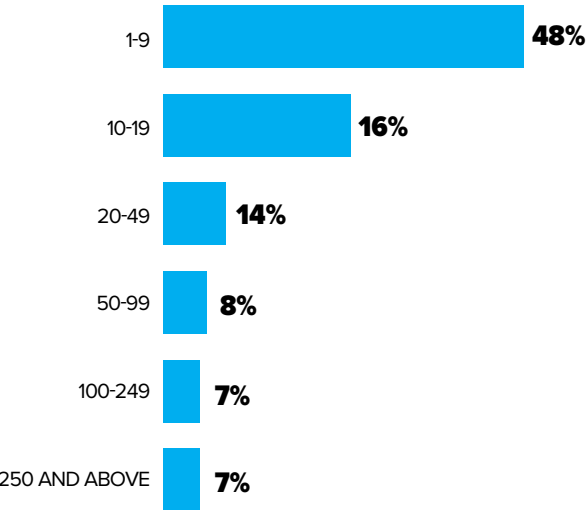
JOB FUNCTION



INDUSTRY



NUMBER OF EMPLOYEES



I just finished reading the July/August issue of *Wide-format Impressions* and it was awesome. I really enjoyed the content, tone, and flow of the issue. I read a lot of industry magazines and was refreshed by the new approach to reporting on the industry.

— GLENN CHILDRESS, PRESIDENT AND CEO, BIZPORT





EDITORIAL CALENDAR

WIDE-FORMAT IMPRESSIONS 2020 EDITORIAL CALENDAR

MONTH	FEATURES	RESEARCH	BONUS DISTRIBUTION
JANUARY/FEBRUARY Ad Close: Jan. 8, 2020 Materials Due: Jan. 13, 2020	<ul style="list-style-type: none"> Economic Outlook 2020 Sign Legislation for 2020 Top WF Print Producers Growth Opportunities in 2020 	<ul style="list-style-type: none"> 2020 Hot Markets Report 	
MARCH/APRIL Ad Close: March 6, 2020 Materials Due: March 11, 2020	<ul style="list-style-type: none"> The Top Trends Impacting the Retail Market Cutting and Routing Window Graphics Preview to Wide-format Summit 		<ul style="list-style-type: none"> Wide-Format Summit 2020, Austin, TX, April 20-22
MAY/JUNE Ad Close: May 6, 2020 Materials Due: May 11, 2020	<ul style="list-style-type: none"> Cast Your Vote: The Polarizing World of Political Printing OOH signage Performance Wear and Swimwear Database Management 		
JULY/AUGUST Ad Close: July 1, 2020 Materials Due: July 6, 2020	<ul style="list-style-type: none"> Decadent Design: Transforming Restaurant Interiors A Warm Welcome: Digital Printing Reshapes Hospitality Food Truck Graphics Printed Laminate Flooring 		<ul style="list-style-type: none"> PRINTING United, Atlanta, GA, October 21-23, 2020
SEPTEMBER Ad Close: Aug. 17, 2020 Materials Due: Aug. 20, 2020	<ul style="list-style-type: none"> The Idea Issue: Top Trends in Wide-Format Ideas in Action: Case Studies of Outstanding Projects UV Technology PRINTING United Preview 		<ul style="list-style-type: none"> PRINTING United, Atlanta, GA, October 21-23, 2020
OCTOBER Ad Close: Sept. 14, 2020 Materials Due: Sept. 17, 2020	<ul style="list-style-type: none"> The Innovators: Recognizing Best in Class Companies Technology Innovations Impacting Your Customers Event and Display Graphics Single-Pass Printing 		<ul style="list-style-type: none"> PRINTING United, Atlanta, GA, October 21-23, 2020
NOVEMBER/DECEMBER Ad Close: Nov. 2, 2020 Materials Due: Nov. 5, 2020	<ul style="list-style-type: none"> Get in the Game: The World of School Sports Bridging the Gap: Connecting with Gen Z Dye-Sub/Direct Print Enhancing Your Workflow 		



EDITORIAL CALENDAR

WIDE-FORMAT IMPRESSIONS 2021 EDITORIAL CALENDAR

MONTH	FEATURES	RESEARCH	BONUS DISTRIBUTION
JANUARY/FEBRUARY Ad Close: Jan. 8, 2021 Materials Due: Jan. 13, 2021	<ul style="list-style-type: none"> ■ Growth Projections for 2021 ■ Sign Legislation for 2021 ■ Top WF Print Producers ■ Growth Opportunities in 2021 	<ul style="list-style-type: none"> ■ 2021 Hot Markets Report 	
MARCH/APRIL Ad Close: March 6, 2021 Materials Due: March 11, 2021	<ul style="list-style-type: none"> ■ The Changing Needs of Retail Print Buyers ■ In Perfect Harmony: Making Digital and Print Signage Sing ■ Staging a Fantasy: Print's Role in Window Displays ■ Aqueous/Durable Aqueous/Latex 		<ul style="list-style-type: none"> ■ Wide-Format Summit 2021, April 2021
MAY/JUNE Ad Close: May 6, 2021 Materials Due: May 11, 2021	<ul style="list-style-type: none"> ■ Improving the Patient Experience ■ Drug Store Face Lifts: Giving Pharmacies a Modern Look ■ Wayfinding Signage ■ Specialty Substrates 		
JULY/AUGUST Ad Close: July 1, 2021 Materials Due: July 6, 2021	<ul style="list-style-type: none"> ■ Outdoor Advertising in the Travel & Tourism Market ■ Making Memories: The Art of Theme Park Graphics ■ Museum Graphics ■ Inflatables 		<ul style="list-style-type: none"> ■ PRINTING United, Orlando, FL, October 6-8, 2021
SEPTEMBER Ad Close: Sept. 1, 2021 Materials Due: Sept. 3, 2021	<ul style="list-style-type: none"> ■ The Idea Issue: Top Trends in Wide-Format ■ Ideas in Action: Case Studies of Outstanding Projects 		<ul style="list-style-type: none"> ■ PRINTING United, Orlando, FL, October 6-8, 2021
OCTOBER Ad Close: Sept. 20, 2021 Materials Due: Sept. 24, 2021	<ul style="list-style-type: none"> ■ The Innovators: Recognizing Best in Class Companies ■ Technology Innovations Impacting Your Customers ■ Prepress and Color Management ■ Backlit Signage 		<ul style="list-style-type: none"> ■ PRINTING United, Orlando, FL, October 6-8, 2021
NOVEMBER/DECEMBER Ad Close: Nov. 2, 2021 Materials Due: Nov. 5, 2021	<ul style="list-style-type: none"> ■ Beyond Vehicles: Wrapping the World of Transportation ■ The ROI of Vehicle and Fleet Graphics ■ Best Practices in Wrap Design ■ Instruments, Dials and Overlays 		



E-NEWSLETTER

DEMAND GEN | LEAD GENERATION | THOUGHT LEADERSHIP | BRANDING

WIDE-FORMAT IMPRESSIONS E-NEWSLETTER

Delivered Weekly to 11,500+ subscribers

- A LEADERBOARD**
 - 728x90 - \$1,875
 - 970x250 (scales to 728x188) - \$1,875
- B SECONDARY SPONSOR**
 - 300x250 - \$1,575
- C REGULAR SPONSOR**
 - 300x250 - \$1,275

Featured Resources - \$1,250

Highlight your whitepaper, demo, video, webinar, or any lead generation asset in the Featured Resources Section.

SPECIAL FIRST-TIME RATES AVAILABLE – CALL US!

Leads, Leads & More Leads!

DOWNLOAD E-NEWS SPECS





E-NEWSLETTER TAKEOVER

WANT YOUR BRAND TO STAND OUT?
TAKE OVER THE *WIDE-FORMAT IMPRESSIONS* E-NEWSLETTER

E-NEWSLETTER TAKEOVER

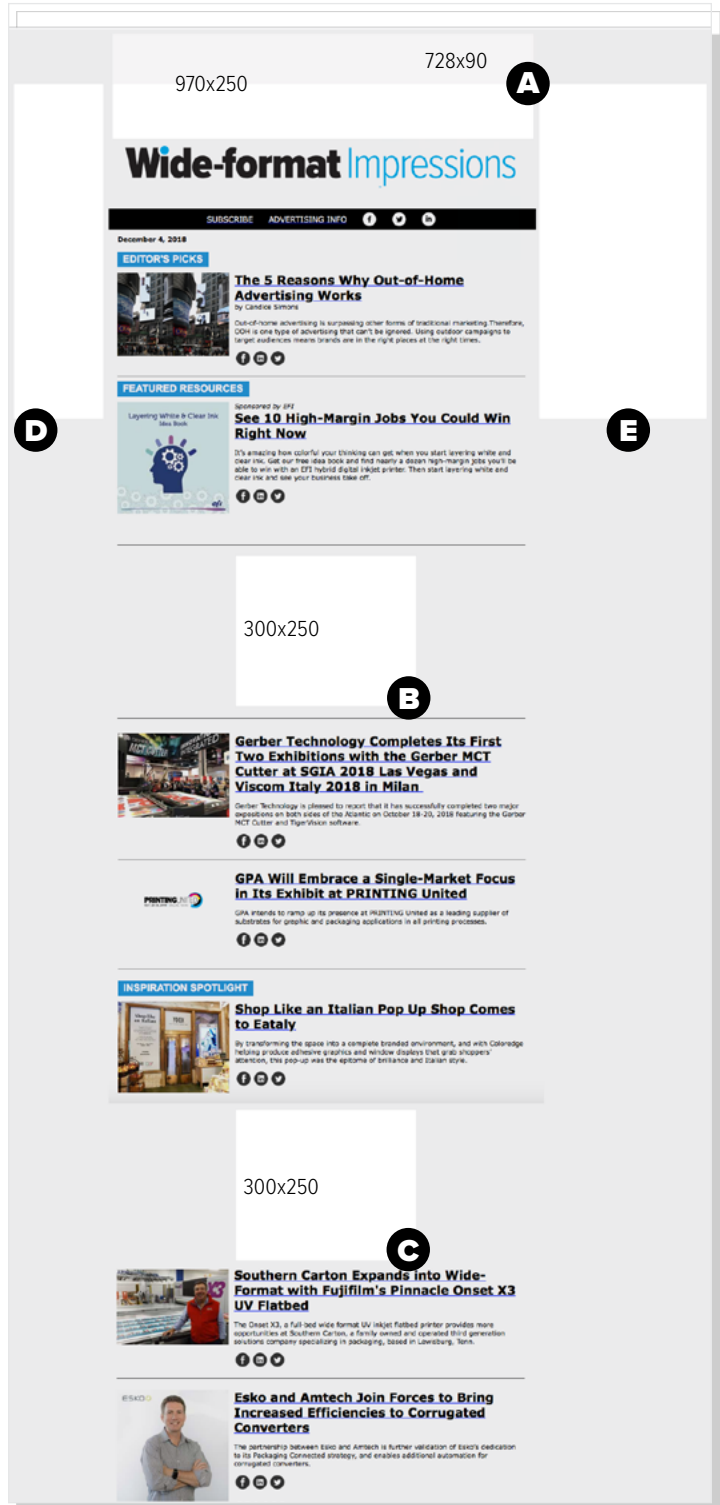
INCLUDES:

- A** LEADERBOARD (728x90) OR BILLBOARD (970x250 scales to 728x188)
- B** MEDIUM RECTANGLE 1 (300x250)
- C** MEDIUM RECTANGLE 2 (300x250)
Should be different creative from “B” position
- D** SKYSCRAPER (160x600)
- E** HALF PAGE/FILM STRIP (300x600)

Cost - \$5,500

LIMITED AVAILABILITY –
WHILE SUPPLIES LAST!

**DOWNLOAD
E-NEWS SPECS**





WEBSITE

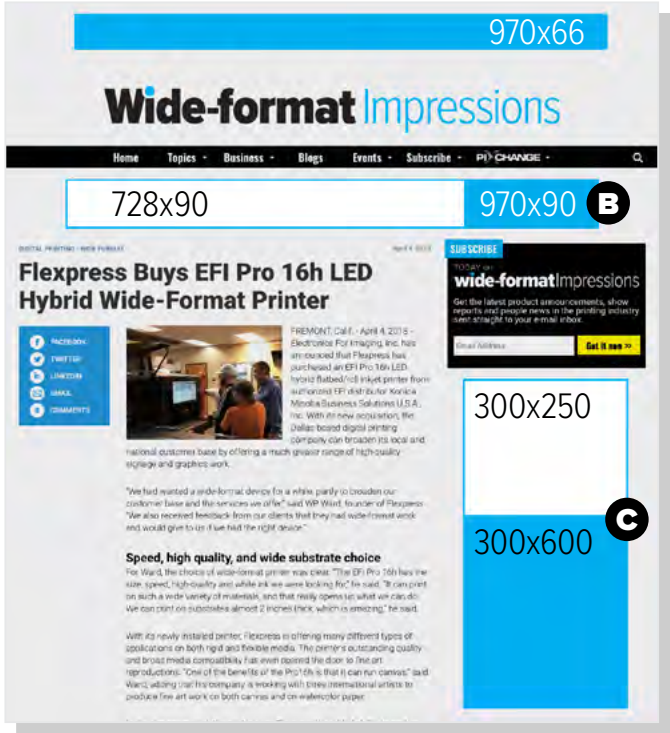
WIDEFORMATIMPRESSIONS.COM

- A PRESTITIAL AD**
640x480 - \$1,795
• 35k+ prestitial impressions available/month

Run-of-Site

- B LEADERBOARD**
728x90 - \$1,295
- SUPER LEADERBOARD**
970x90 - \$1,495
- C HALF PAGE/FILM STRIP**
300x600 - \$1,295
- MEDIUM RECTANGLE**
300x250 - \$995

DOWNLOAD WEBSITE SPECS





PARTNER VOICES

In-plant Impressions **Packaging Impressions** **Printing Impressions** **Wide-format Impressions**

PARTNER WITH WIDE-FORMAT IMPRESSIONS TO TELL YOUR STORY

PARTNER VOICES ARE AN **EXCELLENT WAY TO ENGAGE WITH OUR AUDIENCE** AND TELL YOUR STORY FROM A TRUSTED 3RD PARTY PERSPECTIVE.

Each Partner Voice is produced in cooperation between our clients and our editorial team and includes several design elements to support your messaging. **The Partner Voices remain evergreen on wideformatimpressions.com for maximum ROI.**

Cost - \$3,500

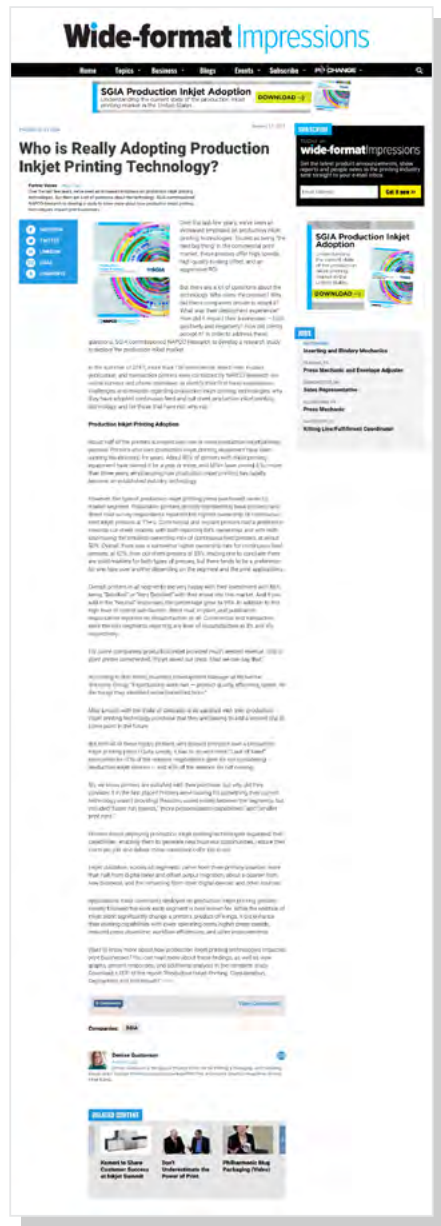
Deliverables:

- Your story professionally edited by *Wide-format Impressions* editorial staff (1,000 - 1,200 words)*
- Up to two (2) relevant embedded links
- Up to two (2) relevant embedded images
- One (1) relevant embedded video
- Multiple “Road Block” Banners:
 - A 728x90 or 970x60 banner ad.
 - A 300x250 or 300x600 banner ad.
 - A 88x31 or 120x60 logo.

Distribution:

- Evergreen placement on wideformatimpressions.com
- Up to three (3) placements in *Wide-format Impressions* E-Newsletter.
- Social channel distribution
- Additional market segment distribution is available through our other brands (ask your representative for additional details).

* *Wide-format Impressions* editorial staff is available to develop the content asset. The cost is based on the individual requirements (single source, multi-source, word-count, etc.) and will be priced accordingly.





WEBINARS

LEAD GENERATION | THOUGHT LEADERSHIP | BRAND AWARENESS

EVERY **IMPRESSIONS GROUP** WEBINAR IS A **FULL-SERVICE, TURNKEY MARKETING SOLUTION** THAT GENERATES LEADS, ENHANCES YOUR BRAND AND IDENTIFIES YOUR COMPANY AS A THOUGHT LEADER.

When we create an Impressions Group webinar, we fuse your message with the current interests and needs of our audience (your targets!). And when all is said and done, you'll have an online event that's on-target, expertly marketed, flawlessly produced, and delivers a solid return on investment.

WEBINARS ARE ACCESSIBLE VIA DESKTOP AND VARIOUS MOBILE DEVICES.

Impressions Group webinars are live, hour-long educational sessions that feature some of the most renowned experts in the industry. Sponsorship provides a unique opportunity to align your brand with our editorial content.
\$7,500
**For multiple brand promotion pricing, contact your sales representative.*



Promoted to **Wide-format Impressions** subscribers only:
210 average registrants

Promoted to **Wide-format Impressions + other Impressions Group** subscribers:
325 average registrants

White Paper Spotlight

Give us a resource to feature on the event console and in post-event emails.

Webinar Recording

Use these video files as content on your own site! Included in all webinar packages.

Samples: Plworld.com/webinars

CUSTOM VIDEOS

Need high-quality videos?

BRING YOUR BRAND TO LIFE AND INTERACT WITH CUSTOMERS AND PROSPECTS IN A WHOLE NEW WAY.

Using video gives the first-person experience, and that’s the next best thing to a customer standing right in front of you. **From branded product videos and live-streaming to the trade show floor, our end-to-end digital video production services offer a sophisticated blend of creativity and insight to help you enhance your company’s dialogue in the marketplace.**

Services Include:

- Video production, from pre- to post-production. Our capabilities include producing, writing, storyboarding, cinematography, editing, sound design, and motion graphics.
- Encoding, streaming and delivery.
- Social media and optimized online video strategy to determine the life and interactivity of your video after the final cut.

Categories:

- Product Videos
- Testimonials
- Trade Show Videos
- Company Profiles
- Training Videos
- And so Much More!



SEE MORE EXAMPLES AT NAPCOVIDEO.COM



CLIENT TESTIMONIAL VIDEOS

WHAT'S BETTER THAN A CLIENT TESTIMONIAL VIDEO? ONE THAT CAN BE DONE QUICKLY, COST-EFFECTIVELY, FROM ANYWHERE IN THE WORLD, AND COMES FROM AN INDUSTRY-TRUSTED, THIRD-PARTY SOURCE!

From Studio 1500 in Philadelphia, NAPCO Video Services and the editorial staff of *Wide-format Impressions* can interview your clients from around the globe via Skype! Sleek “glossy” videos from your client’s facility are wonderful and can be produced by NAPCO Video Services, but often come with a high price tag due to T&E requirements. They can also be disruptive for your client’s staff and operation. The Skype videos process takes approximately 20 minutes and is a highly effective way for your client to tell their success story with your products or solutions.



Services Include:

- 5-10 minute interview via Skype (or, if local, in-studio) with one of our trusted editors
- Templated intro using your logo
- Pre-video scheduling and testing
- All video pre- and post-production – plus encoding, streaming and delivery
- Preview and approval of the video before it goes live
- Your company has full rights to additional distribution of the video

Promotion:

- Placed 2x on *Wide-format Impressions* E-Newsletter to 11,500 weekly subscribers
- Posted 2x on *Wide-format Impressions* social channels
- Addition promotional options are available for additional cost – such as e-list blasts

COST: \$4,500

SEE MORE EXAMPLES AT NAPCOVIDEO.COM

CUSTOM PROJECTS

WORK WITH OUR EXPERT EDITORIAL TEAM TO MAKE YOUR CONTENT RISE ABOVE THE NOISE. OUR TEAM OF SEASONED PRINTING INDUSTRY PROFESSIONALS MAKES IT EASY FOR YOU TO GET THE RESULTS YOU WANT IN ORDER TO INCREASE SALES AND GAIN A LARGER CUSTOMER BASE.

As the go-to source for marketing professionals, the *Wide-format Impressions* team offers:

- Professional writers and editors with outstanding knowledge of the printing industry to develop your content
- Decades of experience generating leads and nurturing relationships with printing audiences
- A collaborative process to create engaging content that accomplishes your goals
- Expertly designed pieces by our experienced team of graphic designers

A few examples of what we have done for our partners:

- White Papers
- Case Studies
- Infographics
- eBooks





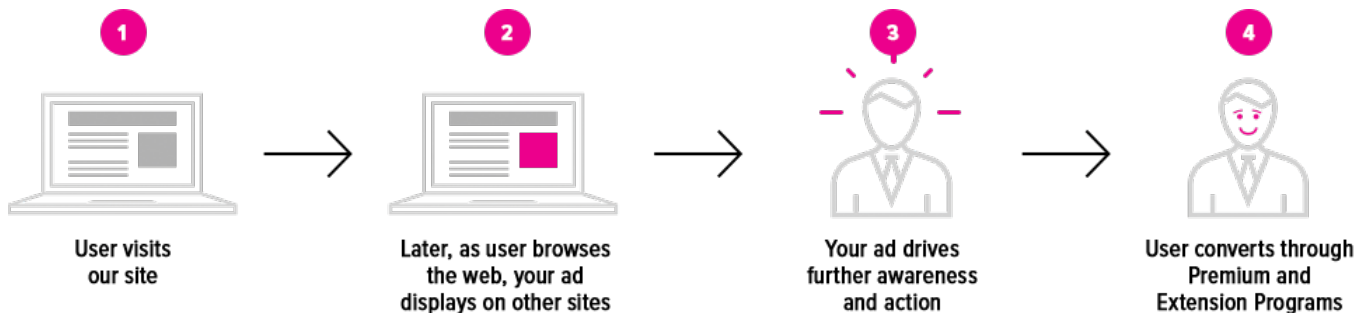
AUDIENCE RETARGETING

Extending Your Reach **Extends Awareness**

FOLLOW AND RETARGET OUR AUDIENCE WHEREVER THEY TRAVEL ON THE WEB. SCALE IMPRESSION INVENTORY BY REACHING OUR AUDIENCE ACROSS THE WEB ON OTHER WEBSITES, SOCIAL NETWORKS AND NEWSLETTERS.

- Address top-of-funnel audience with components designed for brand awareness AND lead generation.
- Increase contact with your branding using multiple touchpoints across many contexts to help increase conversion.
- Target our unique audience in the digital channels where they interact most.
- Use targeted creative to reach our uniquely qualified audience based on where they are in the buying cycle.

HOW IT WORKS



PRICE

\$50 CPM

Minimum 50,000 Impressions to Participate

Up to **75% boost**
in performance
over traditional online displays



CONNECT WITH US

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Social



**FACEBOOK.COM/
WIDEFORMAT
IMPRESSIONS**



@WF_IMPRESSIONS



**LINKEDIN.COM/
COMPANY/
WIDE-FORMAT-
IMPRESSIONS**