



Wide-format Impressions

MEDIA KIT 2021





NAPCO MEDIA IMPRESSIONS GROUP

Powered by *In-plant Impressions*, *Packaging Impressions*, *Printing Impressions*, and *Wide-format Impressions*, the **NAPCO Media Printing & Packaging Group** has an audience reach of more than **235,000 print professionals** in the distinct in-plant, package printing and converting, commercial printing, and wide-format sectors.

NAPCO Media Printing & Packaging 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.

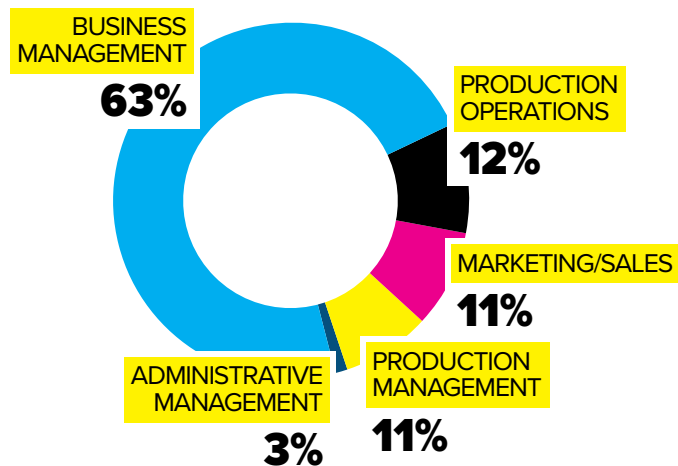
Printing Impressions

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

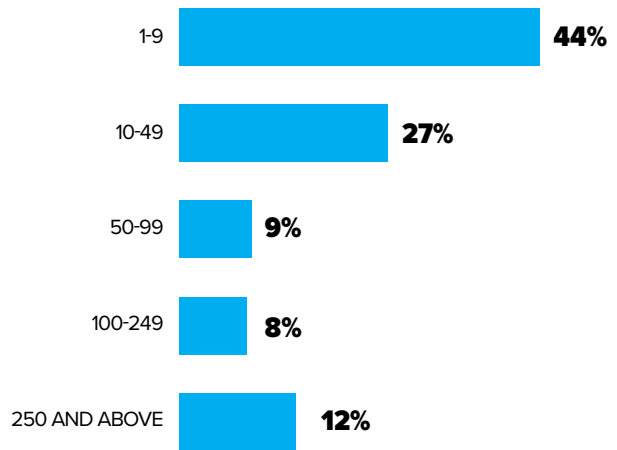
Wide-format Impressions

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 2021

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 2021 and being a part of what success means to you and your team.

All the Best,

A handwritten signature in black ink that reads 'Denise M. Gustavson'.

DENISE M. GUSTAVSON

Editor-in-Chief

A handwritten signature in black ink that reads 'Steve Duccilli'.

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.

TOTAL BRAND REACH: 30,500

MAGAZINE 

Published six times in 2021 (Jan/Feb, Mar/Apr, May/Jun, Jul/Aug, Sep/Oct, and Nov/Dec), *Wide-format Impressions* reaches the industry's top executives.

25,000+ in circulation

WEBSITE 


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

8,500+ average monthly sessions

E-NEWSLETTER 


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

11,000+ 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 340 registrants per webinar

VIDEO 


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

EVENTS 

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.

Thousands of downloads per year!

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.

E-BLAST AND LIST RENTAL 

Gain access to the largest collection of email addresses in the printing industry, or take advantage of postal list rental.

10,500+ emails

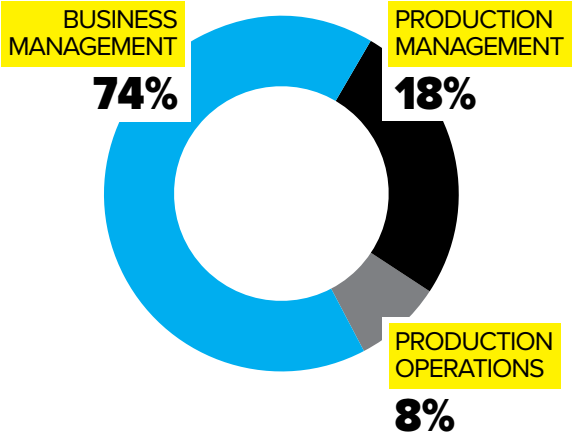


PRINT AUDIENCE

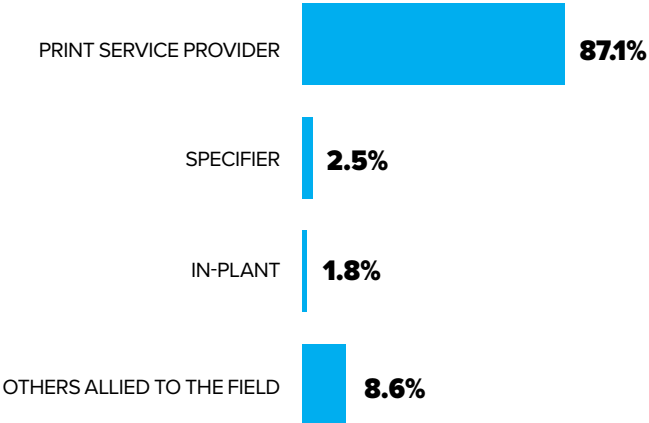
Reach more than **25,000+** sign and graphics printers with every issue.

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

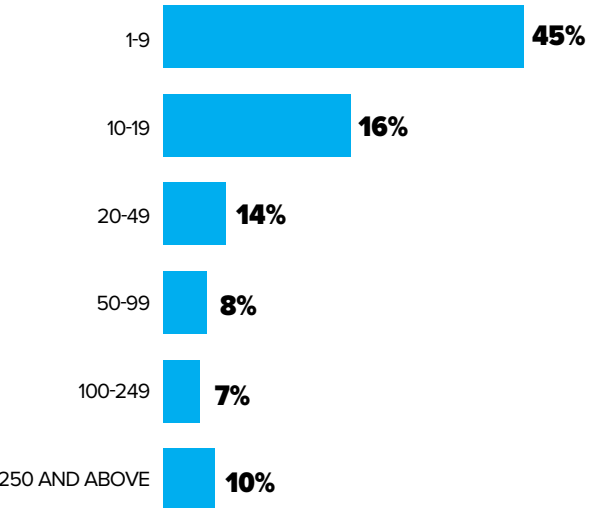
JOB FUNCTION



INDUSTRY



NUMBER OF EMPLOYEES



The depth of the content in *Wide-format Impressions* as well as its subscription base, impresses me. It's reflected in the high level of engagement we see from this audience and the other segments of print served by NAPCO, across multiple media channels.

— GREGORY PAS,
MARKETING DIRECTOR, NORTH AMERICA,
FUJIFILM GRAPHIC SYSTEMS DIVISION





EDITORIAL CALENDAR

WIDE-FORMAT IMPRESSIONS 2021 EDITORIAL CALENDAR

MONTH	FEATURES	RESEARCH	BONUS DISTRIBUTION
JANUARY/FEBRUARY Ad Close: 1/8/2021 Materials Due: 1/13/2021	<ul style="list-style-type: none"> ■ Growth Projections for 2021 ■ Sign Legislation for 2021 ■ Top Wide-Format Print Producers ■ Growth Opportunities in 2021 ■ Wide-Format M&A Activity & Trends ■ Small-Format Opportunity: Inkjet and the Evolution of Catalogs 	<ul style="list-style-type: none"> ■ 2021 Hot Markets Report 	
MARCH/APRIL Ad Close: 3/5/2021 Materials Due: 3/10/2021	<ul style="list-style-type: none"> ■ Navigating the Trends of Retail POP and POS Graphics ■ The Partnership of Digital and Print Signage for Retail Markets ■ The Role of Wide-Format Media and Textiles in Window Displays ■ Sales and Marketing Tips: The Importance of Creating Sample Books ■ Technology Focus: MIS, Workflow, and Estimating Software ■ Opportunities in 3D and Dimensional Signage ■ How Digital Textile Printing and Direct-to-Garment Printing is Changing the Face of Fast Fashion 		
MAY/JUNE Ad Close: 5/7/2021 Materials Due: 5/12/2021	<ul style="list-style-type: none"> ■ Commercial Interior Décor: Improving Patient and Customer Experiences ■ Preview of Wide-Format Summit ■ Wayfinding Signage in Health Care ■ Ensuring Security of Your Data — and Your Customer's ■ Technology Focus: Aqueous, Durable Aqueous, Latex, and Resin Printers ■ Specialty Print: Glass, Metal, Ceramic, and Composite ■ Successful Marketing Strategies that Drive Business Development 		<ul style="list-style-type: none"> ■ Wide-Format Summit 2021, July 26-28, 2021
JULY/AUGUST Ad Close: 7/1/2021 Materials Due: 7/7/2021	<ul style="list-style-type: none"> ■ Trends in Outdoor Advertising: Focus on the Travel & Tourism Market ■ How Digital Technology and Substrate Evolution has Elevated Museum Graphics ■ Key Takeaways from the Wide-Format Summit ■ PRINTING United 2021 Program and Event Preview ■ Technology Focus: Digital Textile Printing ■ Automating Color Consistency ■ Opportunities with Mascots & Inflatables 		<ul style="list-style-type: none"> ■ PRINTING United, Orlando, FL, October 6-8, 2021
SEPTEMBER/OCTOBER Ad Close: 9/14/2021 Materials Due: 9/17/2021	<ul style="list-style-type: none"> ■ The Idea Issue: Top Trends in Wide-Format You Can't Afford to Ignore ■ The Innovators: Recognizing Best in Class Companies ■ Fostering a Better Relationship with Print Buyers ■ PRINTING United 2021 New Product Showcase ■ Technology Focus: UV and UV LED Printers ■ Opportunities with Backlit Signage and SEG ■ Getting Started with Promotional Products 		<ul style="list-style-type: none"> ■ PRINTING United, Orlando, FL, October 6-8, 2021
NOVEMBER/DECEMBER Ad Close: 11/2/2021 Materials Due: 11/5/2021	<ul style="list-style-type: none"> ■ Beyond Vehicles: Wrapping the World of Transportation ■ Determining the ROI of Vehicle Graphics ■ Key Takeaways from PRINTING United 2021 ■ Sales Strategies for the Modern Printshop ■ Technology Focus: Solvent Printers ■ Diversification Through Expanded Finishing Capabilities ■ Focus on Food Trucks 		



2021 PRODUCT LAUNCH MEDIA PACKAGES

LAUNCHING A NEW PRODUCT WITHIN THE YEAR? Here at *Wide-format Impressions* we understand how crucial the grand announcement and media plan are to create maximum interest in your latest technology development. We've developed proven go-to-market strategies to ensure your launch is successful by providing channels your target audience engages with most, including print, website and newsletter content, and social posts. Additionally, over this three-month period, our programs increase your **thought leadership persona, generate quality leads, and magnify your overall brand!**

PRODUCTS INCLUDED IN 3-MONTH PROGRAMS	PACKAGE 1	PACKAGE 2	PACKAGE 3	BRANDING	ENGAGEMENT	CONVERSION
Leaderboard Ad on Website with Audience Retargeting (2,500 impressions)	1	2	3	✓		
2 Page Spread Print Ad Per Issue	1	1	1	✓		
Video Partner Voice Interview	1	1	2	✓	✓	
Welcome Ad On Website			1	✓	✓	
Featured Resources in the Wide-format Impressions Newsletter	3	6	6	✓	✓	✓
Whitepaper		1	2	✓	✓	✓
Webinar			1	✓	✓	✓
PRICE	\$17,500	\$30,000	\$50,000			



E-NEWSLETTER

DEMAND GEN | LEAD GENERATION | THOUGHT LEADERSHIP | BRANDING

WIDE-FORMAT IMPRESSIONS E-NEWSLETTER

Delivered Twice a Week to 11,000+ subscribers

- A LEADERBOARD**
 - 728x90 - \$1,575
 - 970x250 (scales to 728x188) - \$1,575
- B SECONDARY SPONSOR**
 - 300x250 - \$1,295
- C REGULAR SPONSOR**
 - 300x250 - \$995

Featured Resources - \$2,500

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 - \$3,750

LIMITED AVAILABILITY –
WHILE SUPPLIES LAST!

DOWNLOAD
E-NEWS SPECS



WEBSITE

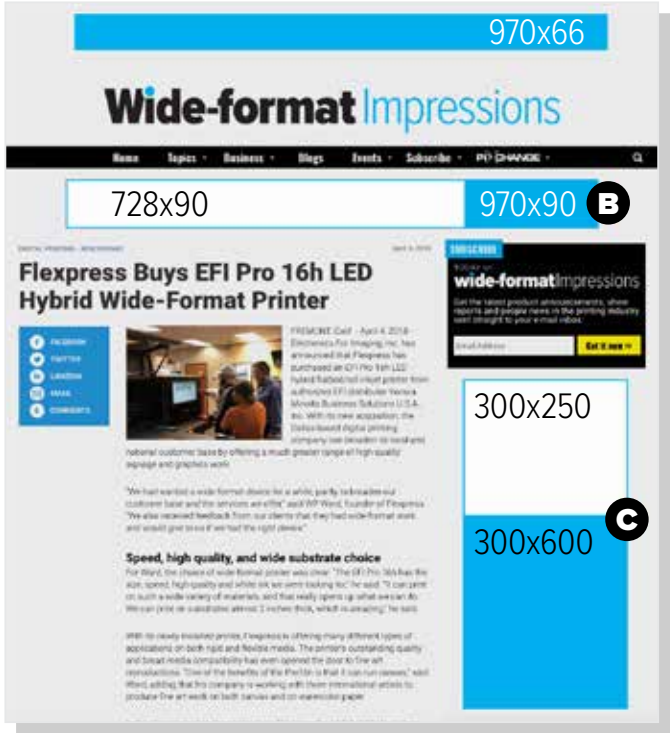
WIDEFORMATIMPRESSIONS.COM

- 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 **PRINTING & PACKAGING 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 Printing & Packaging 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.

Printing & Packaging Group webinars are live, hour-long educational sessions that feature some of the most renowned experts in the industry, as well as printer panels sharing their real-life experiences. 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:
200 average registrants

Promoted to **Wide-format Impressions + other Impressions Group** subscribers:
380 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



LIVE EVENTS

RESULTS-DRIVEN HOSTED BUYER EVENTS CONNECTING EXECUTIVE DECISION MAKERS WITH LEADING SUPPLIERS AND MANUFACTURERS.

As a sponsor of one of the Printing and Packaging Group’s hosted buyer events, you will have guaranteed one-on-one time with executive decision makers responsible for evaluating and purchasing major technology solutions for their businesses. Attendees are not only senior-level decision makers, but they have qualified to attend the event because of their intent to purchase, with budget to support.

each component of the hosted buyer events is designed to provide you with quality business development opportunities



Qualified Attendees

The hosted buyer events match sponsors with buyers who have demonstrated intent and budget to invest in digital printing technology.



1:1 Meetings

Pre-scheduled 1:1 meetings match buyers and sellers, providing an ideal way to drive sales and solidify partnerships.



Boardroom Case Studies

Showcase your client success stories with attendees looking for solutions to implement in their organizations.



Relationship Building

Work hard, play hard. The hosted buyer events pack months of business-building opportunities into 3 days of meetings, sessions, and networking.



July 26-28, 2021

Hyatt Lost Pines | Austin, Texas
Co-located with the Wide-format Summit
ijsummit.com



July 26-28, 2021

Hyatt Lost Pines | Austin, Texas
Co-located with the Inkjet Summit
wideformatsummit.com



November 2021

Ponte Vedra Inn & Club | Ponte Vedra Beach, Florida
digitalpackagingsummit.com

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! 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



IMPRESSIONS XCHANGE LIVE

Sponsorship Includes:

- Sponsor partner to participate in exclusive chat video (either alongside client or interviewed by Printing & Packaging Group editorial team)
- Includes all leads from across all channels
- Promotion of episode via an email blast to active printers
- Promotion of episode via the Printing & Packaging Group e-Newsletters
- Promotion of episode via the Printing & Packaging Group social media channels
- Post Event: Episode resides in one of the Printing & Packaging Group Resource Libraries for six months for additional leads (delivered weekly)



INVESTMENT VALUE:

\$7,500 for Live Events

\$5,900 for Pre-Recorded

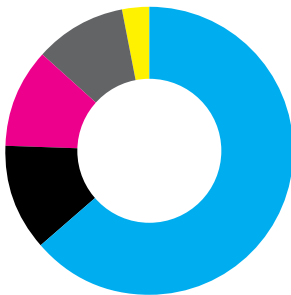
Benefits:

- Bring market awareness and position your company as a thought leader
- Highlight and include a printer client into the discussion
- Demand generation from a trusted source, reaching 196,000 active printers
- Provide printers with educational and valuable content
- Sponsor can promote two links on the Impressions Xchange Live landing page

Audience

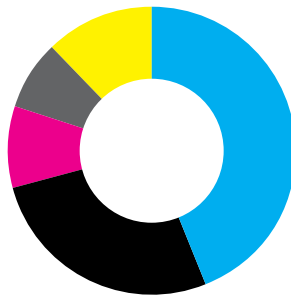
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JOB FUNCTION



- 63% Business Management
- 12% Production Management
- 11% Production Operations
- 10% Marketing/Sales
- 3% Administrative Management

NUMBER OF EMPLOYEES



- 44% 1-9
- 27% 10-49
- 9% 50-99
- 8% 100-249
- 12% 250 and above

SOCIAL



FACEBOOK
4,800+ followers



LINKEDIN
18,000+ connections



TWITTER
18,700+ followers



E-BLASTS & LIST RENTALS

FILL YOUR SALES FUNNEL FAST WITH *PRINTING IMPRESSIONS*' ENGAGED COLLECTION OF EMAIL ADDRESSES, OR TAKE ADVANTAGE OF POSTAL LIST RENTAL.

E-BLASTS

Get immediate results with email list rental. Promote your brand to established marketing professionals and industry thought-leaders.

Promote: whitepapers, webinar registration, trade show attendance, road show or open house attendance, sales and special programs, surveys and more!

10,500+ *Wide-format Impressions* email addresses

95,000+ **Printing & Packaging Group** email addresses

\$250/M Base Price \$95/M Transmission Fee

POSTAL LIST RENTAL

Selects Available: Industry | Job Function | Region | Printing Capabilities

- Find selections on job function, industry, services performed, employee size, and more!
- Serve the executives who make the key purchasing decisions within the commercial printing industry.
- **PING US FOR MORE INFORMATION ABOUT ALL OF OUR LIST RENTAL OPPORTUNITIES!**
- Postal lists also available. Base price \$135/M | 45,000+ postal records | Selections available





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





RESEARCH

ATTACH YOUR BRAND TO AN INDUSTRY-LEADING RESEARCH REPORT, LEVERAGING OUR ENGAGED AUDIENCE AND EDITORIAL EXPERTISE TO ELEVATE YOUR BRAND WITH THOUGHT LEADERSHIP

What Can NAPCO Research Do For You?

- *Printing Impressions* Research creates data-driven studies that will help you uncover needed marketing intelligence and helps you publish branded thought leadership that generates leads, feeds content marketing programs, and build buzz for your business.
- We partner with our clients to IDENTIFY their unique business challenges and create solutions that ENABLE deeply informed decision-making and DELIVER results.
- Gain access to the Printing & Packaging Group's engaged audiences of industry executives across key industries.

Services Include:

- Landscape Analysis
- Competitive Analysis
- Benchmarking
- User Research & Analysis
- Lead Generation
- Sales Training
- Research-Based Webinars
- Brand Awareness and Market Positioning
- Print Growth Strategies & Capital Investment Research

Sponsorship Includes:

- Co-branded report with logos on front, inside, and back covers
- Report featured on piworld.com and distributed through Today on PI World Newsletter
- Logos on all email, online, and any other report promotions
- All leads generated from the report downloads will be shared with sponsor

NAPCO Research Clients



Powered by:





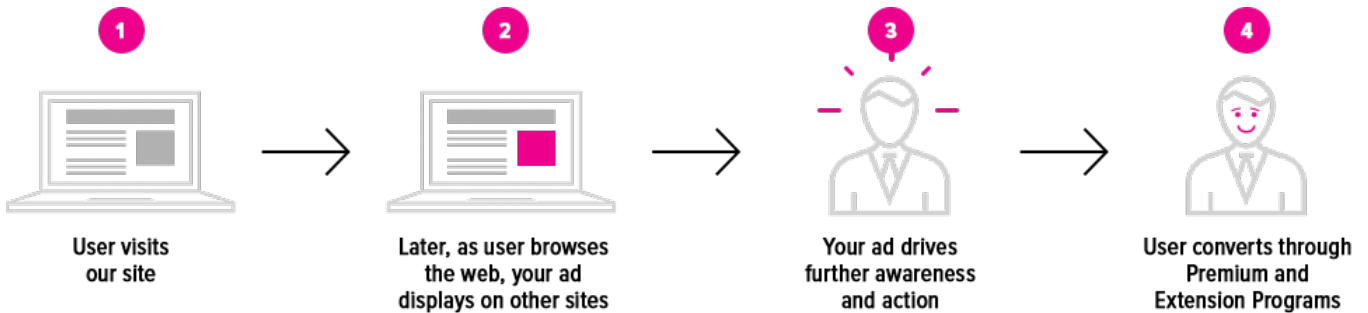
AUDIENCE RETARGETING

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

Our Team



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**FACEBOOK.COM/
WIDEFORMAT
IMPRESSIONS**



@WF_IMPRESSIONS



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