The Power of Print
Can Reach Your Customers and Build Your Business

The Engravers Journal
The Engravers Journal is the oldest, most widely read and most trusted publication in the R&P industry.

Our Mission: To provide you with valuable and effective marketing opportunities and to provide our readers with the resources they need to make their businesses successful.
The Engravers Journal
The NUMBER ONE information source for the
Recognition & Personalization Industry
- Personalized Products
- Awards
- Promotional Products
- ID Products
- Laser Engraving
- Rotary Engraving
- Sublimation
- Digital Printing
- Embroidery
- Sandcarving
- And More!

Our readers are an extensive, diverse group, ranging
from new business owners to industry veterans and
covering all areas of expertise in the industry.

Most EJ subscribers read every
issue from cover to cover.

EJ offers numerous supplements
throughout the year—Buyer’s
Guides, Advisories, Advertorials
and more—and that means ad-
ditional editorial opportunities to
spread your marketing message!

The Power of Print can
Build your Business.

CREATIVE - EXCITING - INSIGHTFUL
Here is what readers say about EJ’s editorial content:

When EJ comes in the mail, that is my day. I snuggle in my favor-
ite chair and read it from front to back. That is my way of relaxing.
I may stop to have lunch and then keep on reading.

Jo Ann Brewer
Brewer’s Awards & Gifts

I have been laser engraving for 10 years. I have always en-
joyed my hard copies of The Engravers Journal. This Face-
book page is great as well. Keep up the great job with your
magazine, web page and Facebook page.

Julie Callandt

Love EJ! It’s always full of great
interesting news and ideas.
Geelong’s Allsport Trophies

Love this magazine! I have learned plenty of tips and
tricks and can’t wait to dig into the latest issue.

Barbara Nolf-Cochrane
# 2019 Editorial Calendar

<table>
<thead>
<tr>
<th>Month</th>
<th>Print Opportunities</th>
<th>Digital Opportunities</th>
</tr>
</thead>
</table>
| April 2019  | The Wood Issue  
Sublimation/Digital Color Xtra  
Cool Jobs  
Engravables & Sublimatables  
E-News  
E-News AP Connection  
Digital Edition  
New! The Buzz  
Digital Edition |                                                                                     |
| March 2019  | The Personalization Issue  
The Awards Pro  
Sublimation/Digital Color Xtra  
Cool Jobs  
Personalization & Promotional Products  
E-News  
E-News AP Connection  
Digital Edition |                                                                                     |
| April 2019  | The Spring Preview Issue  
Sublimation/Digital Color Xtra  
Cool Jobs  
Awards, Giftware & Home Décor  
Bonus: 2019 Catalog Preview  
E-News  
E-News AP Connection  
New! The Buzz  
Digital Edition |                                                                                     |
| May 2019    | The Laser Issue  
Sublimation/Digital Color Xtra  
Cool Jobs  
Laser & Rotary Engraving Bonanza  
E-News  
E-News AP Connection  
Digital Edition |                                                                                     |
| June 2019   | Personalization Advisory  
Including Materials, Supplies & Sublimation  
Cool Jobs  
Materials, Supplies & Sublimation Advertorials  
E-News  
E-News AP Connection  
New! The Buzz  
Digital Edition |                                                                                     |
| July 2019   | The Signage Issue  
The Awards Pro  
Sublimation/Digital Color Xtra  
Cool Jobs  
Signage & ID Products  
E-News  
E-News AP Connection  
Digital Edition |                                                                                     |
| August 2019 | Laser Engraving Buyer’s Guide  
Sublimation/Digital Color Xtra  
Cool Jobs  
Laser Marketplace  
E-News  
E-News AP Connection  
New! The Buzz  
Digital Edition |                                                                                     |
| September 2019 | The Digital Printing Issue  
Sublimation/Digital Color Xtra  
Cool Jobs  
Laser, Rotary & Printable Materials  
E-News  
E-News AP Connection  
Digital Edition |                                                                                     |
| October 2019 | Seasonal Awards & Gifts Advisory  
Cool Jobs  
Seasonal Awards & Gifts Advertorials  
E-News  
E-News AP Connection  
New! The Buzz  
Digital Edition |                                                                                     |
| November 2019 | Cool Substrates, featuring Plastics & Acrylics  
The Awards Pro  
Sublimation/Digital Color Xtra  
Cool Jobs  
Pet & Memorial Products  
E-News  
E-News AP Connection  
Digital Edition |                                                                                     |
| December 2019 | R&P Directory™  
Crystal, Glass & Sandcarving  
Sublimation/Digital Color Xtra  
Cool Jobs  
Corporate Awards & Incentives  
E-News  
E-News AP Connection  
New! The Buzz  
Digital Edition |                                                                                     |

All deadlines are two months prior to issue date.  
(Deadlines for the May 2019 issue would fall in March 2019)  
Deadlines that land on a weekend or holiday are moved to the next business day.
Online All Year!

Publicity & Advertising Opportunities
The Power of Print Can Reach Your Customers & Build Your Business.

- Display Ads
- Eclick page (web-based profile)
- R&P Directory™ (online all year)
- 3 Advisories (online all year)
  (Equipment, Personalization including Materials, Supplies & Sublimation and Seasonal Awards & Gifts)
- Laser Engraving Buyer's Guide (online all year)
- Monthly E-News • Advertorials
- Product Spotlight • Supplyline
- Pipeline
- Banner Ads (featured in our digital edition)

HOW TO SUBMIT RELEASES
Consult EJ's editorial calendar for each month's Product Spotlight topic. Send announcements and a color photo for Product Spotlight, Pipeline and/or Supplyline (75 words or less) by the deadline listed on EJ's Editorial Calendar. Priority placement is granted to EJ advertisers.

SEND EJ PRESS RELEASES TO:
pr@engraversjournal.com

Or you can upload them to our FTP Site:
www.engraversjournal.com/filetransfer/

TO ADVERTISE CALL 800.347.0624 • 810.229.5725 • advertising@engraversjournal.com
EJ’s December **R&P Directory™** issue is full of all-important company information—information readers turn to **365 days a year!**

**COMPANY LISTING**
In the **Company Listing** section readers will find your company name, address, phone, fax and website information for quick and easy access. Or they can search for your phone number and email address under **Quick Call.**

**PRODUCTS**
In the **Products** section there are over 1,000 different categories available for you to list products and services, making it simple and easy for a buyer to find the products they’re looking for.

**R&P Directory™**
**Enhanced Marketing**
The Power of Print Can Reach Your Customers & Build Your Business

**DISPLAY ADS**
Display advertising is also available in each specialized section.

**THE**
**R&P Recognition & Personalization Directory™**

Just think of how many times a year a reader will open EJ’s **R&P Directory™** to look up industry information. Contact your EJ advertising account representative to learn more about the benefits of placing advertisements and listings in the **R&P Directory™**.

To Advertise Call 800.347.0624 • 810.229.5725 • advertising@engraversjournal.com
EJ’s Digital Edition offers advertisers a way to be noticed by readers 24 hours a day, 7 days a week from anywhere in the world. Advertisements placed in the online issue include a clickable link from the Digital Edition to the advertiser’s website, email address and Eclick page (see Eclick description below) — all, at no additional cost.

EJ is proud to bring its advertisers the innovative world of Eclick. Eclick is a web-based profile system available to advertisers. There are options to add a company slogan, a brief company description and links to other websites or domains. Eclick has links in EJ’s Digital Edition and from various spots on the EJ website as well. Eclick is a great opportunity for companies to list their profile information where readers can easily see it and find out what they have to offer! For more information on the innovative Eclick from The Engravers Journal, contact your advertising account representative today!
E-Opportunities

Let your EJ advertising account representative help you to include digital media in your marketing campaign.

- Links on www.engraversjournal.com
- Advertise in EJ’s monthly E-Newsletters
- Sponsor’s Ad with Link
- New! The Buzz, a digital avenue to promote your Products & Services

Call or email today for details.

To Advertise Call 800.347.0624 • 810.229.5725 • advertising@engraversjournal.com
# Ad Rates & Dimensions

## RATE CARD NO. 31 • EFFECTIVE DEC. 1, 2018

All ad prices include 4-color process. Ads are payable in U.S. funds.

### COVERS

Cover 2 INSIDE FRONT  
Cover 3 INSIDE BACK  
Cover 4 BACK  

Printable area on covers (live area) is 8" x 10.5". Covers are sold on a non-cancellable 12-time basis. All covers bleed four sides 8.625" x 11.125". Trim size 8.375" x 10.875".

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**For Pricing Information Please Call Our Advertising Department**  
(800) 347-0624

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### AD SIZE

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>WIDTH</th>
<th>HEIGHT</th>
<th>bleed size</th>
<th>trim size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>8.625&quot; 8.375&quot;</td>
<td>11.125&quot; 10.875&quot;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2/3 Page</td>
<td>4.5&quot; 7&quot;</td>
<td>9.125&quot; 6.125&quot;</td>
<td>vertical</td>
<td>horizontal</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>4.5&quot; 7&quot;</td>
<td>6.75&quot; 4.5&quot;</td>
<td>vertical</td>
<td>horizontal</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>2.125&quot; 7&quot;</td>
<td>9.125&quot; 3.125&quot;</td>
<td>vertical</td>
<td>horizontal</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>4.5&quot; 7&quot;</td>
<td>3.375&quot; 2.125&quot;</td>
<td>vertical</td>
<td>horizontal</td>
</tr>
<tr>
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<td>2.125&quot; 7&quot;</td>
<td>4.5&quot; 1.5&quot;</td>
<td>vertical</td>
<td>horizontal</td>
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<tr>
<td>1/8 Page</td>
<td>2.125&quot; 7&quot;</td>
<td>3.5&quot;</td>
<td>vertical</td>
<td></td>
</tr>
<tr>
<td>1/16 Page</td>
<td>2.125&quot; 7&quot;</td>
<td>1.75&quot;</td>
<td>horizontal</td>
<td></td>
</tr>
</tbody>
</table>

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COLOR

All print ads include four-color process.

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THE ENGRAVERS JOURNAL  
P.O. Box 318 • Brighton, MI 48116-0318  
800.347.0624 • 810.229.5725  
FAX 810.229.8320  
advertising@engraversjournal.com

ADVERTISING HOTLINE  
800.347.0624 or 810.229.5725

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To Advertise Call 800.347.0624 • 810.229.5725 • advertising@engraversjournal.com
DEADLINES
• The deadline for receiving all advertising digital files is the 20th of the month or next business day, two months prior to the issue date (e.g. March 20th for the May issue).

ACCEPTABLE FILE FORMATS (MAC or PC)
• Adobe InDesign
• Adobe Photoshop
• Adobe Illustrator
• .eps, .indd, .jpg or .pdf
• CMYK or grayscale files

Postscript screen and printer fonts must be included. Flattened files cannot be revised in-house.

EMAIL
• .eps, .indd, .jpg or .pdf files at 300 dpi
• digital artwork files under 5 MB to:
  advertising@engraversjournal.com

ELECTRONIC FILE TRANSFER
• Digital artwork (including files over 5 MB) can be uploaded at:
  www.engraversjournal.com/filetransfer

PUBLISHER’S DISCLAIMER: Publisher assumes no liability for errors occurring as a result of improperly sent digital files. Disks and other media returned only on request and publisher will bill advertiser for shipping and handling to return disks and other materials. Publisher will hold advertiser or agency liable for all costs associated with modifying artwork to meet the standards of the publication. Publisher cannot be held responsible for the content and/or output from customer-supplied media.

GENERAL POLICIES
• Misleading or otherwise objectionable advertising may be refused at the publisher’s discretion.
• Publisher, at his discretion, will plainly mark as “advertisement” any advertisement designed to simulate editorial content.
• Contract period not to exceed twelve months. If less space is used than specified in contract, space must be paid for according to rate earned. Rebates will be made on space placed in excess of contract specifications.
• Publisher may revise rates on 30 days’ notice. If such rate revision is unacceptable to advertiser, he/she may cancel his/her contract without short rate.
• Advertisements must be paid in advance of closing date unless credit has been established with The Engravers Journal.

AGENCY COMMISSIONS
Agency commission of 15% allowed to recognized advertising agencies only (agency verification form must be in our office by the space reservation deadline). Commission not permitted on mechanical charges, classified advertisements or R&P Directory Listings.

POSITIVELY NO COMMISSIONS ALLOWED ON PAST DUE ACCOUNTS.

ISSUANCE AND CLOSING DATES
Published in 12 monthly editions per year. Issues printed and mailed by the first week of each publication month. Please refer to the Editorial Calendar for the space reservation (closing) dates and digital artwork deadlines for each issue. Absolutely no cancellations will be allowed after each issue’s closing date. New digital artwork, as well as changes to existing artwork, must be received by the 20th of the month, two months prior to the publication issue date.

CONTRACT AND COPY REGULATIONS
• Space orders should specify a definite schedule of insertions, issues and sizes of space.
• Advertiser and advertising agency assume liability for all content (including text representation and illustrations) of advertisement printed, and also assume responsibility for any claims arising therefrom, made against the publisher. It is the advertiser’s or agency’s responsibility to obtain appropriate releases on any items or individuals pictured in the advertisement.
• The publisher’s liability for any error will not exceed the charge for the advertisement in question.
• Failure to make the order correspond in price or otherwise with the rate schedule is regarded only as a clerical error and publication is made and charged for upon the terms of the schedule in force without further notice.
• Two or more advertisers are not permitted to use space under the same contract.
• When change of copy, covered by an uncanceled insertion order, is not received by the closing date, copy run in previous issue will be inserted.
• The publisher assumes no liability for errors in key numbers.