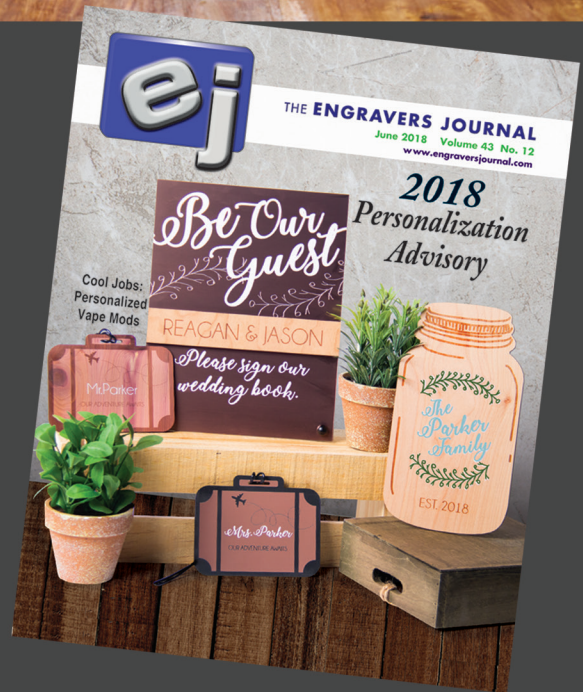




# 2019 MEDIA PLANNER



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.*

P.O. Box 318  
Brighton, MI 48116-0318

PH 800.347.0624 • 810.229.5725  
FAX 810.229.8320 • [advertising@engraversjournal.com](mailto:advertising@engraversjournal.com)

# 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.*



## The Power of Print can Build your Business.

*Most **EJ** subscribers read every  
issue from cover to cover.*

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

***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!*

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

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 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

**Bonus Exposure**  
Online all Year!

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

PR deadline is the 20th of the month  
AD SPACE deadline is the 15th of the month  
DIGITAL ARTWORK deadline is the 20th of the month

To Advertise Call 800.347.0624 • 810.229.5725 • [advertising@engraversjournal.com](mailto:advertising@engraversjournal.com)



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)

## PR Options - In Every Issue



### 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](mailto:pr@engraversjournal.com)

Or you can upload them to our FTP Site:  
[www.engraversjournal.com/filetransfer/](http://www.engraversjournal.com/filetransfer/)



TO ADVERTISE CALL 800.347.0624 • 810.229.5725 • [advertising@engraversjournal.com](mailto: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!**

# R&P Directory™

## Enhanced Marketing

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

## 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**.

## QUICK CALL

COMPANY NAME	PHONE	EMAIL	WEBSITE
A.T. DESIGNS	(800)288-0111	info@ATdesigns.com	www.ATdesigns.com
ACCUCUTTER COMPANY	(717)241-2330	info@AccuCutter.com	www.AccuCutter.com
ANTARES INSTRUMENTS, INC.	(800)355-5250	antares@antaresinc.net	www.antaresinc.net
B.F. PLASTICS, INC.	(800)866-7121	info@bfplasticsinc.com	www.bfplasticsinc.com
BIG SKY WOODCRAFTERS	(800)726-6753	sales@bigskywoodcrafters.com	www.bigskywoodcrafters.com
BOSS LASER	(407)878-0880	sales@bosslaser.com	www.bosslaser.com
CLASSIC MEDALLICS, INC.	(800)221-1348	sales@classic-medallics.com	www.classic-medallics.com
CONDE SYSTEMS, INC.	(800)826-6332	saleshelp@conde.com	www.conde.com
CREATIVE GIFTS INTERNATIONAL	(800)245-0427	Sales@CreativeGiftsDirect.com	www.CreativeGiftsDirect.com
DELVIE'S PLASTICS, INC.	(800)533-5843	info@delviesplastics.com	www.delviesplastics.com
DIRECT COLOR SYSTEMS	(860)829-2244	info@directcolorsystems.com	www.directcolorsystems.com
ENGRAVING SPECIALTIES	(800)343-5750	engspec@tds.net	www.engravingspecialties.net
EPILOG LASER	(303)277-1188	sales@epiloglaser.com	www.epiloglaser.com
F&H RIBBON CO. div. of Gemini Industries	(800)489-4722	office@gemini.net	www.fhribbon.com

## 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.

THE



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™**

## DISPLAY ADS

Display advertising is also available in each specialized section.

## EJ's DIGITAL EDITION

**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'S ECLICK

**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](http://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.



# 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".

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

AD SIZE	WIDTH	HEIGHT	
Full Page	8.625" 8.375"	11.125" 10.875"	bleed size trim size
2/3 Page	4.5" 7"	9.125" 6.125"	vertical horizontal
1/2 Page	4.5" 7"	6.75" 4.5"	vertical horizontal
1/3 Page	2.125" 7"	9.125" 3.125"	vertical horizontal
1/4 Page	4.5" 7"	3.375" 2.125"	vertical horizontal
1/6 Page	2.125" 7"	4.5" 1.5"	vertical horizontal
1/8 Page	2.125"	3.5"	vertical
1/16 Page	2.125"	1.75"	horizontal

## COLOR

**All print ads include  
four-color process**



V - VERTICAL H - HORIZONTAL



**FULL PAGE BLEED**  
8 $\frac{1}{2}$ "-W x 11 $\frac{1}{2}$ "-H  
trim size 8 $\frac{3}{4}$ " x 10 $\frac{1}{4}$ "



**FULL PAGE V**  
8"-W x 10 $\frac{1}{2}$ "-H



**2/3 PAGE V**  
4 $\frac{1}{2}$ "-W x 9 $\frac{1}{2}$ "-H



**2/3 PAGE H**  
7"-W x 6 $\frac{1}{2}$ "-H



**1/2 PAGE V**  
4 $\frac{1}{2}$ "-W x 6 $\frac{1}{2}$ "-H



**1/2 PAGE H**  
7"-W x 4 $\frac{1}{2}$ "-H



**1/3 PAGE V**  
2 $\frac{1}{2}$ "-W x 9 $\frac{1}{2}$ "-H



**1/3 PAGE H**  
7"-W x 3 $\frac{1}{2}$ "-H



**1/4 PAGE V**  
4 $\frac{1}{2}$ "-W x 3 $\frac{1}{2}$ "-H



**1/4 PAGE H**  
7"-W x 2 $\frac{1}{2}$ "-H



**1/6 PAGE V**  
2 $\frac{1}{2}$ "-W x 4 $\frac{1}{2}$ "-H



**1/6 PAGE H**  
7"-W x 1 $\frac{1}{2}$ "-H



**1/8 PAGE V**  
2 $\frac{1}{2}$ "-W x 3 $\frac{1}{2}$ "-H



**1/16 PAGE H**  
2 $\frac{1}{2}$ "-W x 1 $\frac{1}{2}$ "-H

### 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



# Ad Policies & Artwork Specs

## 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](mailto:advertising@engraversjournal.com)

## ELECTRONIC FILE TRANSFER

- Digital artwork (including files over 5 MB) can be uploaded at:  
**[www.engraversjournal.com/filetransfer](http://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.