

APA: WHERE PERSONALIZATION PROS CONNECT

MEDIA KIT

20
24



INSIGHTS MAGAZINE

Insights, the official voice of the APA, offers technical articles, quick reads and compelling visual features to keep our readers ahead of the exciting trends in our changing industry. Marketing with *Insights* will get your products noticed by thousands of awards and personalization industry professionals who are uniquely qualified decision makers.

The magazine boasts:

- A circulation of more than **11,000 QUALIFIED** awards and personalization professionals.
- **99%** of our readers share *Insights* with their colleagues.
- **97%** of our readers make or are involved in purchasing decisions for their businesses.
- **88%** of readers keep their *Insights* issues for future reference.
- **79%** of our readers have purchased products from an *Insights* advertiser.
- **74%** of our readers use industry publications to find new products.
- **73%** of our readers look to *Insights* for product sourcing and equipment processing.

Reach our QUALIFIED audience with:

- Print and digital advertising
- Front-page exposure—ask how you can be on the cover!



DIGITAL OPPORTUNITIES

Product Marketplace—Bimonthly Email
Highlight your latest products to more than 9,700 prospects to promote your company and drive traffic to your site.

Insights ACCESS—Email Promoting Only Your Company
Reach more than 9,700 qualified personalization professionals with a full-page advertisement we distribute on your behalf.

Member2Member Forum—Our Online Community
Reach more than 9,700 individuals who can access the forum 24/7.

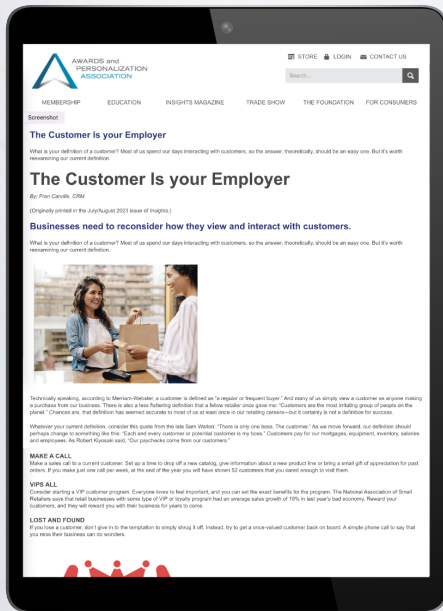
Sponsorship and Community Advertising Opportunities.

Insights Connect—Monthly E-News
Reserve a banner ad in Insights Connect to reach more than 9,700 association members.

// CALL TO DISCUSS AN INTEGRATED MARKETING PLAN TO ACHIEVE YOUR SALES AND MARKETING GOALS! //

Anita Lambert
Hutson Lambert
alambert@awardspersonalization.org
awardspersonalization.org

INSIGHTS EDITORIAL CALENDAR



Submit press releases to editor@awardspersonalization.org.

JANUARY-FEBRUARY 2024		DEADLINES
Product Feature	Color products	Press release: 10/25/23 Ad close: 10/25/23 Ad materials: 11/14/23
Equipment Feature	All color processes (UV, sublimation, sandcarving with color fill)	

MARCH-APRIL 2024		
Product Feature	Academic and sports-related products, end-of-school-year and sports-related products (including signage, trophies, ribbons, pins, medals, plaques, apparel, certificates)	Press release: 12/15/23 Ad close: 12/15/23 Ad materials: 1/11/24
Equipment Feature	All equipment to decorate sports-related products: UV printing, sublimation, laser engraver, rotary engraving, heat press, vinyl cutter)	

MAY-JUNE 2024		
Product Feature	Personalized gifts and items (home décor, wedding, pets, holidays)	Press release: 2/22/24 Ad close: 2/22/24 Ad materials: 3/14/24
Equipment Feature	Engraving (lasers, computerized engravers, rotary engravers), sublimation, UV printing, vinyl cutters, heat presses, CNC routers	

JULY-AUGUST 2024		
Product Feature	Acrylic, crystal, glass, wood and plastic products	Press release: 4/19/24 Ad close: 4/19/24 Ad materials: 5/10/24
Equipment Feature	Laser engravers, laser cameras, UV printers, financing and leasing	

SEPTEMBER-OCTOBER 2024		
Product Feature	Corporate items: apparel, gifts, awards and name badges	Press release: 6/17/24 Ad close: 6/17/24 Ad materials: 7/11/24
Equipment Feature	Equipment that decorates glass, laser engravers, sandcarving, UV printers	

NOVEMBER-DECEMBER 2024		
Product Feature	Acrylic, glass and crystal, embedments	Press release: 8/22/24 Ad close: 8/22/24 Ad materials: 9/12/24
Equipment Feature	Software, shop tools and services	

PRINT AD SIZES AND SPECIFICATIONS

Full-Page Spread: 16.5" x 10.875"
 Bleed Spread: 16.75" x 11.125"

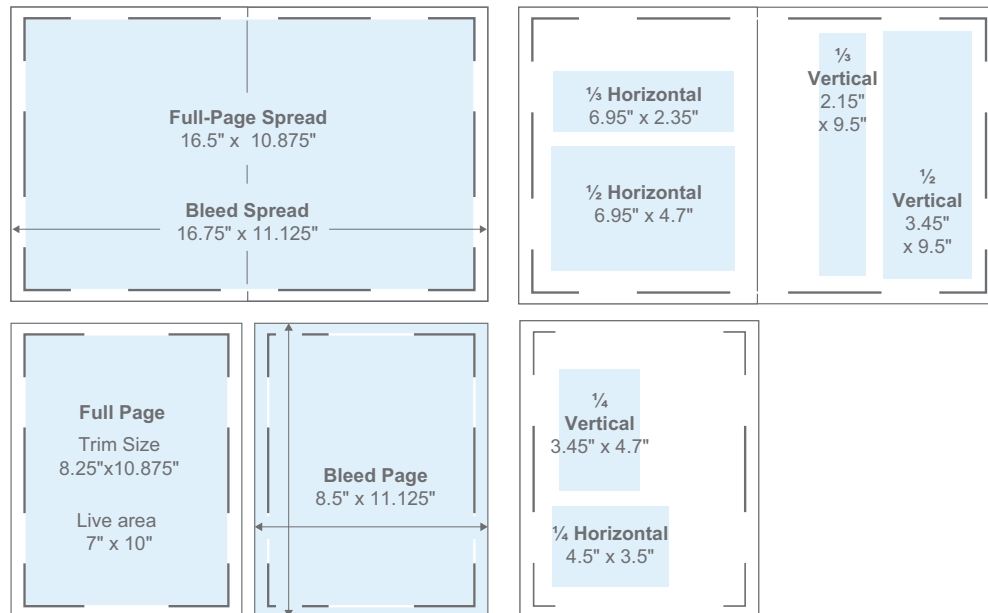
Single Full-Page

Trim Size: 8.25" x 10.875"
 Safety from Trim: 0.25 inches
 Bleed Page: 8.5" x 11.125"

Submit print ad materials to:
alambert@awardspersonalization.org

Fractional

½ Vertical: 3.45" x 9.5"
 ½ Horizontal: 6.95" x 4.7"
 ⅓ Vertical: 2.15" x 9.5"
 ⅓ Horizontal: 6.95" x 2.35"
 ¼ Vertical: 3.45" x 4.7"
 ¼ Horizontal: 4.5" x 3.5"



ACCEPTABLE FILE FORMAT

- Please supply a hi-res print-ready PDF/X-1a file.
- All fonts must be outlined or embedded.
- All images must be 300 DPI.
- Crop marks and color bars should be outside the printable area (0.125" in offset).
- Color ads must use CMYK color only.
- Do not use Pantone/spot colors.
- All colors must be converted to CMYK; no RGB, LAB, or Spot/PMS colors will be accepted.
- Black and white ads should use black-only (not 4-color); images should be grayscale.
- Ink density should not exceed 300%.
- Black text 12 pt. or smaller should be black only (C=0%, M=0%, Y=0%, K=100%).

QR CODES

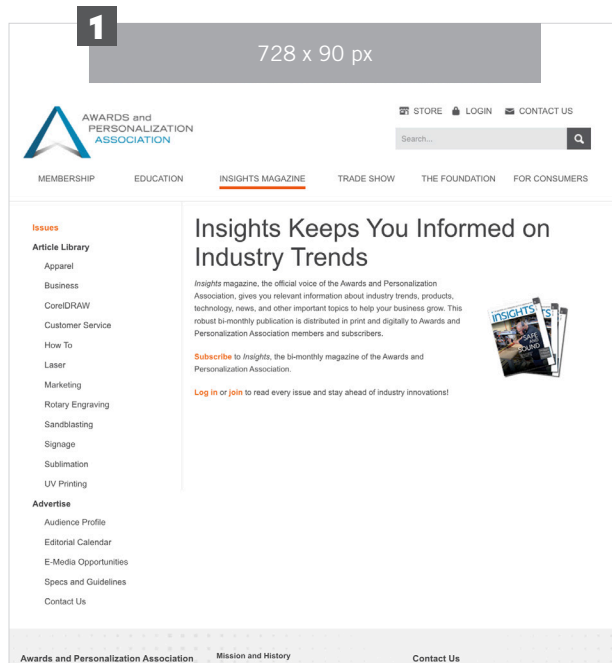
- Color: Any QR code appearing in a print advertisement is required to be composed of one color. For the best QR code scanning results and to avoid registration issues on press, no multi-color, no RGB color format, no spot colors, and no gradients will be accepted.
- Size: To make sure the majority of current smartphones can scan it, a QR code should be at least 0.75" wide by 0.75" long.
- Any unusual, branded, customized or multi-color QR codes could ultimately lead to an unscannable QR code in the printed magazine. GLC accepts no responsibility for QR codes that malfunction as a result of press errors.
- It is best practice to have the destination link active at the time of ad submission.

DIGITAL OPPORTUNITIES

APA WEBSITE

1. Homepage/global

- Placement: leaderboard across the top of the site
- Size: 728 x 90 px



2. Homepage

- Placement: ad under the homepage right-side feature boxes (next to the newsfeed)
- Size: 250 x 250 px

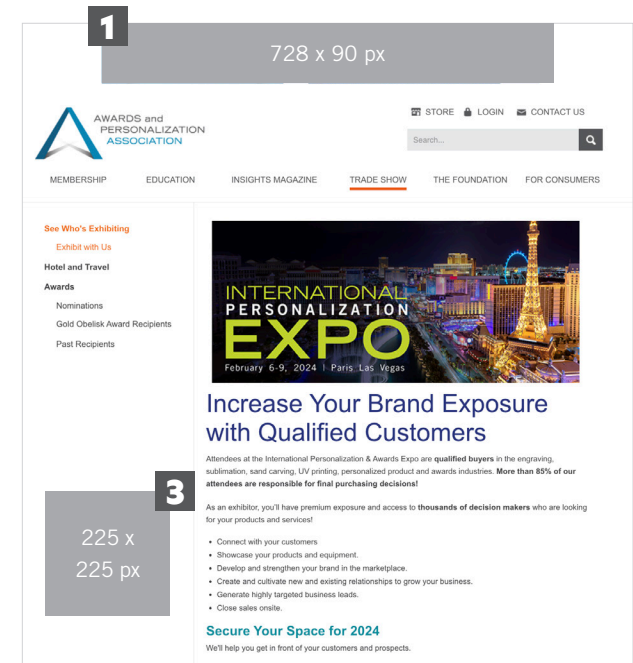


Digital Specs

- JPG, PNG and GIF accepted
- File limit: 100 KB
- Resolution: 72 ppi
- RGB color format

3. Internal pages, targeted on a "per section" level

- Placement: left side below side navigation
- Size: 225 x 225 px



INSIGHTS CONNECT EMAIL

- 600 x 150 px
- 250 x 250 px

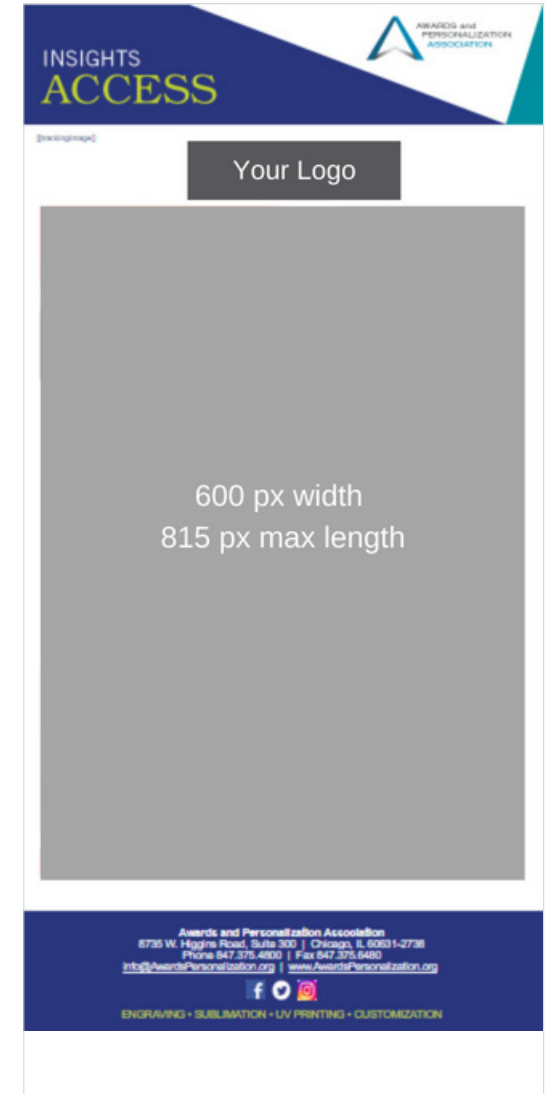
PRODUCT MARKETPLACE EMAIL

- 50-word (max) description
- 150 x 150 px image
- URL

INSIGHTS ACCESS EMAIL

- 600 px width x 815 px max length; 300 dpi

Digital Specs
 JPG, PNG and GIF accepted
 File limit: 100 KB
 Resolution: 72 ppi
 RGB color format



962 x 125 px

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AWARDS AND PERSONALIZATION ASSOCIATION

Home Communities Directory Events Browse Participate Help/FAQs

Welcome to the Awards and Personalization Association Community

Collaborate with peers to share strategic advice, solve challenges and develop new approaches.


Learn More



Explore

Discover communities to enrich your experience and learning opportunities.


More ▶



Connect

Find others with whom you may seek advice and share common challenges.

More ▶



Engage

Join in discussions with your peers and industry leaders to expand your knowledge.

More ▶


962 x 125 px

Back to discussions Expand all Collapse all

M2M Forum - Getting Started Guide Following

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1. M2M Forum - Getting Started Guide 2 Like



APA Administrator

Association Admin
Awards and Personalization Association
Chicago IL
847.375.4800

Attachment(s)

[APA Getting Started Guide 10.31.2021.pdf](#) 181 KB 1 version

Posted 11-01-2021 08:48 | [view attached](#) Reply

This quick-start guide will help you learn the basics of the new Member2Member Forum!

200 x
200 px

M2M FORUM

- 962 x 125 px banner ad
- 200 x 200 px post ad
- gif, png, or jpg file

2024 ADVERTISING RATES

INSIGHTS PREMIUM AD POSITIONS

Back cover	\$3,225
Inside front	\$2,950
Page one	\$3,065
Inside back cover	\$2,865

INSIGHTS COLOR AD RATES • NET PRICING

Size	1x	3x	6x
Full Page	\$3,725	\$3,000	\$2,795
½ Page	\$2,140	\$1,965	\$1,850
⅓ Page	\$1,515	\$1,390	\$1,315
¼ Page	\$1,275	\$1,080	\$995

WEBSITE ADVERTISING

Premier banner	\$1,050 per month
Square banner	\$625 per month

MEMBER2MEMBER FORUM ADVERTISING

Sponsorship	\$2,400
Large banner	\$500
Square banner	\$300

EMAIL ADVERTISING

Insights Connect large banner	\$790 per month
Insights Connect square banner	\$450 per month
Insights Connect video	\$575 per month
Insights Connect Access email	\$995 per month
Product marketplace (bimonthly)	\$2,775
Product marketplace (individual)	\$575
Catalog marketplace	\$625

