

INSIGHTS



Laser Engraving

Marketing

Business

Heat Transfer

Sandblasting
Customer Service

How To

CorelDRAW

Rotary Engraving

Sublimation

UV Printing

Signage

2025 MEDIA KIT

INSIGHTS

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** personalization professionals.

99% of our readers share *Insights* with their colleagues.

79% of our readers have purchased products from an *Insights* advertiser.

97% of our readers make or are involved in purchasing decisions for their businesses.

74% of our readers use industry publications to find new products.

88% of readers keep their *Insights* issues for future reference.

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!

CONTACT US TO DISCUSS AN INTEGRATED MARKETING PLAN:

Dave Pomeroy - Director of Business Development
dpomeroy@personalizationpros.org
personalizationpros.org

DIGITAL OPPORTUNITIES

Product Marketplace— Bimonthly Email

Highlight your latest products to more than 9,000 prospects to promote your company and drive traffic to your site.

Insights ACCESS—Email Promoting Only Your Company

Reach more than 9,000 qualified personalization professionals with a full-page advertisement we distribute on your behalf.

Member2Member Forum— Our Online Community

Reach more than 9,000 individuals who can access the forum 24/7.

Insights Connect— E-Newsletter

Reserve a banner ad in *Insights* Connect to reach more than 9,000 association members.



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**SUBMIT PRESS
RELEASES TO:**
editor@personalizationpros.org

EDITORIAL CALENDAR

ISSUE		DEADLINES
JANUARY-FEBRUARY 2025		
Product Feature	Color products	Press release: 11/1/2024 Ad close: 11/25/2024 Ad materials: 12/2/2024
Equipment Feature	All color processes (UV printing, sublimation, color fill, DTF)	
MARCH-APRIL 2025		
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: 1/3/2025 Ad close: 1/20/2025 Ad materials: 1/27/2025
Equipment Feature	Engraving (lasers, computerized, rotary)	
MAY-JUNE 2025		
Product Feature	Personalized Gifts & Items (home décor, wedding, bridal showers, bachelor/bachelorette parties, pet, holidays)	Press release: 2/28/2025 Ad close: 3/17/2025 Ad materials: 3/24/2025
Equipment Feature	Small format equipment (engraving, UV printing, vinyl cutters, heat presses)	
JULY-AUGUST 2025		
Product Feature	Sheet Goods (acrylic, wood, plastic products, metal)	Press release: 5/2/2025 Ad close: 5/19/2025 Ad materials: 5/26/2025
Equipment Feature	Lasers engravers, UV printers, financing and leasing	
SEPTEMBER-OCTOBER 2025		
Product Feature	Corporate Items (apparel, gifts, awards, name badges, recognition, and holiday items)	Press release: 7/7/2025 Ad close: 7/21/2025 Ad materials: 7/28/2025
Equipment Feature	Equipment that decorates glass (laser, sandcarving, UV printers)	
NOVEMBER-DECEMBER 2025		
Product Feature	Acrylic, Glass & Crystal, Embedments	Press release: 8/29/2025 Ad close: 9/15/2025 Ad materials: 9/22/2025
Equipment Feature	Software, Shop Tools & Services	

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MAGAZINE AD SIZES AND SPECIFICATIONS

FULL-PAGE SPREAD:

16.5" x 10.875"
Bleed Spread:
16.75" x 11.125"

SINGLE FULL-PAGE:

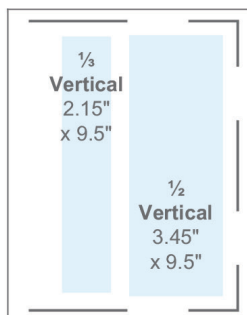
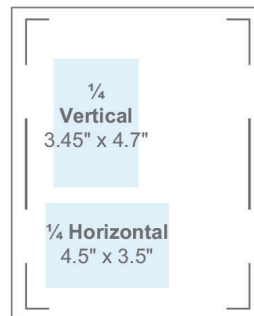
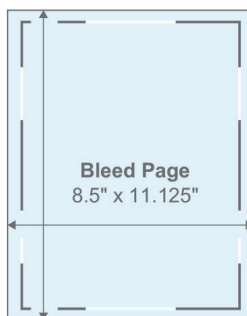
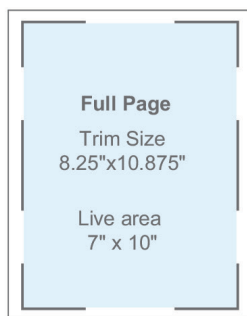
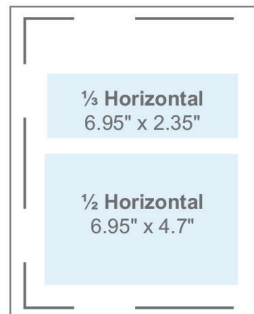
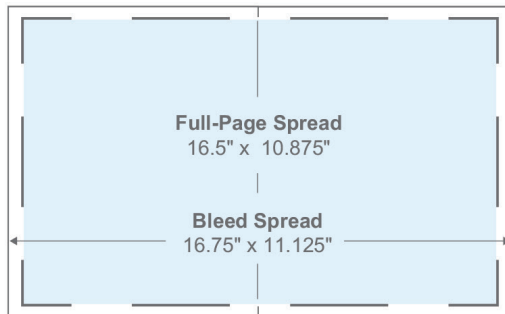
Trim Size: 8.25" x 10.875"
Safety from Trim: 0.25 inches
Bleed Page: 8.5" x 11.125"

FRACTIONAL :

1/2 Vertical: 3.45" x 9.5"
1/2 Horizontal: 6.95" x 4.7"

1/3 Vertical: 2.15" x 9.5"
1/3 Horizontal: 6.95" x 2.35"

1/4 Vertical: 3.45" x 4.7"
1/4 Horizontal: 4.5" x 3.5"



SUBMIT AD MATERIALS TO:
mlowell@connect2amc.com

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.

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DIGITAL OPPORTUNITIES APA WEBSITE

1 HOMEPAGE/GLOBAL

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

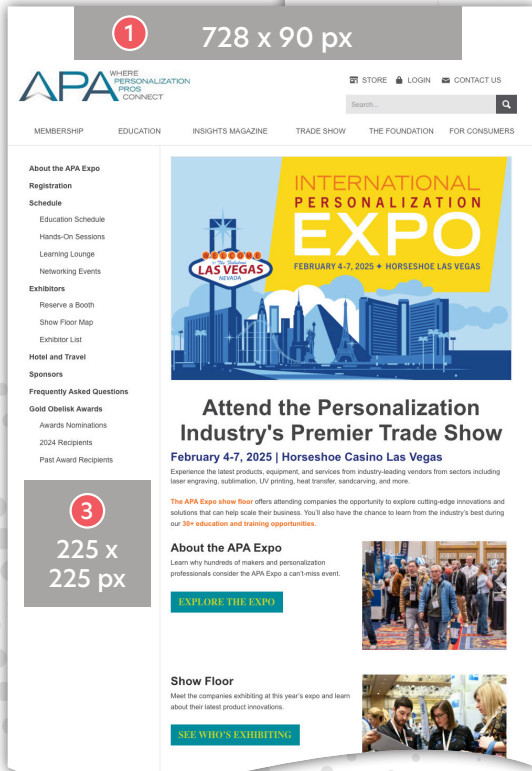
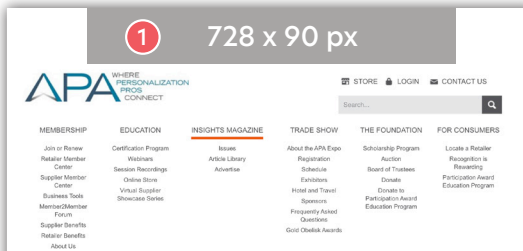
2 HOMEPAGE

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

3 INTERNAL PAGES

Targeted on a "per section" level
Placement: Left side below side navigation
Size: 225 x 225 px

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



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DIGITAL OPPORTUNITIES INSIGHTS EMAIL

INSIGHTS CONNECT EMAIL

4 600 x 150 px

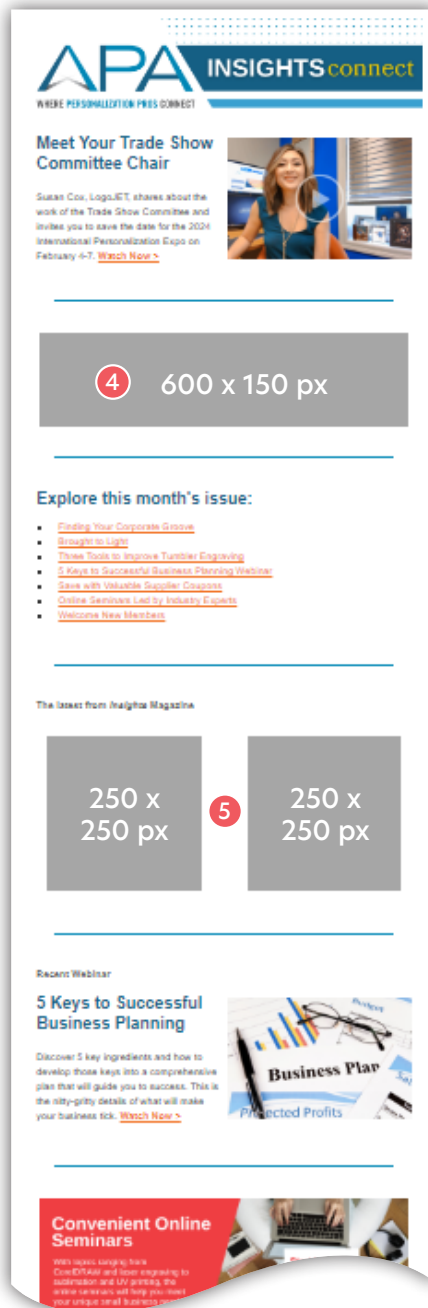
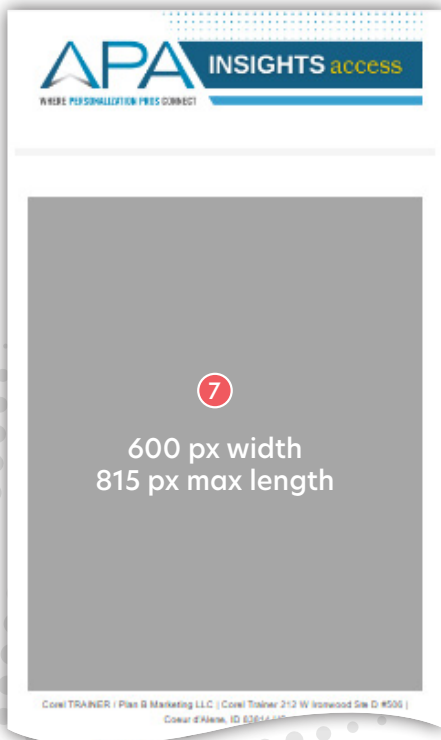
5 250 x 250 px

6 PRODUCT MARKETPLACE EMAIL

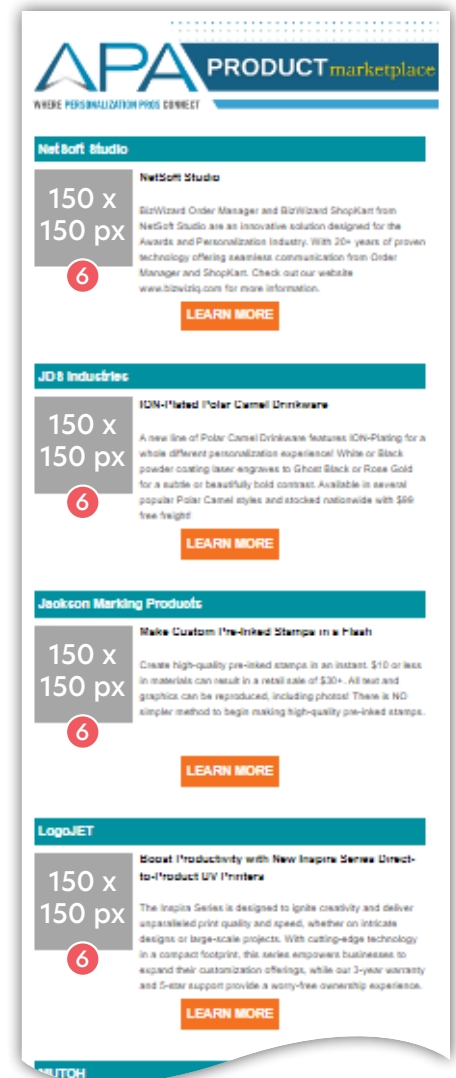
- 50-word (max) description
- 150 x 150 px image
- URL

7 INSIGHTS ACCESS EMAIL

- 600 x 815 px max length



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



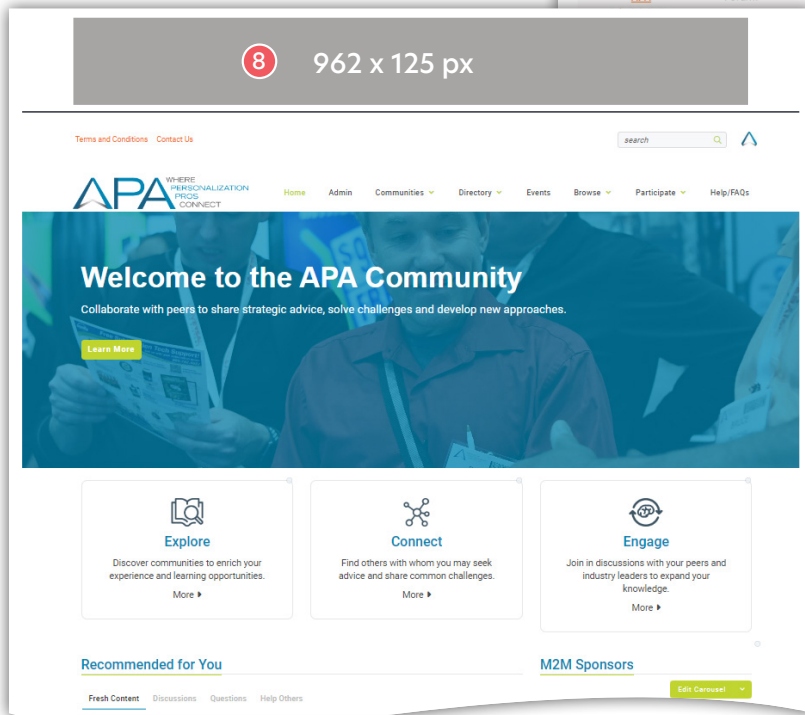
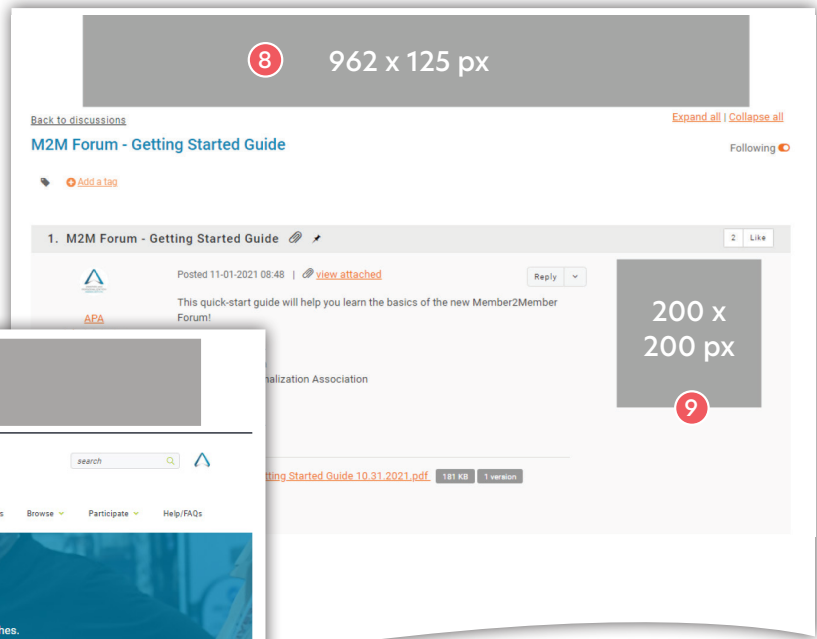
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DIGITAL OPPORTUNITIES MEMBER-TO-MEMBER FORUM

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

M2M FORUM

- 8 962 x 125 px banner ad
- 9 200 x 200 px post ad



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2025 ADVERTISING RATES

INSIGHTS PREMIUM AD POSITIONS

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

MEMBER2MEMBER FORUM ADVERTISING

Annual Sponsorship	\$2,400
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INSIGHTS COLOR AD RATES • NET PRICING

Size	1x	3x	6x
Full Page	\$3,725	\$3,000	\$2,795
1/2 Page	\$2,140	\$1,965	\$1,850
1/3 Page	\$1,515	\$1,390	\$1,315
1/4 Page	\$1,275	\$1,080	\$995

EMAIL ADVERTISING

Insights Connect large banner	\$790 per message
Insights Connect square banner	\$450 per message
Insights Connect video	\$575 per message
Insights Connect Access email	\$995 per message
Product Marketplace Annually (6 messages)	\$2,775
Product Marketplace (individual)	\$575

WEBSITE ADVERTISING

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



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