

**Return your Buyers Guide/  
PrintAccess Listing and  
Advertising Reservation  
Form by October 9. Fax to  
800.824.1911**

2 easy steps to

*visibility*

**Step 1**

Update your  
free Print Buyers  
Guide Listing.

**Step 2**

Boost your  
visibility with  
a high-impact  
ad package.

*The PINC Buyers Guide has been an invaluable resource for many years now. It's the first place I go to when I need to bid out a project, resulting in some very satisfying business relationships. It's instrumental in keeping print work in California, and thumbing through its pages has provided me with some serendipitous finds that wouldn't have happened online. I look forward to each new version.  
Print rules!*

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***PINC***

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***PINC***

**Print Buyers Guide/PrintAccess 2010**

# FAQ

## Q What is included in the NEW Promotion Package?

- + PINC will work with you to create a one-time custom marketing program. For example
  - Announce a new product in our eNews.
  - Send out a mailer to buyers for your open house.
  - Promote a special discount offer with an e-blast.
- + Reach 3,000 members in *PINConnection* and eNews.
- + You can reach 5,000 buyers via several media.

## Q Who is the audience for the Buyers Guide?

- + 5,000 recently qualified corporate buyers from major corporations to small design firms.
- + 70% of the respondents use the Guide weekly.
- + 60% keep it on their desks.
- + It reaches brokers and production managers as well.

## Q What can you tell me about PrintAccess?

- + It's PIA's searchable, online directory of printing, graphic arts and new media companies. The PINC site gets at least 5,000 clicks each month.
- + Buyers Guide advertisers are placed at the top of the search results.
- + Every PINC member is listed. Company information is the same in both the Buyers Guide and PrintAccess.
- + PrintAccess provides more comprehensive company information, e.g. capabilities and company URL, than Yahoo, Yelp, and local electronic yellow pages.

## Q What is the advertising pattern from year to year?

- + 85% of advertisers renew yearly.
- + More and more members have discovered that the full column ad in the alpha section is great value!

## Q Why advertise in the Buyers Guide?

- + Reaches a tightly targeted market of more than 5,000 qualified print buyers and creative professionals and 1,500 PINC members.
- + Increases your company visibility on PrintAccess.
- + Includes exposure in Printwise, PINC's monthly e-newsletter to more than 7,500 print buying designers and marketing professionals for ½ page and above advertisers.

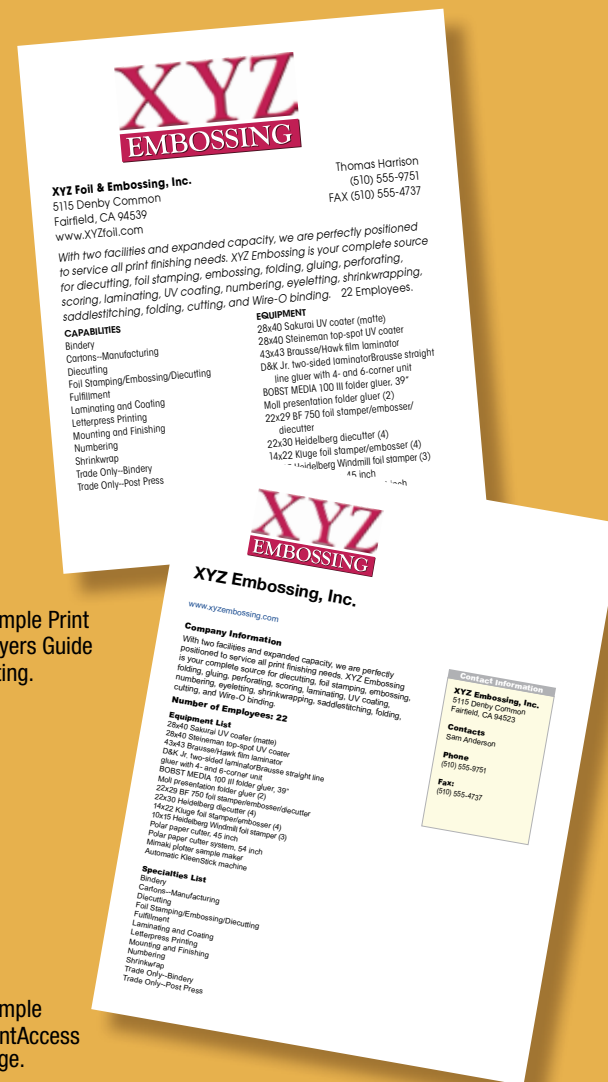
# Step 1

## Update your free listing NOW.

On the attached Buyers Guide Listing and Advertising Reservation Form, look over your listing copy in the left column and mark up/add any changes you wish to make. Indicate if you wish to add a logo or other advertising to increase your company visibility.

**PLEASE NOTE:** We will not be calling to remind you to complete the form this year. So, insure that your listing is correct by sending in your form today.

New 2009 members may add a logo to their Buyers Guide/PrintAccess listing for FREE.



Sample Print Buyers Guide listing.

Sample PrintAccess page.

# Step 2

## Choose the ad package that gives your business maximum visibility and value for your advertising dollar.

Advertising with PINC and PrintAccess is the efficient, cost-effective, long-lasting way to market your services to the precise audience you wish to reach. There's a package to meet your budget and your marketing plan.

Package	Includes	Pricing	NEW Promotion Package
<b>Listing Only</b>	Listing in Buyers Guide and PrintAccess Inclusion in PrintAccess search results	FREE—all members should update their listing copy, TODAY. <b>NOTE: You will not receive a reminder call this year.</b>	Not Included
<b>Visibility Level I</b>	Listing in Buyers Guide and PrintAccess + Logo in Buyers Guide + Logo on PrintAccess page + Top of PrintAccess search results	\$ 465 – B/W – up to 2.5" H \$ 640 – 4/C 1" H x 3.5 W \$ 870 – 4/C 1.5" H x 3.5 W \$ 905 – 4/C 2" H x 3.5 W \$ 945 – 4/C 2.5" H x 3.5 W New 2009 members receive FREE logo ad	Not Included
<b>Visibility Level II</b>	Listing in Buyers Guide and PrintAccess Logo in Buyers Guide Logo on PrintAccess page Top of PrintAccess search results + Banner ad on PrintAccess + Mailing list of print buyers + ½ page ad in Buyers Guide	\$ 1,450 – Full column alpha section \$ 1,780 – ½ page other sections Logo ad included in pricing	Build a custom promotional package with PINC's targeted marketing capabilities and get year round support for your products and services.
<b>Visibility Level III</b>	Listing in Buyers Guide and PrintAccess Logo in Buyers Guide Logo on PrintAccess page Top of PrintAccess search results Banner ad on PrintAccess Mailing list of print buyers + Full page ad in Buyers Guide	\$ 1,925 – Full page \$ 2,840 – 2 page insert \$ 3,980 – 2 tab \$ 3,790 – 4 page insert \$ 4,730 – 4 page tab Logo ad included in pricing	Build a custom promotional package with PINC's targeted marketing capabilities and get year round support for your products and services.

For more information on advertising, call Bob Davies – 415.489.7607 or Shannon Wolford – 415.710.0568

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