

# DIGITAL output<sup>®</sup>

CAPTURE | CREATION

Español

OUTPUT | FINISHING

## 2016 MEDIA PLANNER

High-Impact Media To Power Your Marketing Message



# EDITORIAL COVERAGE

## mission

To provide a practical guide for all print service providers working within the wide format printing segment. Our editorial exclusively targets managers and users of digital print. Topics include image capture, design, output, and finishing. Each issue highlights products and services relevant to the Central and Latin American communities.

### CAPTURE

High-End Digital Cameras, Digital Media & Storage, Desktop Scanners, Wide Format Scanners, Stock Images, Medium Format Cameras & Backs, Digital Studios

### CREATION

RIPs, Proofing, Prepress, Software, Color Management, Color Calibration, PDF, JDF Workflows, DAM Software, Preflighting, Design Tools, Monitors, Workstations, Remote Proofing, Soft Proofing, Viewing Stations

### OUTPUT

Large Format Printing, Media, Digital Printers, Multifunction Devices, Digital Color Proofers, Graphic Display Systems, Trade Show Graphics, UV Flatbed Printers, Building Wraps, Environmentally Safe Inks & Media, Traditional Signage, Vehicle Wraps, Textiles, Labels, Packaging Prototypes

### FINISHING

Lamination, Backlit Media, Lenticular Designs, Cutting and Routing Systems, Banner Stands & Displays

*Digital Output Español* covers a range of digital products and services in four broad areas—capture, creation, output, and finishing. Editorial focuses on each of these segments to provide subscribers with the most up-to-date information on every aspect of the technologies that affect their business.



# CIRCULATION

## PURCHASING INFLUENCE

*Digital Output Español* magazine and all of its integrated elements provide you with the most cost-effective way to reach a high-volume, sophisticated, active buying audience.

## DEMOGRAPHICS

Research shows that business owners, professionals, and executives with purchasing responsibility spend a significant amount of time reading trade journals; have several objectives in using the trade press; and find contacts with business-to-business print media interesting, useful, and helpful.<sup>1</sup>

<sup>1</sup>Source: American Business Media "It Pays to Advertise"

## JOB TITLES SERVED

Business Management  
Publishing Management  
Production Management  
Communications Management  
Marketing Management  
Designer  
Illustrator



# MARKETING SERVICES

## DIGITAL EDITION ADVERTISING

In the digital edition and online, we offer high-impact media to fuel your marketing message.

*Digital Output Español* offers an integrated marketing campaign that provides the most value for your advertising dollar. This puts you in front of buyers when they need information—allowing you to customize your reach and maximize impact.

*Maximum visual impact* with real-world application stories using the latest tools and technologies in large format digital imaging.

*The power of an integrated marketing campaign is yours* when you become an advertiser in *Digital Output Español*. No other publication in our industry offers more ways to reach your customer. Various outlets provide high-impact mediums.

*Unique high-impact media* to carry your marketing message to our audience.



### THE DIGITAL EDITION

- Bi-monthly, full-color publication
- Powerful visual impact

### SHOWCASE

- An affordable way to increase exposure

### TARGET CHARTS

- Specialized charts targeted toward your customer base
- Receive one, color ad in the digital edition
- Also posted in special section on our website

### MARKETPLACE SPOTLIGHT

- Spotlight a unique product in our news section
- Receive a 100-word write up and room for one image



# MARKETING SERVICES

## WEBSITE ADVERTISING

Integrate your marketing campaign with Web advertising; link directly to product pages, contests, and more.

### THE WEBSITE

digitaloutput-esp.com

- Resource for the *Digital Output Español* community
- Links to exclusive editorial and industry news and events
- Resource-rich and easily navigable
- Banner and button advertisements available

### DEDICATED EMAIL BLASTS

- Send your questionnaire or message to opt-in emails
- Promote regional trade shows/seminars, product announcements, and events

### DIGITAL EDITION

- Available through a link on digitaloutput-esp.com
- Click-thrus link to your homepage
- Extended shelf life for your message
- Intuitive search options
- Zoom and bookmark tools for a true multimedia experience
- Exclusive sponsorship opportunities

### STREAMING VIDEO

- Exclusive section on digitaloutput-esp.com
- Engage audiences with company or product spotlights
- Provides hands-on multimedia experience

### TARGET CHARTS

- One color ad posted in special section on our website
- See digital edition section for more details



Homepage Leaderboard

Homepage Big Box Unit



Digital Edition Sponsorship



# EDITORIAL CALENDAR

In addition to our monthly feature topics, we cover the gamut of digital products and services in four broad areas:

CAPTURE | CREATION | OUTPUT | FINISHING

Each issue of *Digital Output Español* in 2016 will focus on these areas to give our readers the most up-to-date information on every aspect of their business. *Digital Output Español* magazine will publish six issues in 2016.

ISSUE	DUE DATES	EDITORIAL	TARGET CHARTS	COLUMNS	TRADE SHOWS
January/February IN PRINT	Space Close: 1/15/16 Material Due: 1/22/16 Distribution Date: 2/10/16	Routers & Cutters Building Wraps Window Output	Routers & Cutters	Application Spotlight	GOA
March/April	Space Close: 3/10/16 Material Due: 3/17/16 Distribution Date: 4/4/16	Roll-to-Roll Printers Display & POP Vehicle Wraps	Roll-to-Roll Printers Large Format Media	Application Spotlight Sign Business	ISA
May/June	Space Close: 5/9/16 Material Due: 5/16/16 Distribution Date: 6/3/16	Wallcoverings Eco-Friendly Media Color Management/RIPs	RIPs	Application Spotlight Sign Business	
July/August	Space Close: 7/11/16 Material Due: 7/18/16 Distribution Date: 8/5/16	Textile Equipment Textiles Dye-Sublimation Ink	Textile Equipment	Application Spotlight	
September/October IN PRINT	Space Close: 9/5/16 Material Due: 9/9/16 Distribution Date: 9/30/16	Label Printing Vinyl Package Printing	Label Printers	Application Spotlight Sign Business	SGIA
November/December	Space Close: 11/10/16 Material Due: 11/17/16 Distribution Date: 12/5/16	Top 50 Awards Textiles Grand Format Printers	Grand Format Printers	Application Spotlight Sign Business	



# ADVERTISING RATES



## DISPLAY FOUR-COLOR RATES - DIGITAL ONLY

	Frequency Discount Levels		
	1x	3x	6x
Standard Page	\$1,750	\$1,500	\$1,250
1/2 Tab Page	\$1,500	\$1,150	\$900
1/4 Tab Page	\$1,200	\$850	\$600
Marketplace Spotlight	\$400	\$350	\$300
Showcase	\$350	\$300	\$250
Tabloid Page	\$2,100	\$1,750	\$1,500
Target Chart	\$250	\$200	\$150

## DISPLAY FOUR-COLOR RATES - PRINT & DIGITAL

	Frequency Discount Levels		
	1x	3x	6x
Standard Page	\$2,750	\$2,500	\$2,250
1/2 Tab Page	\$2,500	\$2,150	\$1,900
1/4 Tab Page	\$2,200	\$1,850	\$1,600
Marketplace Spotlight	\$400	\$350	\$300
Showcase	\$350	\$300	\$250
Tabloid Page	\$3,100	\$2,750	\$2,500
Target Chart	\$250	\$200	\$150

## WEBSITE

Months	1	3	6	9	12	18
Leaderboard	\$1,400	\$1,330	\$1,260	\$1,190	\$1,120	\$1,050
Banner	\$975	\$930	\$880	\$830	\$780	\$730
Button	\$625	\$590	\$560	\$530	\$500	\$470
Big Box Unit	\$1,400	\$1,330	\$1,260	\$1,190	\$1,120	\$1,050
Interstitial	\$1,500	\$1,425	\$1,350	\$1,275	\$1,200	\$1,125

Prices based on rotation of up to three creative units.

**Payment:** Net 30 days. Advertisers may establish credit with *Digital Output Español* or pay by credit card. Publisher accepts Master Card and Visa credit cards and will apply a 3.0% surcharge for credit card purchases. Wire transfers are available for without a fee. Publisher will apply a finance charge of 1.5% per month to balances existing 30 days past the billing date. Bills are rendered approximately one week after the issue has been mailed. Any accounts 90 days or more past due are subject to collection. Commission: Recognized agencies are eligible to receive 15% discount of gross billing on space and color as commission, provided artwork is in electronic file format. No commission allowed on mechanical and other miscellaneous charges. *Digital Output Español* will revoke agency commission on billings not paid 90 days after billing date. **Closing Dates:** Insertion orders and space reservations are due no later than the ad space closing date. Copy to be publication-set is due 7 days prior to the ad material due date. *Digital Output Español* will not accept any cancellations after the ad space closing date. **Short Rate/Rebates:** Advertisers will be short-rated (billed at the earned rate), if within 12 months from the date of the first insertion, they do not use the amount of space upon which their billings have been based. Previous contract advertisers will be rebated if, within 12 months from their first insertion, they have used sufficient additional space to warrant a lower rate than that at which they have been billed. **Rates:** Rates become effective for all advertisers with the January 2016 issue. With respect to advertisers under contract, advertising rates may be changed upon 60 days notice. With respect to all other advertisers, Publisher accepts all insertion orders subject to provisions of the current rate card. **Policies:** 1. Publisher reserves the right to insert the word "Advertisement," when, in the Publisher's opinion, an advertisement resembles editorial material. 2. Publisher shall not be liable for any costs or damages, consequential or otherwise, in excess of the amount paid for the advertisement, resulting from a mistake in, or failure to publish, an advertisement or for any other reason. Publisher will assume no responsibility for any loss, expense or liability resulting from any claims or legal actions concerning a statement, inference, defamation, libel, violation of privacy, plagiarism, or, copyright or trademark infringement in a published ad. 3. Advertisers and agencies assume liability for all advertising content, including text, representation and illustrations, and also assume responsibility for any claim arising therefrom made against Publisher. 4. Publisher reserves the right to reject any advertising. 5. Publisher cannot be held responsible for circumstances beyond its control causing delays in delivery or non-delivery, such as acts of God. However, Publisher reserves the right to hold advertiser and or its advertising agency jointly and severally liable for such monies as are due and payable to Publisher for advertising its agent ordered and was published. Publisher will not be held liable for any errors or omissions on the reader service page since this is a free service. 6. Special positioning of advertisements, if available, will incur a 15% added charge. Advertisers ordering Cover 2 or 3 will incur a 15% added charge; Cover 4 will command a 15% added charge. Publisher must acknowledge in writing its acceptance of a request for a specific preferred position. 7. If Publisher does not receive material by closing date, position may be lost. Publisher may use advertiser's prior ad material if new material is not received in time. 8. No conditions other than those set forth here and on the rate card shall be binding on Publisher unless specifically agreed to in writing by Publisher. Publisher will not be bound by conditions printed or appearing on insertion orders or copy instructions which conflict with provisions of this rate card. Terms are subject to change by Publisher without notice. **Production:** Mechanical preparation for advertisements, such as typesetting, paste-up, copy changes, film duplications, film mailing and bringing ads within conformance of specifications, will be billed to the advertising agency or advertiser and will be non-commissionable. Production charges may apply for miscellaneous artwork changes. For information on inserts, contact the sales department. Publisher will not be held liable for any errors and omissions when making changes to any artwork. **Cancellations:** Publisher will not accept any cancellations after the closing date. Notifications of cancellation must be received no later than the closing date and must be in writing.

## EXCLUSIVE DIGITAL EDITION SPONSORSHIP

*Digital Output Español* is distributed bi-monthly as a digital edition. Sponsor an issue today for \$2,500!

Sponsorship of the Digital Edition includes:

- Logo on the cover of the issue
- Full Tabloid Page ad in the issue
- Web banner in digital edition email

## HOW TO SUPPLY ARTWORK:

All ads need to be sent in digital format. Below you will find guidelines to supply us with the artwork for your ads. If you have any questions or concerns, please feel free to contact your sales representative.

## ACCEPTABLE ART INCLUDES:

- High-resolution PDF files (please mark as such)
- Illustrator EPS files, with all fonts outlined and all artwork embedded and converted to CMYK. Pantone colors will not print properly and **MUST BE CONVERTED** to CMYK process

*All submissions should include a high-resolution PDF to allow us to check for color and/or font drops. Digital Output Español cannot be held responsible for improperly prepared files if a PDF is not sent.*

**WHEN SENDING DISC** include a color printout of ad and a laser printout of what the disc contains. Acceptable discs are CDs.

**MAIL ALL ARTWORK** and proofs to: *Digital Output Español* c/o Rockport Custom Publishing, 100 Cummings Center, Suite 321E, Beverly, MA 01915

## FTP UPLOADING:

Ads under 20MB stuffed (.zip file size), can be sent via FTP to our customer site. Please stuff all files into one .zip document. Please name all stuffed files with advertiser name. FTP Address: <ftp://rockportpubs.com>

**Username: Rockportftp; Password: Uploadftp09 (all case sensitive)**

*Digital Output Español* is not responsible for improperly prepared ads, however, every ad is preflighted before being placed and every effort possible is made to make sure ads run correctly. The advertiser will be notified of incorrectly prepared ads.

## REPRINTS AND PDFS AVAILABLE

Contact your national account executive for more information.

# MECHANICAL SPECIFICATIONS

**Magazine Trim Size:** 10.25" x 12.00" (inches)

**Magazine Bleed Size:** 10.75" x 12.50" (inches)

**There is a .25" bleed on all sides of the page.**

**Standard bleed and 1/3 page vertical bleed ads only bleed off the right and bottom of ad.**

**Live Area:** Keep all important text and images at least 0.625" (inches) away from the trim on all sides.

NON BLEED UNITS	WIDTH	HEIGHT
Tabloid	9.25	11.00
Standard	6.87	9.43
1/2 Tabloid Horizontal	9.25	5.50
1/2 Tabloid Vertical	4.50	11.00
1/4 Page	4.52	4.55
1/6 Page Showcase	2.87	4.50
Target Chart	2.87	3.50

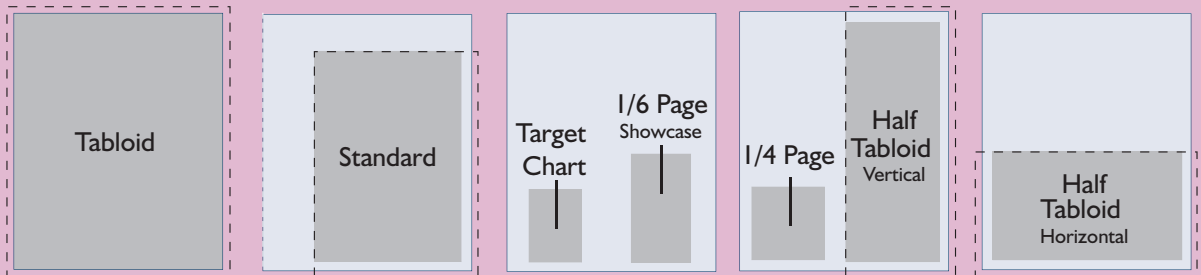
BLEED UNITS	WIDTH	HEIGHT
Tabloid	10.75	12.50
Standard (Bleeds 2 Sides)	7.63	10.43
1/2 Horizontal Tabloid (Bleeds 3 Sides)	10.75	6.25
1/2 Vertical Tabloid (Bleeds 3 Sides)	5.25	12.50

**WEB SPECIFICATION:**  
 JPEG OR GIF FORMAT AT 72 DPI, RUN TIME MAX 15 S.  
 Leaderboard.....728x90 pixels, Max 40K  
 Banner .....468x60 pixels, Max 15K  
 Big Box Unit .....300x250 pixels, Max 30K  
 Button.....120x60 or 120x100 pixels, Max 4K

**DIGITAL EDITION SPONSORSHIP SPECIFICATIONS**  
 Company Logo.....Max height .75" and Max width 1.75"  
 at 300 dpi  
 Email Banner.....468x60 pixels, Max 15K

Solid gray represents approximate ad size.

Dotted line represents bleed units



**FTP UPLOADING:**

Ads under 20MB stuffed (.zip file size), can be sent via FTP to our customer site. Please stuff all files into one .zip document. Please name all stuffed files with advertiser name.

**FTP Address:** ftp://rockportpubs.com; **Username:** Rockportftp; **Password:** Uploadftp09 (all case sensitive)

*Digital Output Español* is not responsible for improperly prepared ads, however, every ad is preflighted before being placed and every effort possible is made to make sure ads run correctly. The advertiser will be notified of incorrectly prepared ads.



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