




CANVAS[®]

2012 Premiere
Sponsor
Program

"CANVAS is the only industry content that I read. It is focused on the future, it changes the way we think, and now it is offering us the tools to change."

- David Bennett, Bennett Graphics



"...You and everyone that might read this letter need to know that our product, Xtreme Coated Cover, has become a real brand in large part because of Canvas Magazine. Every month that we advertise in Canvas brings us 25-40 qualified leads. From the biggest in the industry to the small shop owner, we have been engaged consistently with our target market.

I don't think we could have asked for anything more. Investing advertising dollars in Canvas Magazine has been one of the best decisions we have made for Xtreme Coated Cover to date. We look forward to working with Canvas Magazine in 2012.

P.S. To all the naysayers about print out there; we get twice as many hits from our printed advertisements."

- Matthew Feldman, CEO
Millmar Paper Sales, Inc.

Watch
Printing 3.0
Solutions to Sell
Linked In or Linked Out

**SAVING
FACE**

Tips for
Customer-Centric
Customer Facing

to End
Sell More Big Deals

**THE PLOT
THICKENS!**

Opportunities
for Books on
Demand

"CANVAS is the disruptive model within the printing and marketing services world. We have built the most amazing following in the industry because we write about what people want to read. We have told it like it is and we have the attention of the industry's best. Now, we are going to take the lead and help them make the change that all the thought leading suppliers have been advocating. MSP will be the modern age blue book for a redefined industry and CANVAS will become the number one resource for successful providers"

– Mark Potter, Publisher

"CANVAS is my #1 resource for valuable content that is truly relevant and thoughtful. I read every issue cover to cover and watch all the webinars because I know I will learn and be able to use the information to help me advance my career and help my clients."

– Dean Petrulakis, Rider Dickerson

"As a seasoned (old!) print rep - I have subscribed to, and read, many trade publications throughout my 30 years in this business that I still love. CANVAS is – by far – the best I have ever read – keep up the great work!"

– Paul Soltysiak, Holland Litho

THE PULSE OF THE INDUSTRY:

- CANVAS targets the printing and marketing services professionals who are focused on sales

The CANVAS Offering:

- CANVAS Magazine is printed and published 6 times per year: Each article is accompanied by a QR code and is archived in page turning software on our site www.thecanvasmag.com
- **MSP:** The first and only resource guide for Marketing Service Providers
 - Includes Ads, Product Spotlights, and Company directory
- CANVAS Digital is distributed via e-mail and social networks 6 times per year. Articles are a compilation of our best blog entries and content from our partners

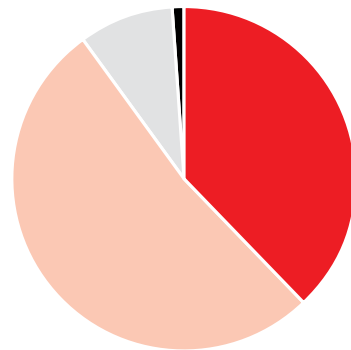
NEW!

- CANVAS Notes is a weekly motivational e-letter that includes PR announcements
- Our new site, www.thecanvasmag.com, has multiple blogs, including Reflections, CANVAS Notes, and a suppliers blog
- Webinars and Podcasts
- Sponsored e-blasts, articles, and surveys are all available.

Ask Yourself Why CANVAS:

- Decision makers read it
- It includes direct response mechanisms like QR codes and Text campaigns
- Demand creators read it
- Our industry is a derivative of advertising
- 13,000 permission based subscribers. All magazines are requested. No telemarketing and no purchased lists.

DISTRIBUTION BREAKDOWN BY TITLE



- Sales & Marketing Personnel: **38%**
- Principals: Owners, CEO's, & Presidents: **52%**
- Production: **9%**
- Customer Service and Other: **1%**

2012 Cover Articles: subject to change

February

- "Going Retro" – How old school offerings like letterpress can come in to vogue

April

- "Harvest Time" – Strategic advice for printers

June

- "People to Watch" – The best and the brightest

August

- "As I Say, Not As I Do" – To become an MSP, you need to practice what you preach

October

- "The New Salesman" – Where the new salespeople are coming from and how they will replace the current salesperson

December

- "Choo Choo" – The train is leaving. Are you on it?

* CANVAS reserves the right to change the editorial calendar at any given time.



2012 CANVAS Digital will be a compilation of our blog content and partner articles
 January • March • May • July • September • November



2012 MSP Rate Guide: Full page advertisements; Trim 6x8.5; Bleed 6.25x8.75; Live Area 5x7.75

	1x (6 months)	2x (annual)
Product Spotlight	\$1595	\$1295
Company Listing	\$395	\$345
Full Page Ad	\$2995	\$2495
Pre-printed insert	\$3495	\$2995

*All advertisements include a product spotlight and a banner on www.thecanvasmag.com/MSP

2012 Advertisement Material Due Dates:

January (Digital) issue

Ads Due: December 13

February issue

Ads Due: January 6

March (Digital) issue

Ads Due: February 12

April issue

Ads Due: March 10

May (Digital) issue

Ads Due: April 10

June issue

Ads Due: May 5

July (Digital) issue

Ads Due: June 12

August issue

Ads Due: July 7

September (Digital) issue

Ads Due: August 8

October issue

Ads Due: September 8

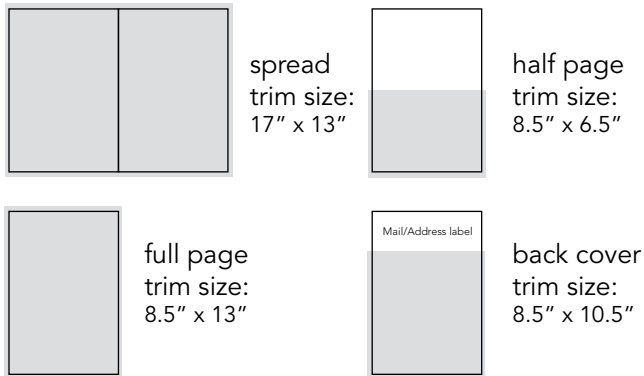
November (Digital) issue

Ads Due: October 16

December issue

Ads Due: November 3

Advertising specifications:



Allow a 1/2" safety margin for all live copy.
Bleed must extend at least 1/8" beyond the trim area.

Note to Spread Advertisers

CANVAS is a perfect-bound, over-sized publication. With variances in the manufacturing process, it is possible that some text or images may be hidden in the gutter during the binding process. All advertisers running spreads should keep critical type and images away from the gutter. We recommend that you allow for a 1/4" safety gutter for each page of a spread when critical type or images are running across the gutter.

Submitting ads:

PDF (portable document format) is the required file format for CANVAS magazine. PDF files must be created with Acrobat Distiller 4.05 or higher.

- Scanned images must be high resolution (300 dpi), saved as CMYK (no RGB or JPEG graphics), TIFF or EPS.
- All fonts must be embedded in the PDF.
- Bleeds must extend 1/8" beyond the trim area.
- All PDFs must be high-res/press optimized.
- Files must be right reading, portrait mode only 100% size, no rotations.
- All files must be accompanied by a single-page composite color proof. However, if color is critical, please provide a composite SWOP-certified color proof along with the digital file. To see a list of SWOP-certified proofs we accept, please visit www.swop.org/certification/certmfg.asp. We cannot grant make-goods for poor color reproduction unless a SWOP-certified color proof is supplied with the digital file. Supplied color lasers will be used as a "guide for color" only.
- Files submitted electronically must be submitted on CD-ROM or emailed if accompanied by a faxed black-and-white laser at time of upload. Contact the production manager for further detailed information.
- Additional charges will be incurred if an ad does not conform to the specifications above.
- Ad materials can be mailed or uploaded to our FTP site.

Advertising materials should be sent to:

Brent Cashman
5185 Cactus Cove Lane
Buford, GA 30519

or

Upload artwork utilizing our FTP site.

(To upload files you must have a File Transfer Protocol (FTP) program to upload and can not use a web browser for upload. After uploading your ad please fax a proof to: 770-904-2607. All file names cannot contain any spaces or odd characters, **example:** myfilename.zip or my-file-name.zip)

FTP Information:

Host Name: ftp.thecanvasmag.com

Username: advertiser@thecanvasmag.com

Password: files

- After upload is complete please send an email to bocdesign@me.com confirming the upload.

Terms and conditions

1. Publisher reserves the right to position sales messages in each issue according to design space.
2. All messages are subject to publisher's approval. Publisher reserves the right to reject messages or advertisements not in keeping with publication standards.
3. Publisher assumes no liability for errors or omissions in reader service numbers.
4. Publisher will not be bound by any conditions, printed or otherwise, appearing on any order form, insertion order or contract when they conflict with the terms and conditions herein or any amendment hereto.
5. Requests for specific position are not guaranteed unless premium position is paid.
6. Prices are subject to change.
7. Color proof must be supplied with advertising materials. Failure to do so will result in a \$100 charge to generate matchprint.
8. Publisher's liability for any error will not exceed the charge for the advertising in question.
9. Payment terms are net 15 days. Overdue accounts may be charged a 1.5% per-month finance charge or the maximum legal rate of interest allowed by law for all past-due invoices.
10. Recognized advertising agencies providing complete preferred print materials are allowed a 10% commission on gross billing space, color and position only if the account is paid within 30 days.
11. Verbal agreements are not recognized.
12. No cancellations will be accepted after the ad due date.