

### CONNECTIONS, the member magazine

PINE acquired New England Printer & Publisher magazine in 1997 and has published it continuously since becoming only the fourth owner in the publication's 72-year history. To more accurately reflect the continuous change in print manufacturing and the transformation of a diverse community of service providers, PINE changed the name of the publication in December 2009.

CONNECTIONS, A magazine Serving PINE Members, remains the primary source of information for leaders and key decision makers in New England's \$11 billion print marketplace. The high quality look and feel of the magazine represents the craftsmanship of New England's best print service providers. The magazine a four color periodical, produced on 80 lb. gloss text with a perfect binding. It is produced and mailed six times each year to nearly 1,500 industry leaders.

Editorial content in CONNECTIONS magazine include feature length articles on sales, marketing, production, executive leadership, energy, environmental sustainability, strategic planning and more. News brief are also published on equipment installations, service expansions, personnel appointments and promotions, and general industry activities.



### CONNECTIONS, the member newsletter

In the alternating months, PINE members receive a newsletter, also named CONNECTIONS. This is a saddle stitched four-color newsletter that ranges from 8 to 16 pages in size. It is mailed to the same group of influential leaders and decision makers who set the strategic direction for their firms. It is published in February, April, June, August, October and December.



### Why you should advertise in CONNECTIONS

- 1** The magazine has served New England's commercial printing industry for more than 70 years. It is the hometown newspaper for key decision-makers through the region's \$10 billion commercial print marketplace.
- 2** Our publications focus on the needs of commercial print and graphic communications business owners and senior managers.
- 3** We are owned and published by Printing Industries of New England, the largest trade association to serve printers in New England. We are not a publisher that juggles numerous publication titles in various industries. Our business is commercial printing and graphic communications.
- 4** We have a proven readership rate of more than one person per issue. Readership surveys have revealed that our publications are passed around the shop each month.

### Contact

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# CONNECTIONS Display Advertising Rates + Sizes

	Magazine		Newsletter	
	1x-3x	4x-6x	1x-3x	4x-6x
<b>Inside Front Cover</b>	\$1,200	\$1,000	Not available in newsletter.	
<b>Outside Back Cover</b>	\$1,500	\$1,200		
<b>Inside Back Cover</b>	\$1,000	\$900		
<b>Inserts</b>	\$1,000	\$850		
<b>Full Page</b> (trim 8½" x 11"; live area 7¼" x 10")	\$900	\$800		
<b>Two Thirds Page</b> (4¾" x 10")	\$600	\$540		
<b>Half Page</b> (7¼" x 5")	\$575	\$500	\$575	\$500
<b>One Third Page</b> (2¼" x 10" or 7½" x 3")	\$375	\$325	\$375	\$325
<b>Quarter Page</b> (3⅝" x 5")	\$300	\$260	\$300	\$260
<b>One Sixth Page</b> (2¼" x 5" or 5" x 2¼")	\$250	\$225	\$250	\$225
<b>One Eighth Page</b> (2¼" x 3")	\$200	\$175	\$200	\$175
<b>One Tenth Page</b> (2¼" x 2½")	\$150	\$135	\$150	\$135
<b>Box ad</b> (2¼" x 2")	\$125	\$110	\$125	\$110

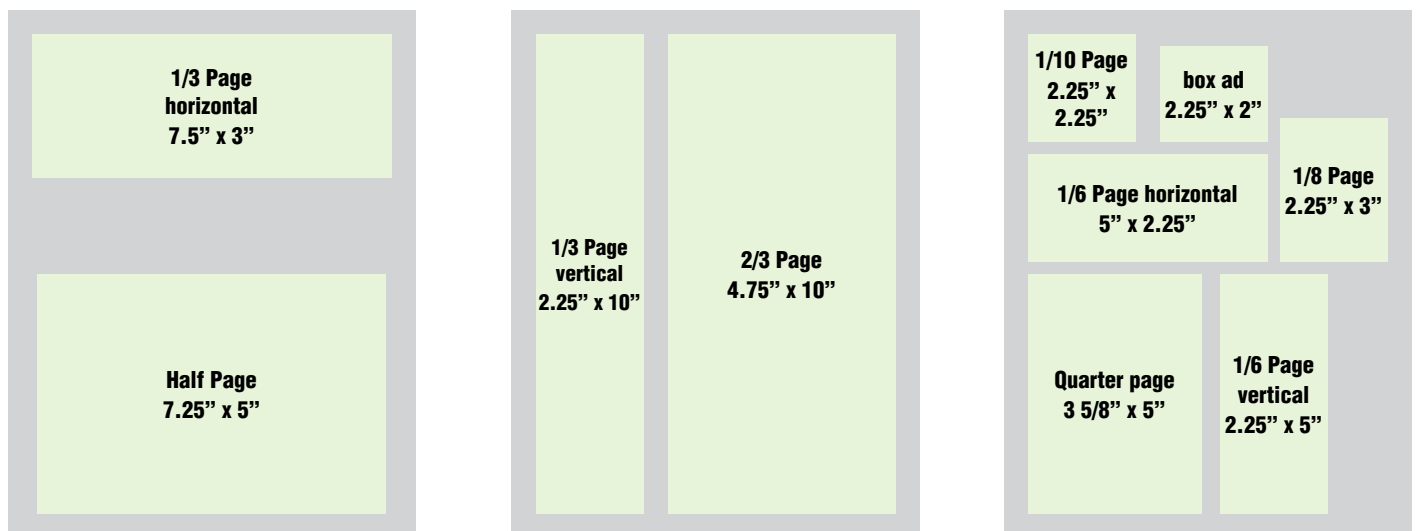
**Members receive 20% off above rates**  
**Advertise in both publications 6x each, receive 5% off with one-time payment**

## Requirements

Advertising must be submitted via electronic files in an EPS, PDF, TIFF or in other format directly importable into InDesign. More details available at [www.pine.org/Connections/rates.html](http://www.pine.org/Connections/rates.html).

**Inserts:** Inserts are to be supplied trimmed to 9" x 12" with 8 ½" x 11" image area positioned to permit printer to collate, bind and trim ¼" at top, ⅜" at right, ¾" at bottom and ⅛" at left (gutter). Insert paper weight: 60# text minimum – 12 pt maximum.

PINE reserves the right to refuse advertising for any reason, including space limitations in a particular issue, or inappropriate contents.



### CONNECTIONS, Services Directory ads

Grow your business by advertising in the one regional publication that reaches industry leaders in the New England market. Rates for Services Directory advertisements are for one year paid with the first ad.

An ad in our Services Directory is one of the best and most economical advertising opportunities for small to mid-size growing companies that have limited marketing and promotion budgets. Rates are for 6 issues, four-color billed annually.

Our Business Connections section allows regional sales reps who serve the New England area a place to publish their “business card”.



### Services Directory Rates (Magazine only)

Rates for this section are for 6 issues four-color and are billed one-time with order. Rates include listing in our online directory.

Boxed ads (1 col. wide by):

1"	\$192	3"	\$470	5"	\$699
2"	\$338	4"	\$592	6"	\$795

For multi-column ads, multiply above vertical height prices by the number of columns.

Line ads standard listing, up to 5 lines costs \$200. Each additional line costs \$10.

### Business Connections

Place your “business card” in our Business Connections section. Rates for a 2¼" × 2" four-color ad are \$450/year.

### Contact

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