

MONTH	COVER STORY	FEATURES	BUSINESS STRATEGIES	SECTIONS
JANUARY Ad Close: Jan. 3, 2022 Materials Due: Jan. 6, 2022	<ul style="list-style-type: none"> • Staffing Handbook – Practical Tips on Attracting and Retaining Talent, Building Company Culture, What Employees Want in a Leader and More 	<ul style="list-style-type: none"> • Print Feature: Tags & Labels • Promo Feature: New Products for 2022 • Apparel Feature: Athletic & Performance 	<ul style="list-style-type: none"> • Sales and Prospecting Emails: What Makes an Effective One (and How to Not Be Spammy) 	<ul style="list-style-type: none"> • Product Showcase: Healthcare • Hot List: Masks & PPE, Umbrellas, Tumblers, Writing Instruments, Audio Accessories, Caps & Headwear, Signs & Door Hangers
FEBRUARY Ad Close: Jan. 28, 2022 Materials Due: Feb. 2, 2022	<ul style="list-style-type: none"> • Featured Longform – Topic TBD 	<ul style="list-style-type: none"> • Print Feature: Jumbo Rolls • Promo Feature: Totes & Bags • Apparel Feature: T-shirts 	<ul style="list-style-type: none"> • Managing Client Color Expectations 	<ul style="list-style-type: none"> • Product Showcase: Technology • Hot List: Drinkware, Stickers & Decals, USA-Made, Memos & Note Pads, Spa & Relaxation, Name Tags & Buttons, Napkins
MARCH Ad Close: March 1, 2022 Materials Due: March 4, 2022	<ul style="list-style-type: none"> • State of the Industry Report 	<ul style="list-style-type: none"> • Print Feature: Security Printing • Promo Feature: Golf Products & Apparel 	<ul style="list-style-type: none"> • Marketing Strategies That Help Grow Sales 	<ul style="list-style-type: none"> • Product Showcase: Entertainment • Hot List: Candy & Mints, Safety, Cups, Laptop Bags, Sunglasses, Wearable Tech, Plastic Cards
APRIL Ad Close: March 31, 2022 Materials Due: April 5, 2022	<ul style="list-style-type: none"> • Mergers & Acquisitions – Navigating the Current Landscape and Preparing For the Future 	<ul style="list-style-type: none"> • Print Feature: Packaging • Promo Feature: Tech Items • Apparel Feature: 2022 Style Guide 	<ul style="list-style-type: none"> • How to Break Up With a Customer (and When You Should Consider It) 	<ul style="list-style-type: none"> • Product Showcase: Automotive • Hot List: Outdoor Products, Keytags & Keyrings, Beverage Insulators, Desk Accessories, Lotion & Sunblock, Magnets, Towels & Robes, Promo Tags
MAY Ad Close: April 28, 2022 Materials Due: May 3, 2022	<ul style="list-style-type: none"> • Women in Print and Promo – Female Professionals Talk Accomplishments, Challenges and Why They Love This Industry 	<ul style="list-style-type: none"> • Print Feature: Pressure Seal • Promo Feature: Drinkware • Apparel Feature: Polos & Business Casual 	<ul style="list-style-type: none"> • Integrating Social Media, QR Codes and Other Digital Mediums Into Print and Promo Campaigns 	<ul style="list-style-type: none"> • Product Showcase: Restaurants & Bars • Hot List: Journals & Notebooks, Coolers, Snacks & Gift Baskets, Phone & Tablet, Backpacks & Duffels, Laser Cut Sheets & Unit Sets
JUNE Ad Close: May 30, 2022 Materials Due: June 2, 2022	<ul style="list-style-type: none"> • The Ultimate Guide to Social Media Vol. 2 – Get Connected and Learn How to Use Social for New Customer Development 	<ul style="list-style-type: none"> • Print Feature: Tax Forms • Promo Feature: Sports, Tailgating & Outdoor Products • Apparel Feature: Caps & Headwear 	<ul style="list-style-type: none"> • e-Commerce Shops and Company Stores: From the Basics to Advanced Strategy 	<ul style="list-style-type: none"> • Product Showcase: Financial • Hot List: Calendars, Sports Apparel & Uniforms, Sports Bottles, Lunch Bags, Wine Accessories, T-shirts, Wrapping & Gift Packaging
JULY Ad Close: June 28, 2022 Materials Due: July 1, 2022	<ul style="list-style-type: none"> • Featured Longform – Topic TBD 	<ul style="list-style-type: none"> • Print Feature: Presentation Folders & Brochures • Promo Feature: Writing Instruments • Apparel Feature: Socks & Footwear 	<ul style="list-style-type: none"> • Building the Perfect Self-Promo 	<ul style="list-style-type: none"> • Product Showcase: Education • Hot List: Tech & Audio, Automotive, Glassware & Barware, Backpacks, Fleece & Outdoor Apparel, Labels
AUGUST Ad Close: July 28, 2022 Materials Due: Aug. 2, 2022	<ul style="list-style-type: none"> • Top Print and Promotional Products Distributors – With Interviews From the Top 	<ul style="list-style-type: none"> • Print Feature: Wide-Format Printing • Promo Feature: 4th Quarter Selling Guide • Apparel Feature: Women's Apparel 	<ul style="list-style-type: none"> • Top Printing Technologies Used in Promo (and Why It Pays to Know Your Stuff) 	<ul style="list-style-type: none"> • Product Showcase: Manufacturing • Hot List: Chocolate, Blankets, Watches & Jewelry, Planners, Rugged & Safety Apparel, Greeting & Holiday Cards
SEPTEMBER Ad Close: Aug. 29, 2022 Materials Due: Sept. 1, 2022	<ul style="list-style-type: none"> • Meet Your CSR All-Stars – The Best and Brightest at Reducing Client Friction and Keeping Projects Organized 	<ul style="list-style-type: none"> • Print Feature: Direct Mail • Promo Feature: Holiday & Seasonal • Apparel Feature: Outerwear & Jackets 	<ul style="list-style-type: none"> • Upselling and More: Strategies to Increase Average Order Value 	<ul style="list-style-type: none"> • Product Showcase: Consumer Packaged Goods • Hot List: Flags/Banners/Mats, Hand Sanitizer, Luggage & Travel, Coffee Accessories, Cookies & Baked Goods, Writing Instruments, Mail & Letters
OCTOBER Ad Close: Sept. 28, 2022 Materials Due: Oct. 3, 2022	<ul style="list-style-type: none"> • Top Print and Promotional Products Suppliers – With Interviews from the Top • Supplier Excellence Awards 	<ul style="list-style-type: none"> • Print Feature: Continuous Forms • Promo Feature: Food Promotions • Apparel Feature: Uniforms 	<ul style="list-style-type: none"> • Unplug With Ideas for Avoiding Burnout, Healthy Work/Life Balance 	<ul style="list-style-type: none"> • Product Showcase: Energy • Hot List: Awards, Caps & Headwear, Badges & Badge Holders, Lip Balm, Printed Products, Kitchen & Household, Drinkware, Business Cards
NOVEMBER Ad Close: Oct. 27, 2022 Materials Due: Nov. 1, 2022	<ul style="list-style-type: none"> • Featured Longform – Topic TBD 	<ul style="list-style-type: none"> • Print Feature: Integrated Labels • Promo Feature: Fitness, Health & Wellness • Apparel Feature: 2023 Apparel Trends 	<ul style="list-style-type: none"> • Selling to Different Age Demographics 	<ul style="list-style-type: none"> • Product Showcase: Retail • Hot List: Mobile Accessories, Sports Bags, Mugs & Tumblers, Lanyards, Tote Bags, Youth & Teen Apparel, Catalogs, Brochures, Folders
DECEMBER Ad Close: Nov. 28, 2022 Materials Due: Dec. 1, 2022	ANNUAL BUYER'S GUIDE			

Publication Trim Size: 8.125 x 10.875
 Type of Binding: Perfect Bound
 Printing Process: Web Offset (SWOP)
 # of Columns: 2 to 3

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Standard Page Sizes	Live Area	Trim	Bleed
Full Page	7 x 10	8.125 x 10.875	8.375 x 11.125
*Full Page Spread	14.5 x 10	16.25 x 10.875	16.50 x 11.125
1/2 Page Spread	16.25 x 4.75		
2/3 vertical	4.625 x 10		
1/2 Page Island	4.50 x 6.75		
1/2 Page Horizontal	7 x 4.75		
1/2 Page Vertical	3.375 x 10		
1/3 Square	4.625 x 5		
1/3 Vertical	2.25 x 10		
1/4 Page Vertical	3.25 x 4.875		
1/6 Page Vertical	2.25 x 4.50		
1/8 Page Vertical	2.25 x 3		
Full Page Insert	7 x 10	8.125 x 10.875	8.375 x 11.125

- Please submit spread ads as 2 single page pdf files in the SMA portal using your full page trim size for each. This will require 2 separate uploads in the ad portal.
- Keep all live matter 3/8" inside trim of all ad sizes.
- *Allow 1/4" safety gutter for ea. page of a spread when type is running across the gutter. Indicate trim on proof
- Fractional ads should be supplied with crop marks at least 1/8" outside the image area.

Please send all print ad materials to the SendMyAd portal, NOT to the publication production manager. Simply log on to <https://napco.sendmyad.com> to setup your account and upload/approve your print ad.

Digital Specifications/PDF File Requirements

PDF/X-1a is the required file format for *Print Professional* magazine. Sending your ad as a PDF/X-1a protects the integrity of your ad file and ensures that it will print properly. Please upload your ad to the SendMyAd portal as a PDF/X-1a file created with Acrobat Distiller 7.0 or higher. Please provide proofs for reference in a separate folder in the above location.

Please Note:

- Scanned images for both display and marketplace ads must be high resolution (minimum 200 dpi), saved as CMYK (no RGB or JPEG graphics) as a TIFF or EPS.
- All fonts must be embedded in the PDF and be Type 1 or 3 - No TrueType.
- Bleeds must be .1250" outside trim
- All PDFs must be high res/press optimized (PDF/X-1a Compliant)
- Files must be Right Reading, Portrait Mode only 100% size, no rotations.
- If color is critical please provide us with a composite SWOP-certified color proof (with color bars) and send to the production manager at the address below. To see a list of SWOP-certified proofs we accept, please visit <http://www.swop.org/certification/certmfg.asp>. We cannot grant makegoods for poor color reproduction unless a SWOP-certified color proof is supplied with your digital file.
- Ad files must be uploaded to the SendMyAd portal. Log on to <https://napco.sendmyad.com>. Call the Production Manager at the number below if you have questions.

Please note: Advertisers or Ad Agencies that do not comply with these specifications and/or procedures waive all claims to make-goods or refunds and hold harmless Print Professional in any and all production disputes.

To send your ad log on to: <http://napco.sendmyad.com>