

Readership Survey Highlights



- 83% refer to the Book at least once a month
- 24% refer to the Book at least weekly
- 87% were satisfied or very satisfied with the Blue Book
- 56% rated the Book their best research resource (ranked #1)
- 70% contacted a supplier
- 52% visited an advertiser's website for more information
- 50% purchased products or services based on Blue Book advertising

results from the 2006 Blue Book Readership Survey conducted by The Industry Measure

Blue Book ad packages include:

PRINT ADVERTISING

- Ad placement in the category of your choice
- Multiple boldfaced product directory listings
- Enhanced company profile in product, company and location sections
- Free edition for each regional placement (\$95 value per Book)

DIRECT MARKETING

- Blue Book advertisers receive preferred pricing on all lists and database products.

Build a better campaign – see our **2009 Media Kit Direct Marketing** datasheet for details on AF Lewis direct marketing, database, email and research services.

Advertise in the Industry's Premier Resource – The Graphic Arts Blue Book



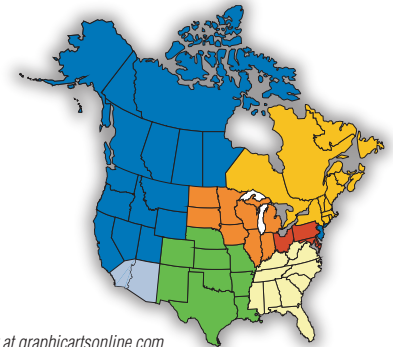
It's this simple – the best way to reach critical business and technology decision makers with your marketing message is advertising in The Graphic Arts Blue Book. You don't have to believe us – just look at what our readers said in the survey highlights sidebar.

Once you know that we're the most comprehensive information resource in the graphic arts industry, it's easy to see why we earn such high marks. Since 1909, our audience (qualified commercial printers and trade facilities) has trusted The Blue Book to deliver vital information on industry manufacturers and service providers to help them in their buying decisions.

The combination of our directory listings (including Company, Location and Products/Services sections), advertiser information, industry resource data and online advertiser-weighted search results at graphicartsonline.com make marketing with us the best and easiest decision you can make.

Total Market Coverage in 8 regional editions

2009 Edition	Ad Close Date
Pacific Northwest (PNW)	12/9/2008
Metro NY/NJ (NY/NJ)	2/9/2009
Northeastern (NE)	3/10/2009
Southeast (SE)	5/11/2009
Texas/Central (TC)	6/10/2009
Midwest (MW)	7/9/2009
Delaware Valley/Ohio (DV/O)	9/9/2009
So. California/Southwest (SC/SW)	11/10/2009



Complete details on the 2009 Media Kit rates & specs datasheet or at graphicartsonline.com

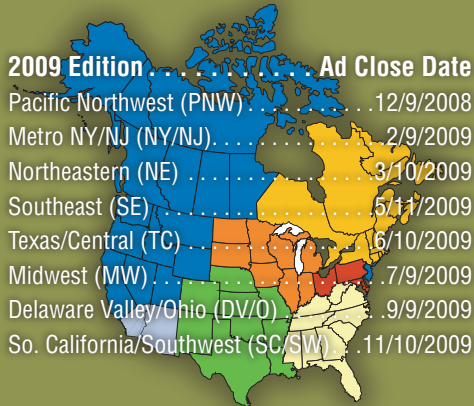
Unique vehicle delivers high ad impact

- **DETAILED:** Over 350 categories and 15,000 supplier & specialty printer listings.
- **EASY TO USE:** Your listing can be found by product category, name or location.
- **PERVASIVE:** 51,000 copies/250,000 total users offer delivery to virtually every commercial printer in the U.S. & Canada, plus inplants and graphic arts buyers.
- **FLEXIBLE:** Regional or national, eighth page ads to full-color inserts.
- **ENDURING:** Year-long+ shelf life as a vital reference guide.

For more information, contact:

Mary Ford, Sales Manager
973-384-9565
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Melissa Berke Barnhart, Database Sales
630-288-8541
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Advertising Rates & Sizes

ONE-PAGE AD 7-1/2" x 10" (non-bleed)	HALF-PAGE AD 7-1/2 x 5" (non-bleed)	QUARTER-PAGE AD 7-1/2" x 2-1/2"	EIGHTH-PAGE AD 7-1/2" x 1-1/4"
2-SIDED INSERT 8-3/4" x 11-1/4" (bleed)		(non-bleed)	(non-bleed)
OUTSERT - 8-1/4" x 10-3/4" max			

1-7 Editions

*provided by advertiser

AD SIZE	# FREE BOLD LISTINGS	1-YEAR RATE per ad	3-YEAR RATE per year, per ad
Two-Page Color Insert*	15	\$3,880	\$3,545
Outsert*	15	\$2,300	\$1,890
Full Page	15	\$2,485	\$1,955
Half Page	7	\$1,720	\$1,325
Quarter Page	5	\$1,245	\$1,015
Eighth Page	3	\$790	\$635

8 Editions

*provided by advertiser

AD SIZE	# FREE BOLD LISTINGS	1-YEAR RATE per ad	3-YEAR RATE per year, per ad
Two-Page Color Insert*	15	\$3,715	\$3,155
Outsert*	15	\$2,100	\$1,670
Full Page	15	\$2,105	\$1,740
Half Page	7	\$1,460	\$1,180
Quarter Page	5	\$1,055	\$900
Eighth Page	3	\$670	\$560

Premium cover positions are also available. Contact sales manager for details.

Production questions, contact:

Sandy Bianchi, Ad Traffic Coordinator
630-288-8587
sbianchi@reedbusiness.com

For more information, contact:

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Specifications & Documentation

DUE DATE

All materials due at ad close date + five days.

ACCEPTABLE FILE FORMAT

PDF-X1A with all fonts embedded and all image resolution at 300 DPI (at 100%). All ads running within the book print in black ink only and should be converted to GRAYSCALE at submission.

AD SIZE

Crop marks for full page ads should be at trim size. Bleed ads should extend beyond trim crop marks by 1/8 inch. Fractional ads should be set up exactly to [trim] sizes specified by publisher. Type or illustrative material not intended to bleed must be kept 1/4 inch from trim.

AD MATERIAL SUBMISSION

Use Ads4reed for easy online ad submission.

Ads4reed is a convenient digital advertising delivery portal offered exclusively to Graphic Arts Blue Book/Reed Business Information advertisers. Ads4reed saves you the time and expense of shipping your file(s) for publication. Once your PDF is verified to be compliant, the resulting file will print consistently, no matter where you send it.

Sign up and use the portal at – www.ads4reed.com

ADVERTISER LISTING DESCRIPTION

Up to 25 words describing your company, products and services. We will add contact information.

BOLD LISTING LOCATION

Complete and submit form (available from your account manager or online) to indicate sections for bold listing placements.

AF Lewis Database Broadcast Email Services



Broadcast Email services from AF Lewis is one of the best ways to target potential customers quickly – ideal for show and event announcements and other time-sensitive messaging.

Priced according to list size. More information at graphicartsonline.com.

AF Lewis List Services

Need to reach Quick printers in the Midwest with 50 or more employees in their plant who run SheetFed Offset equipment?

Here is an example of criteria we can use to build your personalized list:

- **GEOGRAPHY:** Indiana, Illinois, Michigan and Wisconsin
- **BUSINESS CLASSIFICATION:** "Quick" or instant printing
- **EMPLOYEE RANGE:** 50+ employees
- **EQUIPMENT:** SheetFed Offset, Single Color, 14" x 20" or smaller, 20½" to 39" wide and 40"+ wide

We can help you reach your target audience whoever they might be.

Leverage the industry's most comprehensive print database

afLEWIS
market information services

for the graphic communications industry

59,000 records

92,000 contacts

28,000 emails

multiple decision-makers

detailed equipment profiles

continuously updated

99% deliverability guarantee

The Graphic Arts Blue Book/AF Lewis LewisList offers the most comprehensive database products available, focused on the commercial printing and allied industries.

LewisList empowers you to specifically target a greater number of potential customers than advertising alone – making sure your message reaches companies who need your products or services.

With nearly 100 geographic, classification and equipment criteria to choose from, your business can build a program to run as wide or as deep as you need. And with data provided in the industry standard Excel format – our service is as convenient as it is powerful.

The choice is yours and so are the benefits

The benefits of direct marketing with LewisList are many, and so are the number of data-related products we offer – because we know business requirements are different. Some of the services we provide include:



MAILING LIST: Company name, address and contact provided on labels or disk for fast, one-time use with your direct mail piece.



FULL DATABASE: Complete company demographics provided on disk, for unlimited use throughout the term of the agreement.



DATABASE LITE: Company name, address, contact and phone number provided on disk, for unlimited use throughout the term of the agreement.



MERGE/PURGE: Your existing database will be merged against your pre-selected dataset from the LewisList, and duplicate names will be purged, providing a current and clean list of data for your demographic.



LEAD QUALIFICATION: We qualify your existing database, or allow you to select a customized demographic from ours, to uncover new sales opportunities through telemarketing or broadcast email.



CUSTOM DEMOGRAPHIC DATASHEETS: Your data selections – business classification and /or equipment profile – presented in a spreadsheet for true market analysis.

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Broadcast Email Services

Done right, broadcast emails are a highly effective way to drive your message to the right people and get results. We do it right, and better yet, we do it all for you – through ongoing updates and opt-outs, we scrub our lists thoroughly – and by limiting the number of broadcasts, we assure recipients won't reach for the "delete" key.

One publishing powerhouse. One great offer.
 Save up to \$300 when you buy QuarkXPress 6.5 and a Mac.

Click. Get QuarkXPress and a Mac and save up to \$300 at the [Apple Store online](#)

Call. For questions or to place an order, call 1-800-999-9999

Come in. Find an [Apple Store](#) or an [Apple Authorized Retailer](#) near you.

sample only

We also take care of all the hard work – provide us your content, and we create, host and distribute to the demographic of your choice – up to 28,000 unique recipients. And everyone that responds to your email is a prospect that's yours to keep.

Sit back while we drive

SITE TRAFFIC-DRIVERS INCLUDE:

- Push-pull integration with [graphicartsonline.com](#)
- **e-GAM**, the industry's most widely-circulated e-newsletter (3 times/week)
- Industry search engines – [graphicartsonline.com](#) returns as a top ten result for "graphic arts" search on Google and Yahoo
- Related publications & websites
 - *Converting* - [www.convertingmagazine.com](#)
 - *Packaging Digest* - [www.packagingdigest.com](#)

ADVERTISING OPPORTUNITIES INCLUDE:

- Editorial sponsorships
 - *News, Archives, Search, Product Reviews*
- e-Newsletter sponsorships
- Broad array of online advertising products

From print to pixels, you're covered

graphicartsonline – The graphic arts industry's premier online reference combines the manufacturer and trade database resources of The Graphic Arts Blue Book with the editorial content from Graphic Arts Monthly magazine.

With critical information, community features and enhanced search capabilities, [graphicartsonline.com](#) is the ideal complement to the print directory for product and service research – and that makes [graphicartsonline.com](#) the ideal place for your business to be.

Compelling content, fresh and relevant

- **ENHANCED SUPERSEARCH:** The first industry-specific Internet search engine incorporates queries of the extensive Graphic Arts Monthly archives as well as web-wide news and information. It also provides detailed search of The Graphic Arts Blue Book database, allowing potential buyers to find your listings fast.
- **BEST PRACTICES:** Gain access to a wealth of information geared toward improving all aspects of your business, from financial health to production quality.
- **e-GAM NEWS:** Emailed three times a week, industry news updates provide high readership value, placement opportunities and site linkage.
- **PRODUCT REVIEWS:** Comprehensive product announcements and reviews keep visitors coming back to the site again and again.

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