

# in print online at events

## Choose from our portfolio of communications tools

- websites
- magazines
- emarketing
- database rental

- **Magazine advertising** front covers, gate-fold front covers, teasers, pages, half-pages, quarter-pages and strips.
- **Magazine insertions** of product catalogues/specification sheets, samples, flyers, CDs, DVDs and postcards.
- **Magazine mailed circulation** to named decision makers within the visual display market throughout Europe and beyond.
- **Free, downloadable PDF versions** of the magazine via the web.
- **Editorial.** Our editorial coverage is extensive and we want to write about you. Savvy marketeers increasingly recognise the enormous value of case studies, interviews and market commentary. Unlike other publishers **WE DO NOT CHARGE** for the production of editorial. We want to provide the very best service to our advertisers, and work closely with them to make sure all articles are carefully checked for factual accuracy before publication.

- and distribute our printed publications free of charge, to many thousands of visitors.
- **Special promotions.** Exploit our presence at industry events. We can promote your brand alongside our own. Strategically positioned products can draw crowds and generate interest. Spin-offs from this include data harvesting, dedicated web pages and banners, and increased product exposure, particularly if it is demonstrated in-situ at an event.
- **Association.** Being an active part of a successful and rapidly-growing group of communications brands within the graphic display sector brings its own benefits. We are a member of, or media partner with, the ISA, SGIA, FESPA, PRISM and the ASA (Asia Sign Association).

- **Hotlinked web banners** in prominent positions on our websites viewed by growing numbers of those who work within the graphic display, wide format printing, signage and exhibition display industries across the world.
- **Emailed campaigns.** Regular e-newsletters will play a large part in our business activities in 2010 as our clients seek more value-driven means of tapping into their client base in order to reinforce brand awareness and inform of new product developments and corporate updates such as financial performance or key personnel changes.

We offer highly-targeted campaigns through emailed newsletters under the *Graphic Display Community* brand, or campaigns oriented solely around a client's needs, such as a special offer, promotion or new product launch.

These can contain hotlinked calls to action and contact information, both effective means of driving prospects towards a particular website or sales telephone.

When executed competently, bespoke editorial engender within the community a powerful feeling of authority, proficiency and trust. And with such editorials delivered by a third-party, the overall effect is more subtle than overt corporate marketing.

Contact us now to discuss editorial opportunities, either online or in print. And if you have business, people or product news which could be included in our online or print products, send them right away to [editorial@gdpro.eu](mailto:editorial@gdpro.eu)

- **Exhibitions.** We have long-established partnerships in place for all major industry events during 2010, including *Sign & Digital UK*, *FESPA*, *FESPA Digital*, *Viscom France*, *Viscom Germany*, *Viscom Spain* and *Viscom Italy*. At each show we will promote our online presence,

**Business to business (B2B) publishing has evolved. We deliver a communications service designed to work perfectly with your own campaigns.**

Our ever-growing **database** now contains over **30,000** graphics, display, signage and large format print businesses – and every one of them is a prospective customer for you. Position yourself with us and your brand and your products will be on their mind.

**Choose from our list of tools and assert your presence in the European market and beyond.**

At the heart of all our printed and online products **editorial content** includes reports on buying trends, market characteristics, emerging technologies and innovations, purchasing intelligence and contract wins, as well as regular briefings from leading-edge commentators.

Articles and news stories routinely focus on developments in these areas:

- cutting, routing and engraving
- specialist materials
- environmental issues
- creative, design and production software
- screenprinting
- digital printing
- UV-curable printers
- flatbed & roll-fed printers
- proofing
- signage technology
- colour management
- ink technology
- finishing, [including lamination and converting]
- floor graphics
- window graphics
- banners, flags and textiles
- lenticular and specialist printing applications
- vehicle graphics
- building wraps / banners
- POP (point-of-promotion)
- POS (point-of-sale)
- large-format graphics
- off-the-shelf display systems
- exhibition graphics
- applications and case studies
- peripherals

## Instant global access and the latest information



www.graphicdisplaycommunity.com

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<p><b>Website opportunities</b></p> <p>Contact us for competitive market rates from as little as €99 per month.</p> <table border="1"> <thead> <tr> <th></th> <th>width x depth (pixels)</th> <th></th> </tr> </thead> <tbody> <tr> <td>A Slideshow (including text panel)</td> <td>1010 x 365</td> <td>B</td> </tr> <tr> <td>B MPU</td> <td>300 x 250</td> <td rowspan="2">B</td> </tr> <tr> <td>C MPU mini</td> <td>300 x 125</td> </tr> <tr> <td>D Banner [full width]</td> <td>728 x 60</td> <td rowspan="3">C</td> </tr> <tr> <td>E Banner [1/2 width]</td> <td>468 x 60</td> </tr> <tr> <td>F Banner [1/4 width]</td> <td>234 x 60</td> </tr> <tr> <td>G Button</td> <td>125 x 125</td> <td>G</td> </tr> </tbody> </table>				width x depth (pixels)		A Slideshow (including text panel)	1010 x 365	B	B MPU	300 x 250	B	C MPU mini	300 x 125	D Banner [full width]	728 x 60	C	E Banner [1/2 width]	468 x 60	F Banner [1/4 width]	234 x 60	G Button	125 x 125	G
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<p>Web artwork may be supplied in the following digital RGB formats: <i>QuarkXPress, Adobe Photoshop, Adobe Illustrator, EPS, JPG, TIF, PDF</i>. Please include all relevant files, logos and typefaces. Minimum resolution 72dpi. Suitable formats for artwork are: .jpg, .png, .psd, .gif</p>																							
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Contact us now for more information: +44 (0) 1277 650037 email: [sales@gdpro.eu](mailto:sales@gdpro.eu)

# Make sure your business can be found, quickly and easily

One of the most popular features of our website at [www.graphicdisplaycommunity.com](http://www.graphicdisplaycommunity.com) is **Centrum** – our comprehensive business directory containing hundreds of print, display, signage and exhibition industry suppliers.

Centrum is a dedicated online industry resource designed to help users find products and services quickly and easily. The directory is fully searchable by industry sector, key word or geographical location.

One of the most important aspects of marketing any company, product or service is positioning. Your business needs to be found by those searching for a particular product or service, either deliberately, or inadvertently.

**Centrum enhances your visibility and allows you to be found.**

Any business operating within the visual communications and graphic display markets will benefit from a listing in Centrum. From PR companies to tool hire specialists, and from architects to print service providers, Centrum puts you on the map.

Make sure your business is included. For a one-off fee your communications details, USP and product details can all be featured on a dedicated webpage, designed exclusively to promote your products and key differentiation.

Choose either a **Standard Listing** or an **Enhanced Listing**.

The Standard Listing will provide you with the opportunity to display your business's core information such as contact details, address and service areas.

The Enhanced Listing provides these core features, but extends the functionality of your business listing enormously with the addition of multiple contact details, 1000 words of text, an image gallery, video clips and geographic location map.

Most importantly, *Enhanced listings are guaranteed to appear above all Standard listings in any relevant search listing results.*

One year Standard Listing: **€195.00**

One year Enhanced Listing: **€495.00**

Directory features	Standard listing	Enhanced listing
<i>Appear at top of all relevant search listing results</i>		
Full postal address		
Full postal code / ZIP code		
Contact names	1	5
Clickable / hotlinked email addresses	1	5
Number of listing categories under which entry appears	2	4
Company description	250 words	1000 words
Telephone number		
Fax number		
Clickable / hotlinked website address		
Logo images	1	5
Company & product photographs		
Youtube videos		
Google location map		
Social media buttons		
Commercial territory		



## Data rental services

**Open House Publishing offers your business quality contacts within the visual communication sector.**

Our ever-growing **database** of contacts now contains over **30,000** display, signage, exhibition graphics and large format print businesses.

Every one of them is a prospective customer for your business.

All records are named and can be selected by a range of criteria, reflecting location and business activity, allowing you to target your business's products or services at the right people in the most cost-effective way.

### List rental – single use

**Records include:** Business name, full address, including post/zip code, contact name

**Cost per thousand:** €170.00 / 1000 records **without** telephone numbers  
€220.00 / 1000 records **with** telephone numbers

**Format and delivery:** €75.00 per order

**Selection Criteria:** By geographical location €28.00 / 000 By business sector €28.00 / 000

**Each additional usage:** €120.00 / 000 records – must be specified at time of original order

### Data licensing – multiple annual use

Annual data licences are available on all data lists. The licence enables the user to multiple use of the data for a fixed period – either three, six or twelve months. The licence prohibits the sale, rental, licence or assignment of the data to any third party by the licensee or its associated companies without prior permission of *Open House Publishing Ltd.*

**Records include:** Business name, full address, including postcode/zip code, contact name, telephone number (if requested)

**Selection criteria:** Geographical location €56.00 / 000 By business sector €56.00 / 000

**Cost per thousand:** €510.00 / 1000 records (under 10,000 records)  
€330.00 / 1000 records (over 10,000 records)

**Format and delivery:** €75.00 per order

### List purchase – unlimited use

Outright data purchase for your unlimited use.

**Records include:** Business name, full address, including postcode/zip code, contact name, telephone number

**Purchase cost:** €2.50 per record

**Maximum order:** Restricted to 10,000 records

**Format and delivery:** €75.00 per order

**Minimum order:** 4,000 records

**Data can be supplied in the following formats:** Comma separated variable – CVS, Microsoft Word – TXT and Microsoft Excel – XLS. Delivery can be via email, on CD, on USB stick or on self-adhesive labels.

*All lists contain seed records which allow us to monitor contact between our clients and list members.*

Contact us now for more information: +44 (0) 1277 650037 email: [sales@gdpro.eu](mailto:sales@gdpro.eu)

## Effective messages, accurately targeted

# Reaching and influencing your customers

At the end of 2009, *Graphic Display Professional* magazine [*GDPro*] amalgamated with and subsumed the editorial perspective of *International Sign Magazine* [*ISM*].

This move synergised the best qualities of both journals to develop a quality resource aimed at manufacturers, suppliers, end-users and myriad other decision-makers within the graphic display, wide format digital print, exhibition graphics and signage markets within Europe and beyond.

During 2010 *GDPro* will be published and distributed four times to coincide with major industry events. In its new format, *GDPro* will continue to be distributed to readers throughout Europe and beyond.

- *GDPro* is an authoritative, multilingual journal for the visual communications, sign and graphics technology and digital printing industry across Europe, and beyond.
- With its main focus on the European visual communications market, every issue includes key editorial in three languages: **English, French and German**, for optimum audience reach.
- *GDPro's* controlled circulation accurately targets *sign and display manufacturers, suppliers and end-users; large format, inkjet and screen printers; vinyl and substrate distributors, and advertising and media agencies* in some **30 countries**.
- *GDPro* reports on the buying trends, market characteristics and emerging technologies, plus innovations in products and services.
- Additionally, each issue features market reports, purchasing intelligence and contract wins, as well as news and articles from within these sectors: *computerised vinyl cutting, routing, engraving, specialist sign-making materials, environmental issues, design and production software, screen-printing, digital printing, aqueous-based printers, solvent-based printers, UV-curable printers, flat-beds, roll-fed printers, textile printers, hybrid printers, proofing,*



colour management, inks, finishing, [including cutting, converting and laminating], wayfinding, architectural and interpretive signs, banners, flags and textiles, window graphics, floor graphics, lenticular and specialist applications, illuminated signs, neon, LEDs and lighting, narrowcasting and moving message signs, flat-screen and LCD technologies, vehicle graphics, point-of-purchase, superwide-format graphics, billboards, hoardings and scaffold wraps.

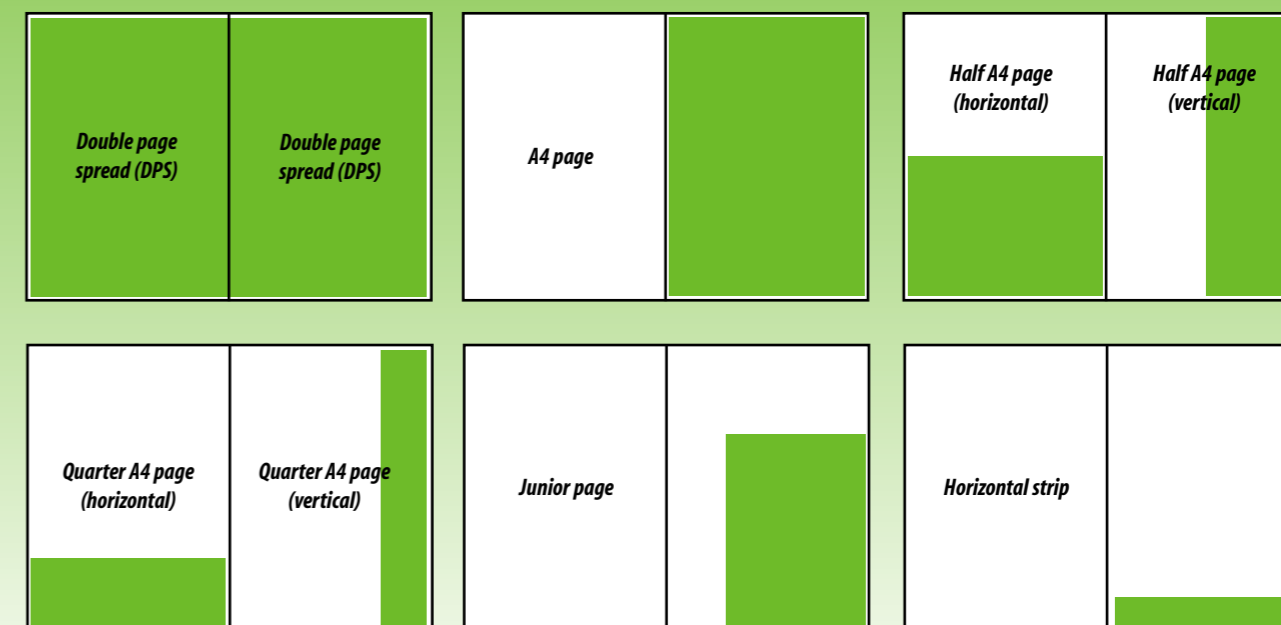
- *GDPro* takes an objective and inclusive editorial approach to suppliers and manufacturers of all sizes.
- *GDPro* is produced four times a year, coinciding its publication with major industry trade shows and events.
- Contact us *now* to discuss editorial opportunities, either online or in print. And if you have business, people or product news suitable for **free** inclusion in our online or print products, send them right away to [editorial@gdpro.eu](mailto:editorial@gdpro.eu)



## 2010 publishing schedule

ISSUE ONE	ISSUE TWO	ISSUE THREE	ISSUE FOUR
<b>January/February 2010</b> <i>Event focus:</i> Sign & Graphic Imaging 2010 [Dubai] and Sign China 2010 [Guangzhou] <i>Deadlines:</i> December 21, 2009 [editorial] December 24, 2009 [advertising]	<b>April/May 2010</b> <i>Event focus:</i> Symphonie Visuelle [Paris], ISA 2010 [Orlando, USA], Sign & Digital UK [Birmingham] <i>Deadlines:</i> March 8, 2010 [editorial] March 11, 2010 [advertising]	<b>June/July 2010</b> <i>Event focus:</i> FESPA 2010 [Munich, Germany] <i>Deadlines:</i> May 17, 2010 [editorial] May 20, 2010 [advertising]	<b>September/October 2010</b> <i>Event focus:</i> Viscom France, Viscom Germany, Viscom Spain and Viscom Italy. <i>Deadlines:</i> August 20, 2010 [editorial] August 24, 2010 [advertising]

## Display advertising options



Premium positions	Single insertion	2 insertions	4 insertions
Front cover*	€2495 (US\$3736 / £2245)	—	—
Outside back cover	€2195 (US\$3285 / £1975)	€1995 (US\$2985 / £1795)	€1895 (US\$2835 / £1695)
Inside front cover	€1985 (US\$2975 / £1785)	€1785 (US\$2675 / £1595)	€1685 (US\$2525 / £1515)
Inside back cover	€1985 (US\$2975 / £1785)	€1785 (US\$2675 / £1595)	€1685 (US\$2525 / £1515)
First right-hand page	€1650 (US\$2475 / £1485)	€1550 (US\$2325 / £1395)	€1450 (US\$2165 / £1295)

\*Front cover package includes: a) full-colour A4 photograph of a product or product range on the front cover, supplied by client; b) on page three, a repeat graphic of the cover, with an explanation of what the product is, with full contact information, and c) a full-page A4 colour advertisement on a right hand page within the magazine.

Standard rates	Single insertion	2 insertions	4 insertions
Double page spread	€2555 (US\$3825 / £2995)	€2355 (US\$3525 / £2120)	€2155 (US\$3225 / £1940)
Full-page	€1735 (US\$2595 / £1555)	€1635 (US\$2445 / £1475)	€1535 (US\$2295 / £1385)
Junior page	€1270 (US\$1895 / £1145)	€1155 (US\$1725 / £1045)	€1035 (US\$1550 / £935)
Half-page	€1035 (US\$1545 / £935)	€920 (US\$1375 / £830)	€795 (US\$1185 / £695)
Quarter-page	€780 (US\$1165 / £695)	€655 (US\$975 / £585)	€575 (US\$855 / £495)
Strip	€435 (US\$655 / £395)	€395 (US\$595 / £355)	€385 (US\$575 / £345)

### Mechanical data (height x width in millimetres)

DPS bleed	305 x 428	Full-page bleed	307 x 220	Junior page	198 x 140	1/4 page horiz.	75 x 186
DPS trim	297 x 420	Full-page trim	297 x 210	1/2 page horiz.	137 x 186	1/4 page vert.	305 x 64
DPS type	277 x 400	Full-page type	277 x 190	1/2 page vert.	305 x 105	Strip	35 x 186

### Artwork

Print artwork may be supplied in the following digital CMYK formats: QuarkXPress, Adobe Photoshop, Adobe Illustrator, EPS, JPG, TIF, PDF. Please include all relevant files, logos and typefaces. Minimum resolution 300dpi.

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