

## PRINT ADVERTISING

# Still a great tool for awareness and action! Reach your audience throughout the buying process.

Print marketing has a tremendous reach and impact. 92% of Penton's Design Engineering & Sourcing (DES) brand audiences report taking one or more purchasing actions during the past year as a result of seeing an ad or editorial in one of our publications. *Source: Baster Readership Research*

### SIMPLE DETAILS

- Use the simple "SendMyAd" platform to upload and approve your ads in a single process
- Content calendars and pricing vary by publication, see brand page for details.

### USEFUL FOR

- Sparking inspiration and ideas
- Triggering online searches and referrals
- Influencing actual purchases
- Prompting discussion and sharing with colleagues and design teams

### ADDITIONAL SERVICES

These additional marketing services compliment or work well with Print Advertising:

#### NEWSLETTER ADVERTISING

Combine print and eNewsletter advertising for a greater impact.

#### DIGITAL ADVERTISING

Combine print and digital advertising for an integrated strategy.

#### SEO/PPC COMBO

Combine print advertising with search marketing for a greater impact.



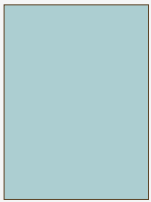
## Advertise with our trusted DES pubs

## PRINT SPECS

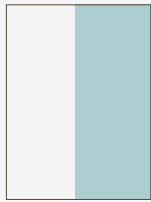
### Submit print ad files with SendMyAd

<https://penton.sendmyad.com>

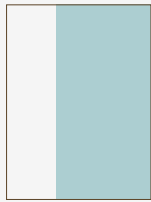
With SendMyAd, you will be able to upload, preflight and approve your ads in a single process. SendMyAd flags quality issues that can affect reproduction on press and suggest resolutions. The ad portal allows you to check reposition the ad. You may revise and re-upload the ad one time. When the ad is ready to print as intended, you will be able to approve and sign-off on the ad. You will receive an email confirmation that your ad has been received.



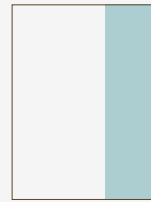
**1 Page**  
Dimensions: 7.0 x 9.75  
Bleed: 7.875 x 10.75



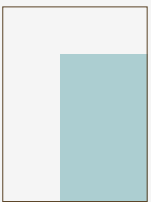
**1/2 Page Vertical**  
Dimensions: 3.25 x 9.75  
Bleed: 3.875 x 10.75



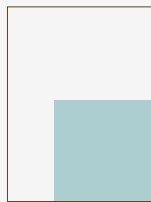
**2/3 Page**  
Dimensions: 4.5 x 9.75  
Bleed: 5.125 x 10.75



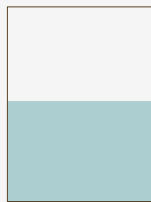
**1/3 Page Vertical**  
Dimensions: 2.125 x 9.75  
Bleed: 2.625 x 10.75



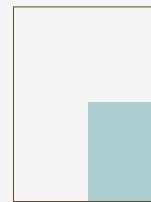
**Island Half**  
Dimensions: 4.5 x 7.375  
Bleed: 5.125 x 8.0



**1/3 Page Square**  
Dimensions: 4.5 x 4.625



**1/2 Page Horizontal**  
Dimensions: 5.875 x 4.625



**1/4 Page Vertical**  
Dimensions: 3.25 x 4.625