

ACPMEDIA



pages

PRINTED & DIGITAL

THE ASSOCIATION OF CREATIVE & PRINT
MANAGERS IN EDUCATION MAGAZINE

Media PACK

2019–2020

ACPMEDIA advertising and sponsorship



DISTRIBUTED TO **OVER 1,200** HIGHER & FURTHER
EDUCATION CREATIVE & PRINT PROFESSIONALS ACROSS
THE UK IN PRINTED AND DIGITAL FORMATS

ABOUT ACPME'S FLAGSHIP MAGAZINE

pages



▲ Each edition is produced by our members in-house

pages reflects the varied interests and activities of Higher Education creative & print professionals. It combines in-depth, feature-led content, with a unique platform for your company to raise its profile in the increasingly competitive and fast-changing HE/FE market.

Circulated three times a year, in Summer (after ACPME Annual Conference), early December and March, **pages** reaches both HE/FE managers who are responsible for purchasing, budgets and recruitment, as well their creative & print teams who want better tools and your latest innovations.

Each edition is printed in full-colour and distributed to a keen audience of 1,200 UK HE/FE creative and print staff.

Each edition contains ACPME highlights and articles about ACPME members' units – discussing topical issues such as their equipment and future plans.

There are event listings – such as factory tours – and much more....

Discover more: acpme.ac.uk/pages

The Association of Creative and Print Managers in Education Ltd, a not for profit private company, limited by guarantee.

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There are two ways for your company to engage with ACPME members and to advertise in **pages**

Option 1

All inclusive sponsorship packages

Combines exhibiting at the ACPME Annual Conference, sponsoring awards and pages advertising
Details overleaf

Option 2

Pay-as-you-go advertising

Rate card advertising issue by issue. Discounts are available for multiple adverts

See pages 6–7

'Pages is an extraordinary in-house magazine from content, through to design and finish.'

It is always delightfully-crafted and Antalis have been proud to be on-board since day one. It is a great showcase for our different cover and text materials and a vehicle to inform the HE/FE sectors about Antalis' ranges, news, training opportunities, equipment and environmental commitments.'

Les Jones, Antalis

ALL INCLUSIVE SPONSORSHIP PACKAGES

Option 1

Exhibit and sponsor the ACPME Annual Conference including the ACPME Creative & Print Awards plus advertising in *pages*



Carden Park, Cheshire, 2–5 June 2019

The ACPME Annual Conference is a unique opportunity for your company to engage with heads of service, print managers and their key operational staff in one location. You will meet these people not just at a stand, you will interact with them informally at lunchtime, during evening dinners and socialise with them over the three days.

As a supplier you contribute to the tone of the conference and you are guaranteed a very high level of interaction with the members. This is achieved in various ways from location of the stands, members collecting labels for the prize draw and at the evening events when you will see the members on an informal basis.

▼ Typical advertorial spread. Get one of these and full page advert in 'Pages' as part of Platinum Sponsorship



ACPME is a voluntary not-for-profit private company that exists to support creative and print managers working in the Higher and Further Education sectors by providing networking and training opportunities. It relies on sponsorship to help deliver its annual agenda. Sponsorship packages for 2019 are listed opposite and include the opportunity to become a Sponsor of ACPME for 12 months (including our website).

Our flagship event is the ACPME Annual Conference and the Creative and Print Awards Dinner. Sponsorship is sought to help cover the cost of providing this event and to enable us to publish our magazine 'Pages' three times a year.

Sponsorship is available in several tiers and is available on a 'first come first served' basis.

Please note that there are ONLY SEVEN PLATINUM sponsorship packages available.

Discover more about the ACPME Annual Conference and download sponsor forms: www.acpme.ac.uk/index.php/exhibit

Platinum £4,000

Conference Exhibitor

- Award sponsor
- Largest of the exhibition spaces (3x2m)
- 3 representatives at the exhibition including lunch and refreshments
- 3 tickets to the social events (providing accommodation booked with ACPME)
- Conference showcase (15 minutes to present to all delegates)
- Delegates' pack insert
- Headline annual sponsor (web and programme)
- Professional digital photo of conference stand with delegates (copyright free)
- Professional digital photo of all suppliers before conference award dinner (copyright free)
- Link/logo on our website homepage
- Link/logo on our website conference page
- Logo in conference programme
- Conference programme full page advert
- Logo on conference menu
- 3 Twitter and Facebook posts about sponsorship (subject to when booking received)

Advertising in 'Pages' magazine

- Advertorial double-page spread in one of three editions
- Full inner page advert in one of three editions
- Logo on sponsor page (all editions)
- 50% discount off rate card on additional advertising – see page 6

Gold £2,000

Conference Exhibitor

- Exhibition space (2x2m)
- 2 representatives at the exhibition including lunch and refreshments
- 2 tickets to the social events (providing accommodation booked with ACPME)
- Headline annual sponsor (web and programme)
- Professional digital photo of conference stand with delegates (copyright free)
- Professional digital photo of all suppliers before conference award dinner (copyright free)
- Link/logo on our website homepage
- Link/logo on our website conference page
- Logo in conference programme
- 2 Twitter and Facebook posts about sponsorship (subject to when booking received)

Advertising in 'Pages' magazine

- Half inner-page advert in one of three editions
- Logo on sponsor page (all editions)
- 25% discount off rate card on additional advertising – see page 6

Option 2

Pay-as-you-go advertising at rate card issue by issue

pages offers the largest and most comprehensive coverage of UK HE in-house design studios and print units



Rate card

Advert size	Dimensions	1x insertion rate
Back cover	170 x 245mm portrait	£1,500
Inside front cover	170 x 245mm portrait	£1,300
Inside back cover	170 x 245mm portrait	£1,200
Full page	170 x 245mm portrait	£1,000
Double page spread	340 x 245mm landscape	£1,800
1/2 page landscape	146 x 109mm landscape	£600
1/4 page portrait	71.5 x 109mm portrait	£400

Multiple adverts booked at the same time 25% discount off rate card total
 Platinum Sponsors get 50% discount off rate card for additional advertising
 Gold Sponsors get 25% discount off rate card for additional advertising
 ACPME members get 50% discount off rate card

People build brands – give our network a reason to talk about your company



▲ Typical full page advert showcasing innovation

Mechanical data

Digital files only

Press-ready CMYK PDFs only. RGB files are not acceptable and we will ask you to resupply copy.

Please note that live matter should be at least 5–7mm from trimmed edges.

Trapping is the responsibility of the client – please check with your designer.

Logos, pics and illustrations for advertorials must be saved as EPS, TIFF or JPEG with a resolution of 300 dpi.

Full page
 170x245mm portrait
 Allow 3mm bleed beyond all trim.
 Artwork 176 x 251mm

1/4 page
 71.5 x 109 mm portrait

1/2 page
 146 x 109mm landscape

Publication deadlines

SPRING 2019

Booking deadline: **Fri 25 Jan 2019**
 Artwork deadline: Wed 20 Feb 2019
 Publishing date: Thurs 7 Mar 2019

SUMMER 2020

Booking deadline: **Fri 14 June 2019**
 Artwork deadline: Fri 21 June 2019
 Publishing date: Fri 19 July 2019

WINTER 2020

Booking deadline: **Mon 21 October 2019**
 Artwork deadline: Fri 15 Nov 2019
 Publishing date: Fri 6 Dec 2019

We reserve the right to vary deadlines slightly

We can design advertorials

Want to tell a story to show **thought leadership** or run a **case study** rather than place one of your standard product adverts/shots?

Talk to Darren: 07872 417028 about having sponsored editorial spreads designed.

Small print

Ads smaller than full page may be grouped on a page. We reserve the right to reject any ads we deem inappropriate. We reserve the right to vary deadlines slightly. All material supplied must be copyright free or copyright held by the advertisers.

PAYMENT

Advertisers need to raise a purchase order and with completed booking form send to:

ACPME Administrator, Seven Elms, Dark Lane, Astwood Bank, Redditch, Worcestershire B96 6HB | 01527 893675

admin@acpme.ac.uk

Ensure it's your advert we're all talking about



▲ Typical adverts from previous editions

pages is mailed in hard-copy and circulated as *digital pages*

Get in touch

To discuss your opportunities call:

Darren Lewis

Communications Officer

07872 417028

comms@acpme.ac.uk