



PiM
PRINTING INDUSTRY midwest
PARTNERSHIP
OPPORTUNITIES
2025

SHARE THE VALUE OF YOUR SOLUTIONS

Opportunities for engaging PIM members

www.pimw.org/sponsorships-advertising/

Serving Minnesota, Iowa, Nebraska, North Dakota and South Dakota



Membership has its benefits!

Discover how at:

www.pimw.org/benefits/



Training & Consulting

Enhance your skills and stay ahead of the curve

DE&I Accreditation Program | Sales Coaching | OSHA Training | CSR, Sales, & Direct Mail Certifications | & More



Events & Networking

Engage with subject matter experts and peers

Women in Print | Golf Outings | Mingle Jingle | Star Awards Banquet | & More



Safety & Environmental

Reduce injuries and keep regulators at bay

EHS Audits and Updates | Great Printer Program | Right to Know Training | Lockout/Tagout Training | & More



Publications & Research

Connect with prospects and keep up-to-date

Print Buyers Guide | Wage & Benefits Survey | The Loupe Newsletters | & More



Workforce Development

Attract and retain well-qualified personnel

Job Board | Scholarships | Recruitment and Retention Resources | Workforce Consulting | & More



Technology & Workflows

Ensure production stays online and in top-form

Technology Resources | Inkjet and Automation Resources | & More



Peer Groups & Councils

Discover best practices and learn from peers

Financial Executives Council | Young Professionals Group | HR Group | & More



Advocacy & Action

Support efforts to reduce regulations and spur growth

Legislative Lobbying | Postal Reform | Print Advocacy Campaigns | & More



Awards & Recognition

Gain recognition for your quality work and employees

Star Awards | Leadership Awards | Graphics Art Leader | & More



Group Buying Programs

Reduce expenses with PIM purchasing programs

Health & Business Insurance | Hardware | Software | Shipping | Materials | Credit Card Processing | & More

Because we're stronger together • www.pimw.org/staff/ • 612.400.6200

PIM PARTNERSHIP OPPORTUNITIES

PIM is your ideal partner • www.pimw.org/sponsorships-advertising/

INSIGHTS.
STRENGTH.
PROFITABILITY.

BENEFITS OF PARTNERING WITH PIM

Opportunities for engaging PIM members & creating solutions to their problems

Printing Industry Midway (PIM) Partners offer **TRUSTED ACCESS** to resources and information to members to help them navigate the evolving print industry.

Partners can network with key decision-makers and obtain lists of event attendees by **SPONSORING EVENTS**.

By creating **TARGETED ADVERTISEMENTS** PIM Partners can offer insights and providing valuable solutions to members.

Every year partners will receive an **ANNUAL MAILING** list of all PIM members.

BECAUSE WE'RE STRONGER TOGETHER

www.pimw.org/benefits/

EXPOSURE

By sponsoring and advertising with Printing Industry Midwest (PIM) you gain visibility in PIM's publications, websites and social media accounts which will raise your organization's visibility among PIM members. More information online at www.pimw.org/sponsorships-advertising/.

FOR EVENTS...

All sponsorships include brand promotion before, during & after all events. Attendees span from CEO's to production workers, print buyers to print suppliers. Each event and sponsorship operates differently, most include...

- Company logo/name displayed on event marketing collateral (*website, programs, flyers, mailings, posters, emails, social media posts, website page, banners, etc.*)
- Sponsors can provide giveaways items at events and/or distribute literature
- Sponsors can speak or show a video during select events
- Attendee roster from the event. This includes mailing information only, no email addresses.

FOR PUBLICATIONS...

PIM publications, emails and websites reach thousands of printers, suppliers and print buyers throughout the year. Partners can connect with our targeted audience by placing advertisements in publications. You can also highlight and promote your company's news, awards, announcements and press releases in PIM's newsletter for free throughout the year.

OTHER RESOURCES...

Partners can connect with other members, print suppliers, print buyers, marketing professionals and creatives on the following sites.

- PIM Website (www.pimw.org)
- PIM Printer Resource (www.pimw.org/print-resources/)
- PIM Print Buyers Guide & Membership Directory (www.pimw.org/print-buyers-guide/)
- PIM Social Media Accounts (Twitter @PrintingMW, Facebook @PrintingIndustryMW and LinkedIn @PrintingIndustryMidwest)

CONTACT

If you have any questions or would like to set up a meeting to discuss your partnership, please contact Kristin Pilling-Davis (kdavis@pimw.org, 612.400.6208).

PIM PARTNERSHIP OPPORTUNITIES

Engaging with PIM members • www.pimw.org/sponsorships-advertising/



All sponsorships include brand promotion pre, during & post-events

NOTE: Sponsor levels based upon availability.

EXCEL LIST OF MEMBERS - Annual

Contact information of all member contacts, no email addresses

- | | | | |
|--|---------------------------------|------|--------------------------|
| <ul style="list-style-type: none"> • Mailing information only | Associate Member Benefit | Free | <input type="checkbox"/> |
|--|---------------------------------|------|--------------------------|

YOUNG PROFESSIONALS (YP) - Quarterly

Empowering the next generation - 15-60 Attendees

- | | | | |
|---|--|-------|--------------------------|
| <ul style="list-style-type: none"> • Attendee roster • Sponsor giveaways • Literature distribution | Annual Support Sponsor
<i>(For all 2025 YP events)</i> | \$650 | <input type="checkbox"/> |
|---|--|-------|--------------------------|

2025 STAR AWARDS - June 12, 2025

PIM's biggest night of the year celebrating print & industry professionals - 250+ Attendees

- | | | | |
|---|--|--------------------|--------------------------|
| <ul style="list-style-type: none"> • Back at the JW Marriott Minneapolis at the Mall of America • Attendee roster • Sponsor giveaways • Literature distribution • Award sponsor present awards | Exclusive Signature Sponsor (Corporate Video) | \$6,000 | <input type="checkbox"/> |
| | Beverage Sponsor (Welcome Table, Drink Tickets) | \$2,500 | <input type="checkbox"/> |
| | Appetizer Sponsor (Welcome Table) | \$2,500 | <input type="checkbox"/> |
| | Best of Show Award Sponsor | \$1,500 | <input type="checkbox"/> |
| | People's Choice Award Sponsor | \$1,075 | <input type="checkbox"/> |
| | Program Sponsor | \$1,075 | <input type="checkbox"/> |
| | Décor & Centerpiece Sponsor | \$1,075 | <input type="checkbox"/> |
| | Creative Professional of the Year Award Sponsor | \$1,075 | <input type="checkbox"/> |
| | CSR of the Year Award Sponsor | \$1,075 | <input type="checkbox"/> |
| | Financial Executive of the Year Award Sponsor | \$1,075 | <input type="checkbox"/> |
| | HR Professional of the Year Award Sponsor | \$1,075 | <input type="checkbox"/> |
| | Manager of the Year Award Sponsor | \$1,075 | <input type="checkbox"/> |
| | Production Professional of the Year Award Sponsor | \$1,075 | <input type="checkbox"/> |
| | Sales & Marketing Professional of the Year Award Sponsor | \$1,075 | <input type="checkbox"/> |
| | Team of the Year Award Sponsor | \$1,075 | <input type="checkbox"/> |
| | Young Professional of the Year Award Sponsor | \$1,075 | <input type="checkbox"/> |
| | Graphics Art Leader of the Year Award Sponsor | \$1,500 | <input type="checkbox"/> |
| | Support Sponsor | \$475 | <input type="checkbox"/> |

Please contact Kristin Pilling-Davis (kdavis@pimw.org, 612.400.6208) to see if a sponsorship is available.

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2025 MINNESOTA GOLF OUTING - August 7, 2025

Connect with industry peers in the fresh air - 160 Attendees

- Attendee roster
- Sponsor giveaways
- Literature distribution
- Hole sponsors may have 2 representatives stationed at their hole.
- 1 golf cart
- Lunch included for 2 reps
- Dinner included for 2 reps
- If you want to purchase food or beverages for your hole (such as ice cream, kegs, etc.) this will be an **additional cost** and will be **negotiated with the course**.

Hole Sponsor + PIM Buys Prize	\$475*	<input type="checkbox"/>
Hole Sponsor + \$100 Prize	\$375*	<input type="checkbox"/>
Trophy + Winner Cash Prize	\$400	<input type="checkbox"/>

**Prices subject to change*

2025 WOMEN IN PRINT - October 9, 2025

Luncheon honoring women in graphic communications - 160 Attendees

- Attendee roster
- Sponsor giveaways
- Literature distribution

Support Sponsor	\$650	<input type="checkbox"/>
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2025 MINGLE JINGLE FUNDRAISER - December 2025

Fundraiser to support PIM's Education Foundation that awards scholarship yearly - 100 Attendees

- Attendee roster
- Sponsor giveaways
- Literature distribution

Support Sponsor	\$600	<input type="checkbox"/>
Donation to PIM's Education Foundation (You choose the amount)	\$_____	<input type="checkbox"/>

PIM PARTNERSHIP OPPORTUNITIES

Connect with prospects • www.pimw.org/sponsorships-advertising/



Reach PIM members, non-members and potential print buyers by promoting your company through PIM's publications

THE LOUPE NEWSLETTER ADS -

PIM's signature newsletter - printed & mailed to 1,200+ members 4x per year

- Choose to run your ad in the next 1, 2 or 4 issues
- Select the months you wish to advertise in (*Newsletter is published every quarter*)
- Files for ads are due the 1st of the month prior to publication (*March 1st is the due date for the April issue*) or send all files at once

SINGLE ISSUE

1/2 Page Ad (8.5" x 5.5")	\$440	<input type="checkbox"/>
1/4 Page Ad (4.25" x 5.5")	\$230	<input type="checkbox"/>

TWO ISSUES

1/2 Page Ad	\$820	<input type="checkbox"/>
1/4 Page Ad	\$410	<input type="checkbox"/>

FOUR ISSUES

1/2 Page Ad	\$1,470	<input type="checkbox"/>
1/4 Page Ad	\$760	<input type="checkbox"/>

ISSUE SELECTION

2025: ~~JANUARY~~ APRIL JULY OCTOBER
 2026: JANUARY APRIL JULY OCTOBER

THE ELOUPE NEWS ADS -

PIM electronic newsletter - Emailed to 1,200+ members 2x per month

- Choose to run your ad in the next 1, 6 or 12 months
- Tell us the month(s) you wish to advertising in
- Files for ads are due the 1st of the month prior to publication or send all files at once
- Size: 468 (w) x 60 (h) pixel
- Banner ad is linked to a URL of you choosing
- Display the month in the title of ad art file so PIM knows what month the ad should run

12-Months (24 issues, same ad per month)	\$1,980	<input type="checkbox"/>
6-Months (12 issues, same ad per month)	\$1,100	<input type="checkbox"/>
1-Month (2 issues, same ad per month)	\$220	<input type="checkbox"/>

ISSUE SELECTION Start Date: _____ End Date: _____

What month(s) will your add run?

2025: ~~JANUARY~~ ~~FEBRUARY~~ MARCH APRIL MAY JUNE JULY AUGUST SEPTEMBER OCTOBER NOVEMBER DECEMBER
 2026: JANUARY FEBRUARY MARCH APRIL MAY JUNE JULY AUGUST SEPTEMBER OCTOBER NOVEMBER DECEMBER

PIM PARTNERSHIP OPPORTUNITIES

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2026 PRINT BUYERS GUIDE & MEMBERSHIP DIRECTORY -

Printed and mailed to thousands of print buyers & influencers once a year

PREMIUM ADS:

By purchasing a Premium Ad you receive a FREE Logo Ad

	BEFORE September 13	AFTER September 13
<input type="checkbox"/> Inside Front Cover Ad (IFC)	\$4,075	\$6,525
<input type="checkbox"/> Inside Back Cover Ad (IBC)	\$3,075	\$5,525
<input type="checkbox"/> Back Cover (BC)	\$5,075	\$8,525
<input type="checkbox"/> Full Page Ad (8.5"(w) x 11"(h))	\$2,475	\$4,500
<input type="checkbox"/> Insert Ad (You print, no fold, full page front & back)	\$1,975	\$2,975
<input type="checkbox"/> Quarter Page Ad (4.5"(h) x 3.5"(w))	\$1,675	\$2,575

LOGOS ADS:

<input type="checkbox"/> 1 Inch (1"(h) x 3.5"(w))	\$595	\$795
<input type="checkbox"/> 1.5 Inch (1.5" x 3.5")	\$695	\$895
<input type="checkbox"/> 2 Inch (2" x 3.5")	\$845	\$995
<input type="checkbox"/> 2.5 Inch (2.5" x 3.5")	\$995	\$1,095

CERTIFICATION LOGOS:

<input type="checkbox"/> First Logo	\$350	\$350
<input type="checkbox"/> Each Additional Logos (\$50 per logo)	\$50	\$50

Total Number of Logos: _____

PIM Great Green Printers, Star Awards Winners & DE&I Participates receive program logo free of charge.

HOW ARE YOU ADVERTISING? Pick One

Premium or Logo Ads

- Re-run my 2024 Ad (same text & graphics)
- *Updates Needed! Text and/or graphics will be sent by: **SEPTEMBER 27, 2024**
- *NEW Ad! Text & graphics will be sent by: **SEPTEMBER 27, 2024**

Or Basic Listing (Not purchasing an ad this year)

- Re-run my 2024 Basic Listing (same text)
- *Updates Needed! Text will be sent by: **SEPTEMBER 27, 2024**
- *New Basic Listing! Text will be sent by: **SEPTEMBER 27, 2024**

*NOTE: Any text or graphic changes after **September 27, 2024** will result in a **\$250 alteration fee**.

DUE DATES:

SEPTEMBER 5, 2025:

Early Bird Discount Deadline

SEPTEMBER 26, 2025:

All **order forms** & all **updates** (new text & graphics) due. Ad sales close at 3:00 PM.

BONUS!

By purchasing a Premium Display or Logo Ad you will be able to unlock...

#1 - FREE MAILING LIST:

To ensure your ad reaches its intended target, PIM purchased a **NEW** print buyers mailing list. This year advertisers will receive the **NEW** print buyers mailing list **FOR FREE**.

#2 - UPGRADED ONLINE AD:

Your company will be able to display more information online at PrintAccess (www.printaccess.com).

QUESTIONS?

If you need more ad details or have questions, please visit www.pimw.org/print-buyers-guide/ or contact Sadie Johnson - sadieh@pimw.org

2026 SPECIAL: Have you placed an ad in our guide before? If the answer is no... We are offering **\$200 OFF** to any company who has never placed an ad in our guide!

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INSIGHTS.
STRENGTH.
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	PROGRAMS	PARTNER LEVEL	FEE	
EVENTS	Member Excel List	Associate Member Benefit - FREE	\$0.00	
	Young Professionals			
	Star Awards			
	Minnesota Golf Outing			
	Women in Print			
	Mingle Jingle Fundraiser			
	ADS	The Loupe Newsletter Ads		
		The eLoupe News Ads		
		Print Buyers Guide Ads		
TOTAL			\$	

PAYMENT OPTIONS

Contact Name: _____ Email: _____

Title: _____ Phone: _____

Company: _____

Billing Address: _____

City: _____

State: _____ Zip Code: _____

SELECT ONE:

Bill all programs together Bill each program separately

SELECT ONE:

Check Enclosed Send Invoice Send Link to Pay Online

Signature: _____ Date: _____

SEND FORM TO OR DIRECT QUESTIONS TO:

Kristin Pilling-Davis (kdavis@pimw.org , 612.400.6208)