

## Rate Card and Mechanical Data

**Introducing PrintersXchange, the UK's new trading platform for the print industry.**

Welcome on board the print trade upgrade express; the one stop magazine to help printers upgrade or sell their digital print and finishing equipment. This new print trade media will improve productivity with upgrade equipment becoming easier to invest in, plus release cash from unused machines.

PX is the ideal market place for print equipment buyers and sellers to meet and improve their service in between new equipment investment.

Welcome to the new home for second user print equipment.  
Designed to clear un-used print plant from print rooms all across the UK.

It is time for hoarders everywhere to clear out their un-used kit and make some space and a deposit for something new to impress their customers.

Distribution is by direct mail to all leading print trade and industry Digital Printers, Commercial Printers, Copy Shops, On-Street Instant Printers, In-House Print Room Managers, FM and Conventional printers specialising in On-Demand, Short Run, Variable Printing, CRDs (Corporate Reprographic Departments), PSPs (Print Service Providers), Graphic Arts Businesses, Sign Suppliers and CAD Bureaus.

Distributed by post every month directly to 6,600 professional print businesses.

### Classified lineage :

Maximum 50 words, per entry £15

Display full colour advertising Rates

1/16th page to include colour image £25

1/8th page £45

1/4 page £80

1/2 page £150

Full page £280

All rates effective from 1st September 2016.

To submit artwork see mechanical data below.

PDF or jpeg finished to sizes here:

We can make ads up from supplied text in word doc. and jpeg images.

### Mechanical Data :

1/16th 45 mm x 50 mm

1/8th H 93 mm x 50 mm

1/8th V 45 mm x 103 mm

1/4 H 189 mm x 50 mm

1/4 V 93 mm x 103 mm

1/2 H 189 mm x 103 mm

1/2 V 93 mm x 209 mm

Full Page 189 mm x 209 mm

advertising@printersxchange.co.uk

### Time to PX...

PrintersXchange advertising enquiries 01273 674321, or email advertising@ PrintersXchange.co.uk

PrintersXchange website advertising - sponsor Panel, Home Page and every page £115 per month or £1200 per annum. Web copy: 138 x 138 pixel GIF

## 2017 classifieds in print - PrintersXchange Publishing Schedule

### Print Issues

February  
March  
April  
May  
June  
July/August  
September  
October  
November  
Dec/January

### Copy Deadlines

16th January  
20th February  
20th March  
17th April  
22nd May  
19th June  
21st August  
18th September  
16th October  
20th November

### Publishing Dates

30th January  
6th March  
3rd April  
1st May  
5th June  
3rd July  
4th September  
2nd October  
30th October  
4th December

Conditions of acceptance: 1. All advertisers are subject to the approval of the publishers, who reserve the right to amend, refuse, withdraw or otherwise deal with all copy submitted to them. 2. The advertiser must warrant that the advertisement does not contravene any provisions of the trade descriptions act 1968. 3. While every care is taken, the publishers will not be liable for any loss occasioned by the failure of any advertisement to appear, nor do they accept responsibility for printing errors. Artwork etc., is held at owner's risk and should be insured by them against loss or damage. 4. Cancellations or transfer of an order must be given in writing two weeks prior to publication date of the advertorial or advert. 5. Every effort will be made to meet the expressed wishes of advertisers regarding specified positions, but no guarantee can be given and all orders are accepted on this condition. 6. If we are creating the advert all copy must be supplied by e-mail and received at least one week preceding copy deadline or the publishers cannot guarantee to supply proofs in return. When this is not adhered to we will assume that the artwork is correct for publication. 7. Advertisers will be charged for any supplementary process costs incurred on advertisements. 8. The publishers reserve the right to increase the advertisement rates at any time, but will serve notice to this effect. 9. To secure the series rate orders must be given in advance for the series required and all contracts must be completed within one year. Any rate increase during the series period will apply pro rata for the unexpired period. In the event of cancellation of contract unearned series discount will be surcharged. 10. All artwork and setting produced by the publishers remains their copyright until paid for in full.