



MEDIAPACK

08/09

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Printingtalk is the leading online resource for anyone providing or procuring print services.



PRINTINGTALK COVERS THE FOLLOWING AREAS:

- Printing Press and Machinery
- Printing Ancillaries Equipment
- Pre-Press Systems & Materials
- Software & Systems
- Print Finishing
- Printing Industry Finance
- Printing Systems
- Screen Printing Systems & Materials
- Labelling & Packaging
- Printing Substrates
- Ink, Chemicals & Pressroom Consumables
- Printing Ink Drying Equipment
- Direct Mail Printing & Services
- Printing Companies
- Periodicals Printers & Publishers
- General Print Supplies, Services for Printers
- Printing Trade Organisations
- Exhibitions & Events
- Management Companies & Systems

With a library of nearly 9,000 articles from more than 800 companies, we are the number one destination for people making purchasing decisions!

Our mission is simple: to match buyers with sellers!

We'll present your information in a format that's easy for people to understand and digest, and offer a number of ways for buyers to get in touch with you.

People come to us for the latest product information and building industry news, and we make it easy for them to find the information that they want.

By providing us with your information you're ensuring that your message gets in front of the right people, at the right time!

You can benefit from one or all of our advertising packages. They're flexible and totally transparent – you can see exactly what you're getting, and tailor the response to meet your needs.

We're here to help generate the response that you're looking for.

} Banners, skyscrapers & Media Playing Units (MPU's).

Advertising slots are a high-visibility way to reinforce your brand values, tell people about product launches, or to generate awareness of your company.

As well as banner advertising we can produce animated slideshows from your product pictures, or even show full video content on your stories.



} Video, slideshows & photographs

Renaddress range meets direct mail needs

A **Renaddress** product story

[More from this company](#)

[More from this category](#)

Edited by the Printingtalk editorial team Nov 5, 2008

Renaddress offers three core ranges to meet direct mail equipment needs.

The choice of inkjet envelope address printers covers both compact desktop and heavy-duty production models; polythene wrapping systems are available in fully or semi-automatic mode; and laser production technology can deliver up to 300 pages per minute.



With the Renaddress DA 608 SL address printer it is possible to print onto various types of media up to a maximum thickness of 6mm.

Media Playing Units (MPUs) provide you with powerful and effective opportunities to show your company, brand or product to the thousands of buyers visiting our sites each and every day.

Video

Showcase your products and services with video content! We will edit and produce, add soundtracks and even voice-overs to create a fantastic shop window for your company. We can take footage from corporate videos, trade shows, customer demonstrations or training workshops – anything that you feel best brings your message to life.

Slideshows

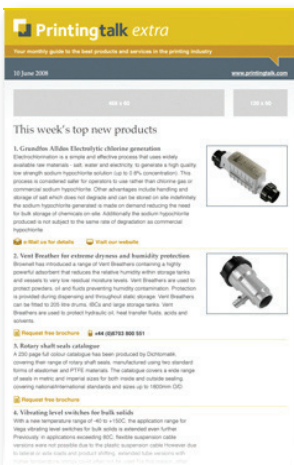
We can produce dynamic animated images from your photographs, add a soundtrack and a voice-over to create an eye-catching product demonstration.

Photographs

Your product photography will enhance your published message, and reinforce your brand. This is a great way to improve your presence on Printingtalk.

Newsletters & Lead generation

NEWSLETTERS



The Printingtalk newsletter is a great way to get your message direct to the inbox of more than 9,000 subscribers.

Whether it's a product launch, exhibition, or a special offer, our fully subscriber audience is who you want to engage to get instant results.

Each newsletter consists of 10 stories and a link to either your website, the full story on Printingtalk, or to a data capture page.

Over 80% of our readership make or influence purchasing decisions so you can be sure you're getting in front of the right people!

Our premium newsletter slots are a fantastic, cost-effective way to both raise your profile and generate response. Newsletter sponsorship is also available.

Once a month the newsletter has a headline theme - these are the themes for the next 12 months:

- Jan:** Pre-press printing systems & materials
- Feb:** Printing presses & machinery
- Mar:** General print supplies & services
- Apr:** Pre-press printing systems & materials
- May:** Printing presses & machinery
- June:** General print supplies & services
- July:** Pre-press printing systems & materials
- Aug:** Printing presses & machinery
- Sep:** General print supplies & services
- Oct:** Pre-press printing systems & materials
- Nov:** Printing presses & machinery
- Dec:** General print supplies & services

LEAD GENERATION

To get the most out of people who are reading your articles, you need to know who they are. You need to catch people at the point of interest and influence their purchasing decision.

We make it easy for buyers to contact you. By giving them a one-click path to find out more about your products, we can generate a steady stream of interest throughout the year.

We'll work with you to generate response from the material you already have. We can even write it for you - we recognise you don't always have time, so you can engage our professional team of editors to produce your articles for you.

Professional marketing is about engaging the right people at the right time, and the Lead Generation Service helps you do exactly that!


 The logo features a large black curly brace on the left side. To its right is a small square icon divided into four quadrants by a white cross. Further right, the word "Printingtalk" is written in a bold, sans-serif font, with "Print" in black and "ingtalk" in yellow. To the right of this, the word "Ratecard" is written in a smaller, lighter yellow font.

Lead Generation Service	£1300
Newsletter entry	£400
Series of 4 newsletter entries	£1000
Display advertising	
Banner advertising	£100/100 pages pcm
MPU advertising	£150/100 pages pcm
Skyscraper advertising	£80/100 pages pcm
Value Package	£2400
Lead Generation Service	
3 newsletter slots	
100 pages of banner advertisements	
Standard Package	£3600
Lead Generation Service	
6 newsletter slots	
200 pages of banner advertisements	
Standard Package Plus	£6000
Lead Generation Service	
12 newsletter slots	
400 pages of banner advertisements	
Premier Branding Package	£6000
Lead Generation Service	
6 newsletter slots	
400 pages of banner advertisements	
Company micro-site	
Animated picture slideshow	£250
Video hosting	£599
Picture charge	£120
Plus PR Package	add £400

To find out more call us on
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to any package and we will research and write four press releases for you throughout the year.