



PROFESSIONAL **DISTRIBUTOR**

VEHICLE SERVICE PROS^{.com}
OFFICIAL WEBSITE OF PROFESSIONAL DISTRIBUTOR



2015 MEDIA PLANNER



OVERVIEW

OVERVIEW



Kylie Hirko,
Associate Publisher

Our readers, your customers: Stocking the right inventory

Mobile tool distributors continue to be the number one delivery source for tools to the aftermarket. As a critical source to your business, how do you keep your brand top of mind with each mobile tool distributor?

Professional Distributor is the only magazine serving the tool & equipment distribution channel including mobile tool distributors, warehouse distributors and glass fronts selling tools and equipment. As the source for the latest product information and best practices for selling tools into the aftermarket *Professional Distributor* is the perfect vehicle for you to create share of mind with your critical customers and make room on the shelf for your products.

The mobile tool distributor is an independent business owner with the power to decide what will be stocked on the truck. Building brand equity with the mobile tool distributor audience is essential to your sales success.

Professional Distributor and sister publication, *Professional Tool & Equipment News* are a powerful combination as shops ask *PD* readers

for product information seen in *PTEN* up to 9x a week.

Advertisers use *Professional Distributor* as an excellent marketing tool for product launches, distributor acquisition, education, branding and push-through sales initiatives. *PD* is the “push” in a push/pull marketing strategy.

Maximize your sales success by contacting us today to discuss your marketing plans with *Professional Distributor*.



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DRIVEN BY TECHNOLOGY AND INNOVATION,

Professional Distributor delivers new tool information, best business practices, and sales tips to tool and equipment distributors. Your integrated marketing program reaches these key buyers of tools and equipment, across the country.

Audience	Print	Digital	Lead Gen	Results
Print	Editorial Calendar	Responsive Design	Online Product Guide	Engagement Report
Digital	Print Ad Rates & Specs	Banner Ads, Native Ads	CUSTOM: E-newsletter, Magazine	E-mail Open & Click Rates
E-mail	Special Issues	Online Product Guide	E-mail	Web ad impressions & click rate
Online	► Mobile Distributor of the Year ► Innovation Awards ► Scan Tool Spec Guide ► AAPEX issue ► Power Tool Spec Guide	E-mail ► E-mail Blasts ► E-newsletter Sponsorships ► E-Product Showcase	E-Product Showcase	Lead Report: Print, Digital, Online
Social	Magazine Options ► Inserts/ride-alongs ► Cover treatments ► Reprints	Video Network Sponsorship	Social Media (TRACKtion Leads)	
		Digital Ad Rates & Specs	Survey Distribution Webinars	
			Whitepapers	Contact

Content Marketing & Native Advertising

Content marketing and native advertising are among today's hot business tactics, responding to readers who tune out traditional advertising, but increasingly consume genuine, customer-focused information. Our creative content marketing opportunities position your valuable information so it enhances the editorial content in which it appears.

Develop the relationship

Content marketing & native advertising



Build brand, drive sales

Display advertising

You need both!

Let's create a plan.

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Professional Distributor's mission is to help mobile distributors understand what tools and equipment they need to stock on their truck and how to effectively run their business.

Over 12,000 tool distributors look to Professional Distributor (PD) before any other magazine to learn about the latest tools and equipment and how to maximize sales.*

Professional Distributor provides a strong editorial environment that engages our readers and gains maximum exposure for your advertising message.

- **80,259[^]** VehicleServicePros.com monthly unique visitors
- **7,749*** PD weekly eNewsletter –
Mobile Dealer News subscribers
- **10,431*** PD Digital edition subscribers

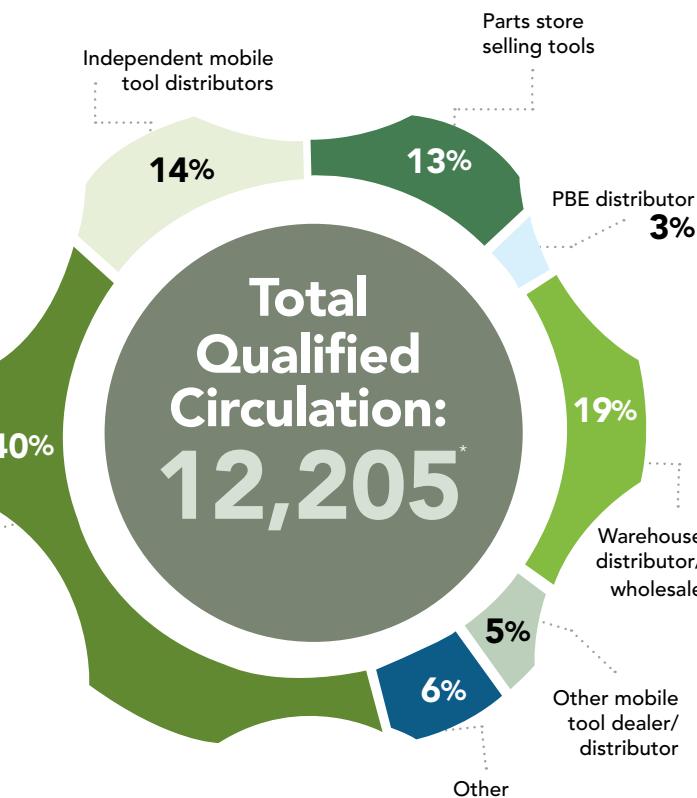
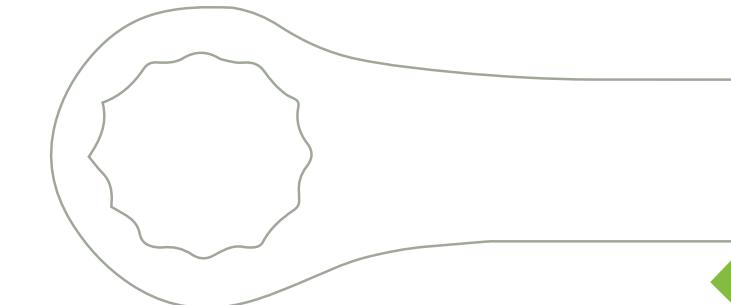
^Google Analytics, monthly average - April - June, 2014.

*Publisher's own Data

92%

of Professional Distributor subscribers are approached by their customers up to four times a week for tools they saw in sister publication PTEN.

Source: 2014 PD Readership Survey



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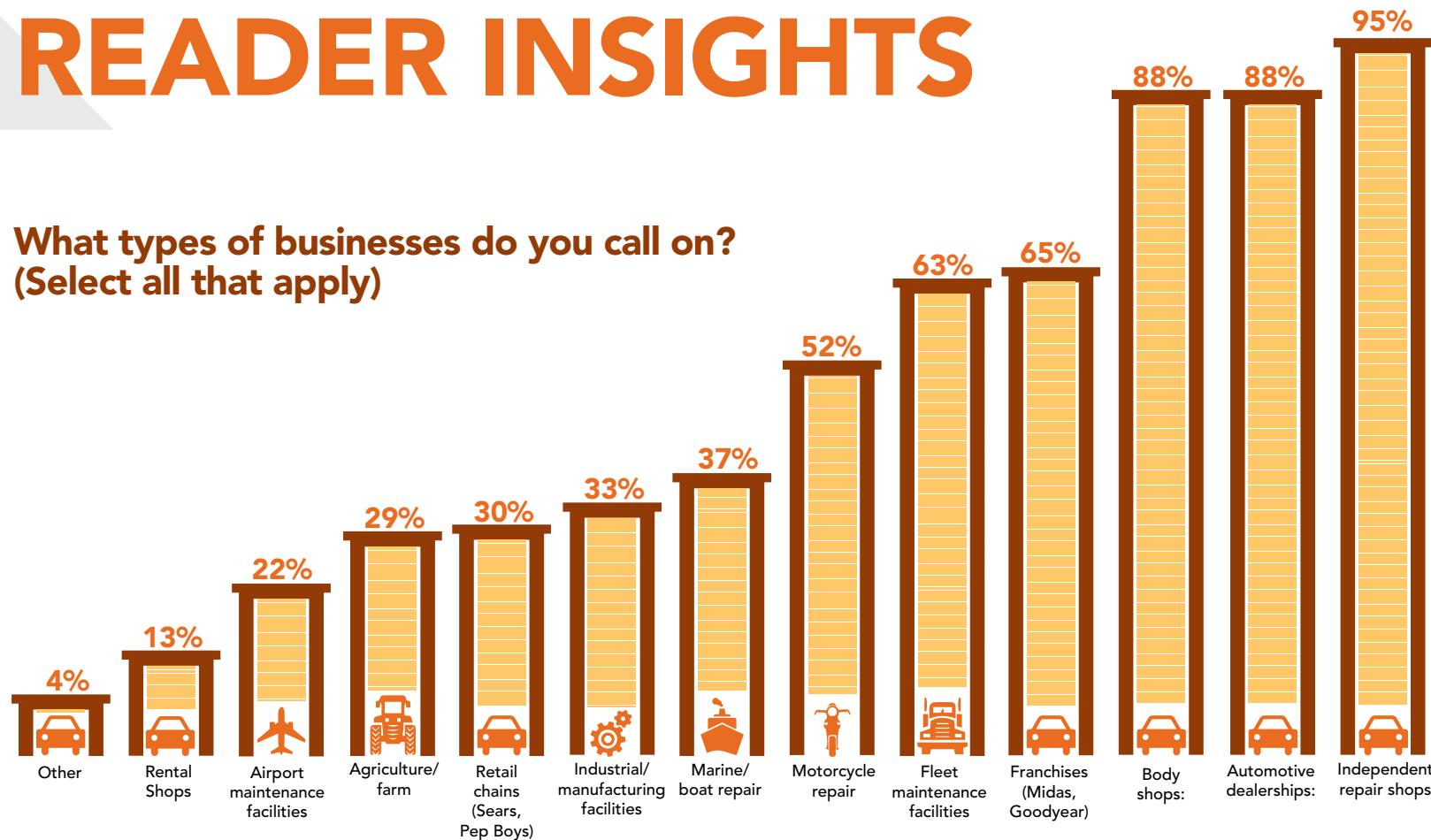
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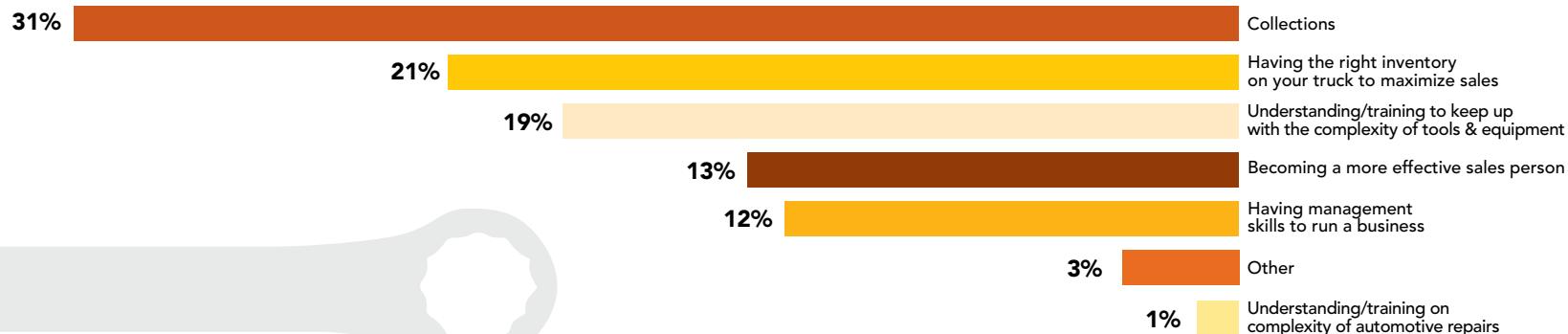
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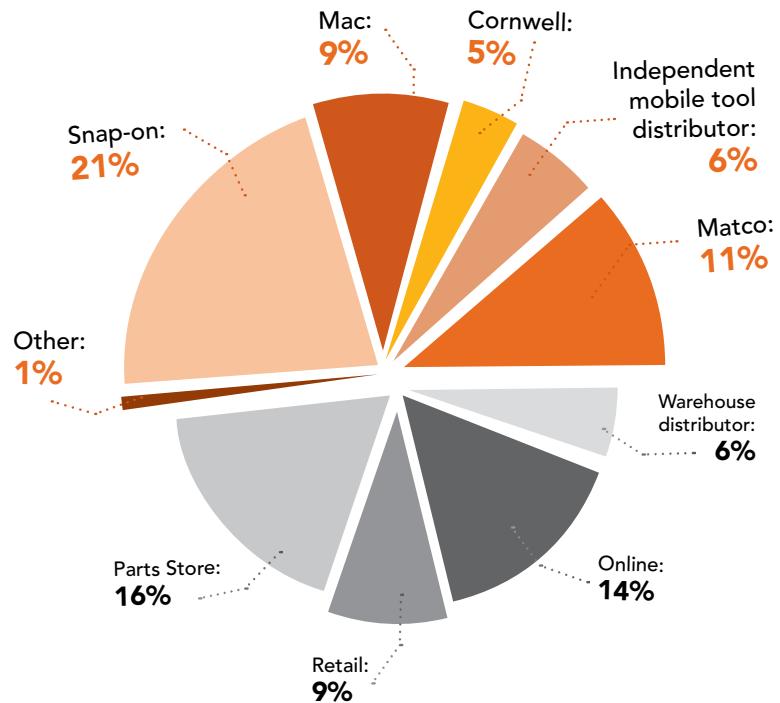
What types of businesses do you call on?
(Select all that apply)



Subscribers' Most Critical Issues



READER INSIGHTS



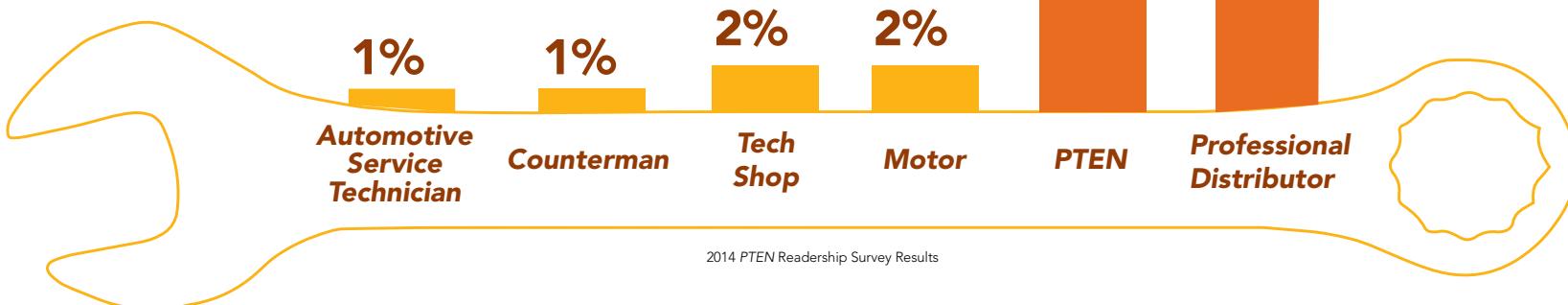
Q: Where do auto repair shop owners and technicians buy tools from?

A: The mobile tool distributor is still the primary source for tool purchases.

60%

34%

94% would open Professional Distributor and sister publication PTEN first before all other magazines.



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Innovation Awards

Professional Distributor's sister publication PTEN is the only publication to feature prestigious "Innovation Awards." With a panel of technicians to judge the latest tools and equipment innovations, these awards are chosen by the aftermarket and truly awarded to deserving companies for their innovation, ease of use and creative design.

Submit your tool innovations by **March 27, 2015** to be considered for our "Annual Innovation Awards" program in 2015.

 [Download Entry Form](#)



Mobile Distributor of the Year

The Mobile Tool Distributor of the Year is someone who presents a positive image of the mobile tool sales business to their peers, to their customers and to people outside the industry. We ask the subscribers of *Professional Distributor* magazine to nominate tool distributors based on set criteria.

For more information on the Mobile Distributor of the year, visit:

[VehicleServicePros.com/11486366](#)

Spec Guides

Industry Tools = Sales For You! Get premium visibility as a sponsor of our print and online spec guides. As vehicles and tools become more complex, we help distributors to find exactly which tools they should stock their truck with.

SPONSORSHIP PACKAGES:

SCAN TOOL SPEC GUIDE/POWER TOOL SPEC GUIDE

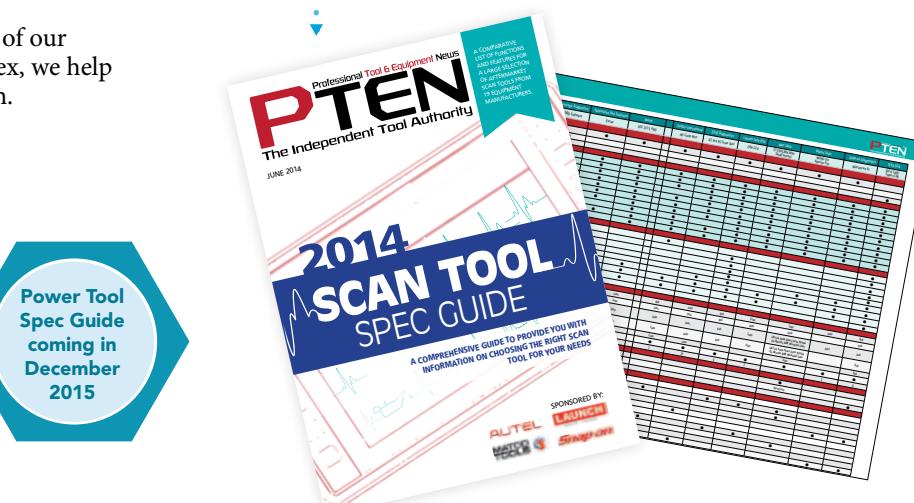
Print

- Full page ad or Full page spread ad within the spec guide
- Logo on the cover of the spec guide

Power Tool Spec Guide coming in December 2015

Digital

- Custom e-blast to 7,222 Professional Distributor subscribers.
- E-newsletter promotion
- Spec guide archived on [VehicleServicePros.com](#)



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PRINT EDITORIAL CALENDAR

	FEBRUARY	MARCH	APRIL	MAY	JUNE
Special Feature				 Innovation Award Nominees	Diagnostic Spec Guide
Cover Story	Matco Tools	Cornwell Quality Tools	Mobile Dealer of the Year 2015	Independent	Independent
Driving Sales	A/C Repair	Body Shop	Diagnostic Test Equipment	Power Tools and Air Tools	Hand Tools and Specialty Tools
Bonus Distribution		Cornwell Tool Rally		ACE/NESTOR and TEDA	ISN
Editorial Deadline	12/19/2014	1/22/2015	2/23/2015	3/25/2015	4/23/2015
Ad Close	12/30/2014	1/29/2015	3/02/2015	4/01/2015	4/30/2015
Materials Deadline	1/06/2015	2/03/2015	3/05/2015	4/06/2015	5/05/2015
Planned Mail Date	2/04/2015	3/04/2015	4/02/2015	5/04/2015	6/03/2015
	AUGUST	SEPTEMBER	OCTOBER	DECEMBER	
Special Feature	 Innovation Award Winners			Power Tool Spec Guide	
Cover Story	Mac Tools	Independent	Cornwell Quality Tools	Mac Tools	
Driving Sales	Tire, Wheel Service	Shop Equipment	Medium Duty and Heavy Duty Vehicle Repairs and Service	Battery Service and Electrical Systems	
Bonus Distribution		MEDCO	AAPEX and SEMA		
Editorial Deadline	6/24/2015	7/27/2015	8/24/2015	10/21/2015	
Ad Close	7/01/2015	8/03/2015	8/31/2015	10/28/2015	
Materials Deadline	7/07/2015	8/05/2015	9/03/2015	11/02/2015	
Planned Mail Date	8/04/2015	9/03/2015	10/02/2015	12/02/2015	

IN EVERY ISSUE

Most Wanted

In each issue, 10 tools are featured from sister publication *PTEN* and are pulled from the most-requested tools among recent issues of *PTEN* to help keep distributors on top of what their customers are asking about.

Driving Sales

Driving Sales showcases specific product categories each month and focuses on tools that distributors should stock on the truck.



To participate in Driving Sales

Email a product description including features and benefits (approximately 100 words) along with a high resolution image (JPG or TIFF format) to: editor@VehicleServicePros.com

In Focus

Each In Focus provides detailed information on a product to educate distributors on how and why to sell the product to their customers. This includes features, specs, selling points and how to best display the product on the truck. The In Focus articles provide a sell sheet with product information.



To participate with In Focus

Click here for access to the online form. After the form is completed, submit high-resolution image to the editorial team. Email editor@VehicleServicePros.com, and put "In Focus product image" in the subject line

Sneak Peek

This is one of the most valuable sections for the mobile distribution channel. Distributors have a chance to see new products BEFORE their customers. This section features new products to market, before the products are featured in *PTEN* magazine. This "sneak peek" allows the mobile distributor a chance to learn about new tools as soon as, or before, the products are available to technicians and shop owners.



To participate in Sneak Peek

Email a product description including features and benefits (approximately 100 words) along with a high-resolution image (JPG format) to: editor@VehicleServicePros.com

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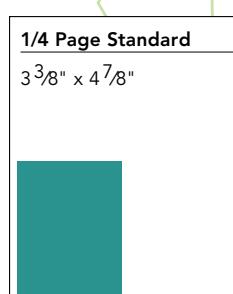
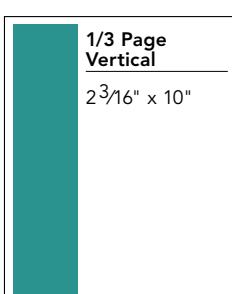
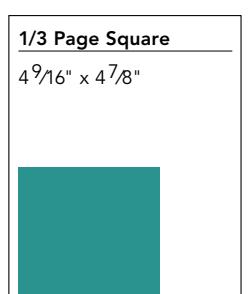
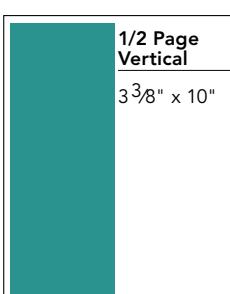
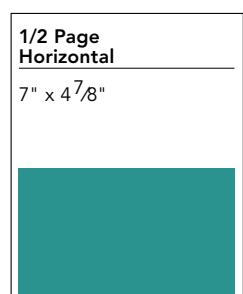
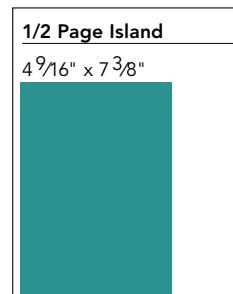
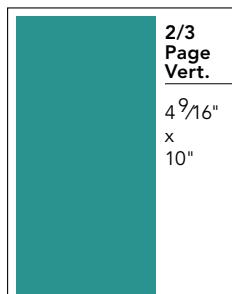
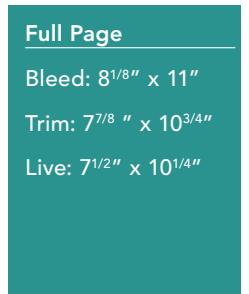
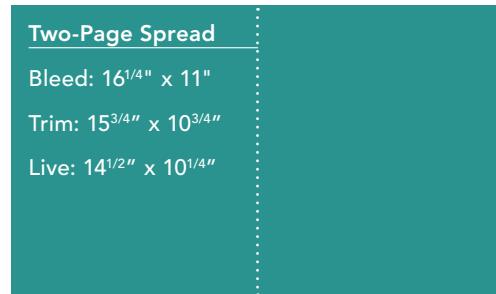
PRINT ADVERTISING PRICING

	1X	6x	10x	18x	24x
Spread	\$10,620	\$9,300	\$7,948	\$7,140	\$6,784
Full Page	6,243	5,468	4,676	4,201	3,994
2/3	5,617	4,967	4,258	3,803	3,591
1/2	4,164	3,644	3,058	2,769	2,663
1/3	2,965	2,580	2,159	1,968	1,894
1/4	2,270	2,012	1,676	1,517	1,453

Gross Pricing



PRINT SPECIFICATIONS



Print Specifications

Print Ready PDF is the preferred file format.

 If file is over 10MB, please upload to Wes Gray at our FTP site: <http://ge.tt>

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VEHICLESERVICEPROS.COM

Professional Distributor and its official website, VehicleServicePros.com, provide powerful capabilities to help tool and equipment manufacturers connect with influential distributors in the automotive aftermarket.

RESPONSIVE DESIGN

Content and ads automatically adjust to each user's device — no special apps needed.

DYNAMIC PAGE LOADS

Related content is continually delivered as the user scrolls.

TARGETED, IN-VIEW ADVERTISING

Schedule your advertising to reach a specific audience based on our content-specific channels.

Pay only when users see your ad. Your ad is integrated with editorial content, not relegated to the left or right column.

ONLINE DISPLAY ADS & NATIVE ADS

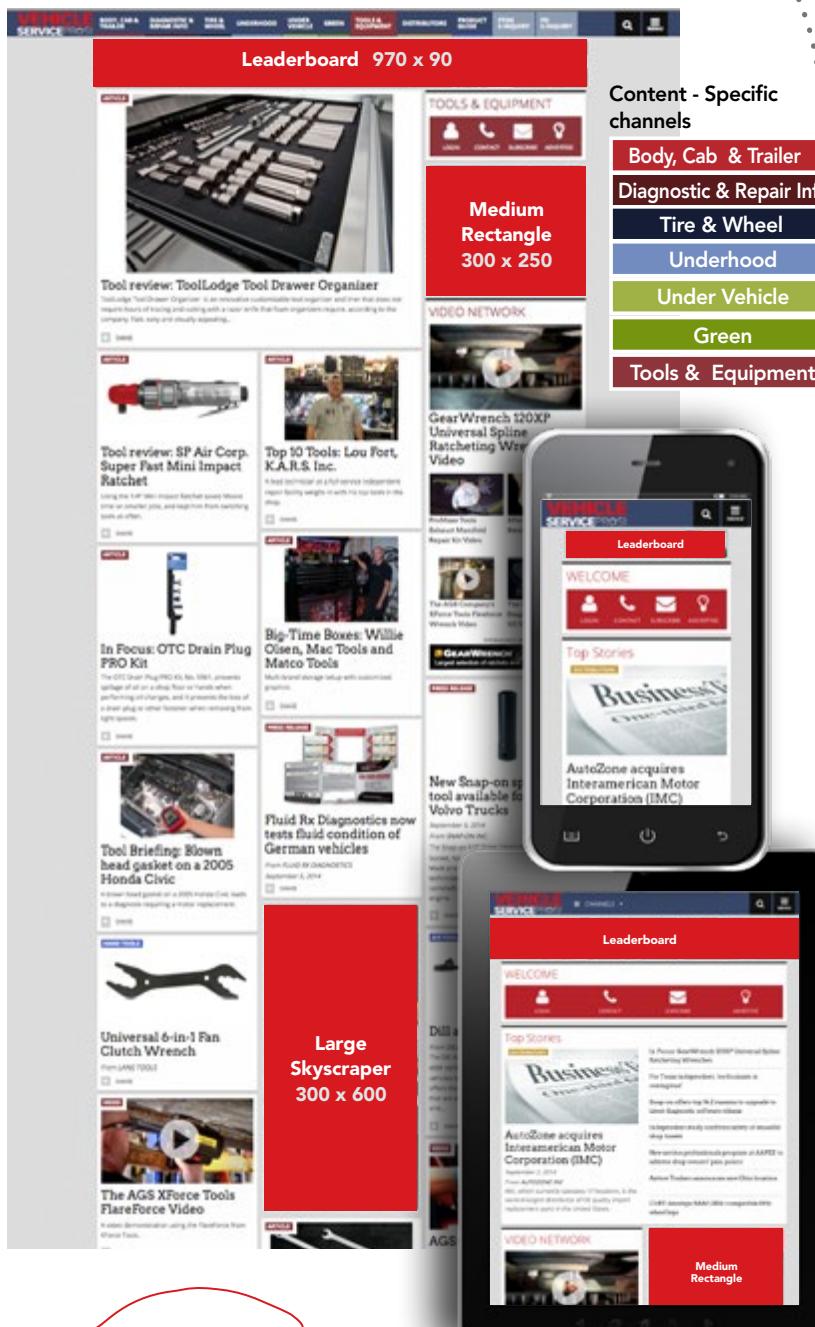
Display ads grab attention with their high-visibility and branding, while native ads are designed to integrate in the editorial space as "sponsored" content.

AUDIENCE METRICS

MONTHLY UNIQUE VISITORS: **80,259***

MONTHLY PAGE VIEWS: **359,747***

MONTHLY AD IMPRESSIONS: **1,255,237[^]**



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Take charge of your marketing campaign by utilizing our digital products for lead generation, product promotion and brand awareness.

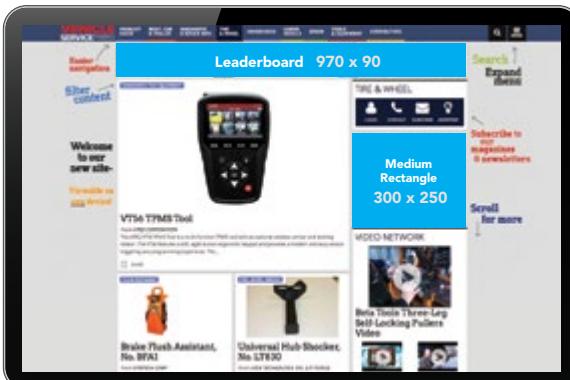
Banner Advertising

To achieve increased responsiveness and efficiency, target your advertising to one (or more) of seven channels at VehicleServicePros.com. For maximum visibility across the entire site, run-of-site advertising is available.

Leaderboard - 970x90 (+ responsive sizing)
ROS: **\$90 cpm** Channel: **\$108 cpm**

Medium Rectangle - 300x250
ROS: **\$98 cpm** Channel: **\$117 cpm**

Large Skyscraper - 300x600
ROS: **\$80 cpm** Channel: **\$96 cpm**



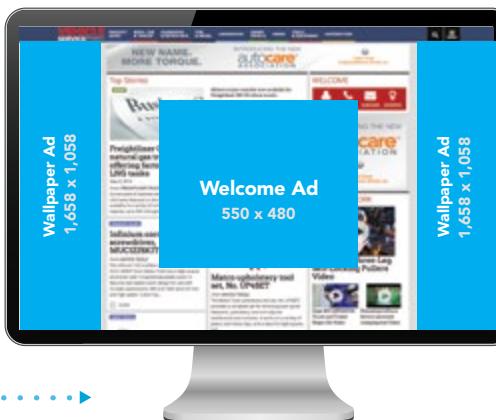
Wallpaper and Welcome Ads

Prominent wallpaper and welcome ads generate superior click-through rates and unrivaled visibility and impact.

 [Click here for digital rates and specifications.](#)

Wallpaper - 1,658x1,058
ROS: **\$120 cpm** Channel: **\$142 cpm**

Welcome Ads - 550x480
ROS: **\$120 cpm** Channel: **\$142 cpm**



Online Product Guide

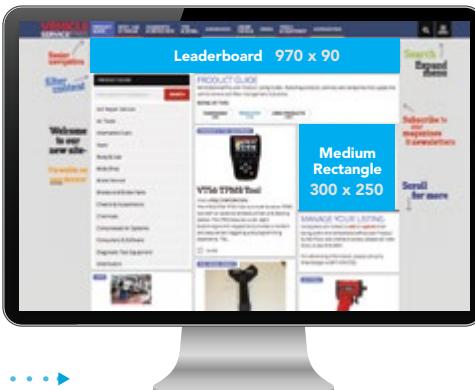
The online product guide is the single most popular section at VehicleServicePros.com. 50% of readers research tools & equipment in the online product guide. Now, an all-new redesign makes it an even better place for buyers to find your products. The online product guide sponsorships put your brand on top and deliver sales leads directly to your inbox.

 [Learn more about the new Complete Product Promotion Package](#)

Category Sponsorships starting at: \$1,075 per month

Featured Listing - **\$995**

Video - **\$595**



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Mobile Dealer News - Weekly eNewsletter

Send your advertising message to 7,749 industry leaders with eNewsletter banner advertising. Increase your brand awareness and help drive traffic to your website.

New: Responsive design improves readability and ad effectiveness on mobile devices!

eNewsletter Banner Advertising

Position 1: Banner 600x100 - **Starting at \$1,180/month**

Position 2: Medium Rectangle 300x250 - **Starting at \$1,100/month**

Position 3: Banner 600x100 - **Starting at \$875/month**

Position 4: Medium Rectangle 300x250 - **Starting at \$745/month**

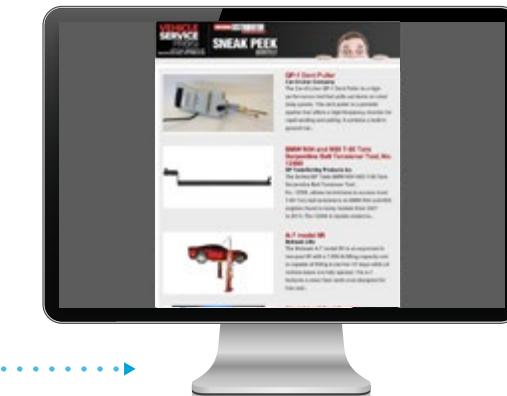
Position 5: Medium Rectangle 300x250 - **Starting at \$621/month**



Sneak Peek - Monthly eNewsletter

Advertise in one of the most valuable digital resources for the mobile distribution channel-Professional Distributor's "Sneak Peek" monthly eNewsletter. Dedicated only to publishing new product launches, Sneak Peek eNewsletter allows distributors to review the latest tools and equipment hitting the automotive aftermarket BEFORE their customers read about them in sister publication PTEN.

New: Responsive design improves readability and ad effectiveness on mobile devices!



Mobile Dealer News reaches **7,749** subscribers **weekly**

Publishers Own Data, based off of 10 mailings.

Mobile Dealer News has **30.8%**: Open rate

Customized Email Campaigns

Drive leads, introduce new products, create improved awareness and "drive buyers directly to your website" with "drive distributors directly to your website" with email messages sent to our highly qualified list.

Customized emails are sponsored exclusively by YOU.

PROFESSIONAL DISTRIBUTOR EBLAST LIST: 7,222 SUBSCRIBERS

eBlasts

Full List: **Starting at \$250 cpm**

Partial List: **Starting at \$385 cpm**



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Tool Chest ADVERTISING OPPORTUNITIES

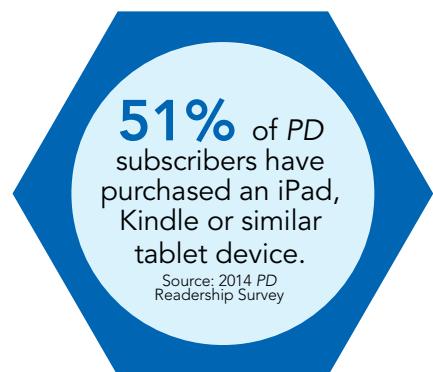
VehicleServicePros.com developed Tool Chest, the first iPad app that delivers interactive information on tools and equipment for vehicle service. By making the product information interactive (videos, slideshows, scrolling text) you can get more information into the hands of the end user.

Customized apps are also available.

Tool Chest App

Product Feature Page: **\$2,500**

Sponsorship: **\$5,500**



 [ToolChest Download](#)
Available on the APP Store

71,335 Tool Chest Pageviews
1,029 Total Tool Chest Downloads

Source: iPad Summary Report: October 2012 - September 2014.

[Watch a demo of Tool Chest.](#)



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VIDEO

Video Network Banner Ad

Sponsorship of the Video Network module, which appears prominently on the home page and all channel pages at VehicleServicePros.com, is the perfect way to capitalize on the proven engagement of video. Your 300x50 ad is seen whenever visitors browse the Video Network module.

\$1,050 per month

Webcasts

Launch new products, share solutions to critical issues within the industry, offer your own product training with a direct communication path to talk to your prospects. Webcasts are great for sales lead generation and interacting with your LIVE audience.

\$12,000 per webcast

Video Sponsorship

The Sponsored Video is a week-long campaign that promotes your video to our audience by featuring it in the PTEN Daily eNewsletter and in the top position of the Video Network on the home page of VehicleServicePros.com and elsewhere on the site.

\$595 per week

Custom Video

All you need is an idea or objective you need to meet. From there, the Professional Distributor team can be your full-service video production house. From conception to completion we've got the resources to produce a high-quality product — and at a competitive price.

Priced per shoot

Toolbox Topics

Toolbox Topics is a bi-monthly broadcast on the latest automotive industry news, interviews with key industry suppliers, and new tool and equipment introductions (including demonstrations). A 3-5 minute video production that is broadcast on VehicleServicePros.com and promoted to our dedicated subscriber base.

Sponsorship packages are available.

VIDEO NETWORK



GearWrench 120XP
Universal Spline
Driving Wrenches



X-Force Tools
Stealthforce Wrench



The Midtronics
Diagnostic Charging
101 Video

WEBCAST

Diagnostic Roundtable:
Which Scan Tool is Right for
Your Shop?

SPONSORED BY: OTC LAUNCH

SPONSORED BY:
Video Banner Ad
300 x 50



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TRACKtion Leads

Harness both social media and direct-response marketing to drive leads with the exclusive TRACKtion Leads program. TRACKtion Leads leverages a product giveaway, enabling you to generate leads from your target market. In addition to utilizing direct response through an included email blast, TRACKtion Leads extends your pool of prospects with a unique social-media component.

Includes:

- ✓ eBlast
- ✓ Social-media outreach
- ✓ Leads including contact information
- ✓ Real-time reporting
- ✓ Turn-key functionality
- ✓ Optional web and print advertising

Base Fee: **\$1,975**

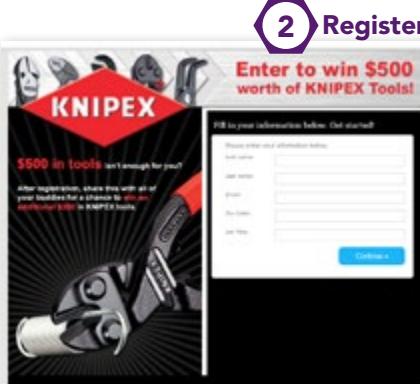
+ Each Lead: **\$20**

Lead fee applies to first 400 leads only.

All leads exceeding 400 are free of charge.



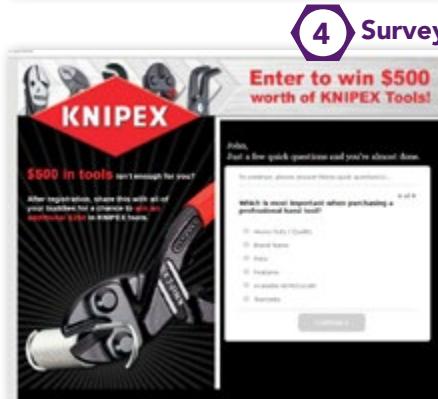
1 Blast



2 Register



3 Qualify



4 Survey



5 Share

Download the TRACKtion Leads Sell sheet for more details.

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Ask the Expert	Diagnostic Test Equipment, Scan Tools and Electrical Systems			Hand Tools, Specialty Tools, Power Tools, Air Tools		
Tech Tips	Body Shop	Battery Service and Electrical Systems	A/C Repair	Lifts, Jacks and Stands	Scan Tools and Inspection Scopes	Power Tools and Air Tools
	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Ask the Expert	Safety Information, Government Regulations, Preventative Maintenance			Tire, Wheel Service; Compressors, Lifts, Jacks and Stands		
Tech Tips	Powertrain, Oil and Lube	Hand Tools and Specialty Tools	Tire, Wheel Service and Maintenance	Shop Equipment	Tool Storage	Medium Duty and Heavy Duty Vehicle Repairs and Service

EXCLUSIVE DIGITAL CONTENT



Ask the Expert

This section features an expert to answer reader-submitted questions.

Companies have the opportunity to provide their expertise (see schedule above) on different topics. The expert supplies four (4) dummy questions pertaining to the topic that they've come across with the development and usage of their products. These Expert Q&As will be featured on the website, as well as the enewsletters



Tech Tips

The Tech Tips section of our website, VehicleServicePros.com, features a different category of tool each month. Each week of that month, a different tool company provides our readers with tips about using their specific brand of tools. For instance, if you make scan tools, your tip might tell the reader how to do something using your tool, maybe something few people know about or something that other scan tools don't do. Or your tip could describe how to minimize wear, save time, avoid skinned knuckles, or how to take care of the tool.



News

The Mobile Dealer News weekly e-newsletter is distributors' "must-read" news and information source. And visitors to our website, VehicleServicePros.com, can read about the latest, most pertinent industry news and trends every business day.



Blogs

Get the industry perspective from editors and guest bloggers on this weekly updated section of the website.

To participate in any of this content, email: editor@VehicleServicePros.com

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Website Advertising

Channels: Body, Cab & Trailer • Diagnostic & Repair Info • Tire & Wheel • Underhood • Under Vehicle • Green • Tools & Equipment

	Channel	ROS
Billboard 970x250	\$130	\$110
Leaderboard 970x90 + responsive resizing	\$108	\$90
Medium Rectangle 300x250	\$117	\$98
Large Skyscraper 300x600	\$96	\$80
Page Peel 500x500 + 75x75	\$130	\$110
Wallpaper 1,658x1,058	\$142	\$120
Welcome Ad 550x480	\$142	\$120
Roadblock - available and priced by product category		

*Note: Expandable options available on Leaderboard, Medium Rectangle and Large Skyscraper.

Online Product Guide (Per Month, 3-month min.)

	3 Months	6 Months	12 Months
Complete Product Promotion Package		\$1,275 /month	
Category Exclusive	\$1,450 /month	\$1,275 /month	\$1,075 /month
Featured Listing			\$995
Video			\$595

Lead Generation Per Program

Case Studies and White Papers	
Base Fee	\$950
+ Each Lead (fee applies to first 100 leads only)	\$65

TRACKtion Leads

Base Fee	\$1,975
+ Each Lead	\$20

Note: Lead fee applies to first 400 leads only.
All leads exceeding 400 are free of charge

DIGITAL SPECIFICATIONS

We accept ads in GIF, JPEG and Rich Media formats. Other formats must be tested and approved on a case-by-case basis.

Email products: Animation and flash are not recommended.

 For file size specifications and digital standards, click [here](#).

Mobile Dealer News Weekly

eNewsletter	1 Month	3 Months	6 Months	12 Months
Position 1: Banner 600x100	\$1,760	\$1,410	\$1,295	\$1,180
Position 2: Medium Banner 300x250	\$1,565	\$1,320	\$1,210	\$1,100
Position 3: Banner 600x100	\$1,295	\$1,120	\$990	\$875
Position 4: Medium Banner 300x250	\$1,120	\$895	\$816	\$745
Position 5: Medium Banner 300x250	\$992	\$768	\$684	\$621

Sneak Peak Monthly eNewsletter

Sneak Peak Monthly eNewsletter	1 Month	3 Months	6 Months	12 Months
Position 1: Banner 600x100	\$1,320	\$1,058	\$971	\$885
Position 2: Medium Banner 300x250	\$1,174	\$990	\$908	\$825
Position 3: Banner 600x100	\$971	\$840	\$743	\$656
Position 4: Medium Banner 300x250	\$840	\$671	\$612	\$559
Position 5: Medium Banner 300x250	\$790	\$605	\$562	\$503

eProduct Showcase

eProduct Showcase	1x
Eblast featuring 6 products sent to PTEN and Professional Distributor audience	\$1,695

eMail Blasts

eMail Blasts	1x	3x	6x
Full List CPM	\$335	\$295	\$250
Partial List CPM	\$505	\$420	\$385

Webcast

Includes promotional print ad, eblast, banner ads and registrant leads	\$12,000
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Video

Video	Weekly	1 Month
Toolbox Topics sponsorships (Per Month, 3-month min.)		\$3,500
Sponsor Video (Per Week, includes Video Network and Daily eNewsletter)		\$595
Video Module Sponsorship (per month)		\$1,050
Customized Video	Available and priced per shoot	

Tablet Apps

Custom App	Available and priced per app
ToolChest App	Product Feature
	\$2,500
	Sponsorship
	\$5,500

Digital Edition

Digital Edition	1x	6x	12x
Front Cover (Advertiser)	\$845	\$725	\$640
Front Cover (Non Advertiser)	\$1,490	\$1,360	\$1,275

Net rates

Send digital materials to

Rhonda Dennis, Digital Ad Material Coordinator

800-547-7377, ext 2112 Fax: 920-563-1699 Rhonda.Dennis@Cygnus.com

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Lester.Craft@Cygnus.com

Contact us today to find out more about all of the print and digital marketing opportunities that *Professional Distributor* has to offer.

800-547-7377

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800-547-7377



ADVERTISING MATERIALS

Wes Gray - *Media Production Representative*
920.568.8337
Fax - 920.563.1699
Wes.Gray@Cygnus.com

Print Materials
Print Ready PDF is the preferred file format. Send materials to:
Wes.Gray@Cygnus.com

 If file is over 10MB, please upload to Wes Gray at our FTP site:
<http://ge.tt>

Rhonda Dennis - *Digital Ad Material Coordinator*
800.547.7377, ext 2112
Fax - 920.563.1699
Rhonda.Dennis@Cygnus.com

Digital Materials
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