



THE 2024 MEDIA  
PLANNING GUIDE

# TIME TO GO BIG.

LIFT YOUR BRAND  
PERFORMANCE WITH  
THE AWARD-WINNING  
MEDIA THAT WIDE-  
FORMAT PRINT PROS  
READ FIRST.





## DEDICATED TO THE SUCCESS OF THE WIDE-FORMAT PRINT PROFESSIONAL

Big Picture connects vendors of digital printing technology with the marketplace's largest, most highly qualified audience of print service providers and other professionals using wide-format printing in their businesses. Our mission is presenting our passionate audience with the latest industry trends, while providing advice that helps them run their businesses more successfully.

SEE DOZENS OF ADDITIONAL  
READER RAVES ONLINE AT:

[smartworkmedia.com/bp-raves](https://smartworkmedia.com/bp-raves)

## WHO CREATES THE BEST MEDIA IN B2B PUBLISHING? **WE DO.**

In August 2023, Big Picture won its biggest-ever honor — a first-place finish in the TABPI Awards. Our May 2022 “Best of Wide Format Awards” issue was honored, with judges calling it “organized smartly and easy to navigate” and complimenting its “witty writing” and “targeted text”.



# BIG PICTURE READERS RAVE ABOUT OUR PRINT AND ONLINE MEDIA

We don't have to tell you how much *Big Picture* means to wide-format print pros in the U.S. and around the world. We'll let them tell you for us. Each issue engages our audience with how-to's, profiles, surveys and more — all designed to help readers improve their businesses.

I look forward to your each edition with hints, tips and a flurry of good ideas to consider and employ in our studio. Contributors' profiles are impressive and their casual, often amusing suggestions make it good reading. — **Barbara Allen, Fresh Artists** [PICTURED]

I will read *Big Picture* magazine from cover to cover. There always seems to be something new to provide inspiration. — **Michael Greenwald, NextPage**

Overall, the articles are providing learning experiences for readers, good tips and tricks, and even some "aha!" moments. — **Brian Hite, Image Options** [PICTURED]

I use Big Picture magazine to see new equipment, supplies, and projects that other shops have completed. — **James Dietz, Lake Erie Graphics**

Best industry information in the country. — **James Swanson, Screaming Images** [PICTURED]

I find great value in the content and contacts found in each issue of *Big Picture* magazine. The sharing of knowledge and fresh ideas by featured experts helps me to understand trends as well as areas of focus and direction that I may not have been thinking about previously. Keep up the great work! — **Jason Ahart, Moss Inc** [PICTURED]

*Big Picture* magazine is a great resource to see the latest in the industry. I love their enthusiasm and how they capture a variety of topics! — **Tami Napolitano, Awesome Graphics** [PICTURED]

*Big Picture* magazine provides my team with ideas outside of our own four walls, enabling us to continue expanding our capabilities and capacity. — **Linda Fong, Fastsigns Oakland; Fastsigns Hayward**

I do enjoy reading the trials and tribulations of other shops and persons that share the industry, alot of issues we all share and to read other opinions on how, to solve, change and alter are great. — **Kim Magraw, Vivid Sign** [PICTURED]

SEE MORE READER RAVES ONLINE AT:

[smartworkmedia.com/bp-raves](http://smartworkmedia.com/bp-raves)



BARBARA ALLEN



BRIAN HITE



JAMES SWANSON



KIM MAGRAW



JASON AHART



TAMI NAPOLITANO



**JANUARY-FEBRUARY**



**FEATURES**

**MAKING CHANGE HAPPEN**

- Pivot Points: Diversification and Investment
- Why Epic Failure Isn't Always So Bad

**PRODUCT SPOTLIGHT**

- Roll-to-Roll Printers

**BENCHMARKS**

- Building Wraps and Exterior Graphics

**ADVERTISING SUPPLEMENT**

- Ideas\*

**DEADLINES**

PUBLICITY: 11/1/23  
SALES: 11/13/23  
ARTWORK: 11/27/23

\* DISTRIBUTED AT ISA SIGN EXPO

**MARCH-APRIL**



**FEATURES**

**BEST OF WIDE-FORMAT AWARDS**

- How to Expand Your Business Without Losing Your Mind

**PRODUCT SHOWROOM**

- Hybrid + Flatbed Printers

**BENCHMARKS**

- Retail and P-O-P

**ADVERTISING SUPPLEMENT**

- ISA Sign Expo Booth Previews

**DEADLINES**

PUBLICITY: 1/3/24  
SALES: 1/15/24  
ARTWORK: 1/29/24

**TRADE SHOW DISTRIBUTION**

**ISA SIGN EXPO**

**MAY-JUNE**



**FEATURES**

**ARTIFICIAL INTELLIGENCE**

- Leaning In: Modernizing Production Through Tried-and-True Tradition
- Get Creative: Techniques to Enhance Your Creative Output

**PRODUCT SHOWROOM**

- Finishing: Cutters, Routers + Laminators

**BENCHMARKS**

- Window Graphics

**ADVERTISING SUPPLEMENT**

- Action\*

**DEADLINES**

PUBLICITY: 3/8/24  
SALES: 3/20/24  
ARTWORK: 4/3/24

\* DISTRIBUTED AT PRINTING UNITED

**JULY-AUGUST**



**FEATURES**

**OBIE AWARDS**

- Workforce Development: How to Build – and Motivate – Your Team

**PRODUCT SHOWROOM**

- Specialty + Rigid Substrates

**BENCHMARKS**

- Vehicle + Food Truck Wrap Transformations

**ADVERTISING SUPPLEMENT**

- Booth Previews for Printing United

**DEADLINES**

PUBLICITY: 5/1/24  
SALES: 5/13/24  
ARTWORK: 5/27/24

**TRADE SHOW DISTRIBUTION**

**PRINTING UNITED**

**SEPTEMBER-OCTOBER**



**FEATURES**

**WOMEN IN WIDE FORMAT**

- Improve Your Skills at the Art of Negotiation
- Culture and DEI In Your Workplace

**PRODUCT SHOWROOM**

- Textile + Dye Sub Printers

**BENCHMARKS**

- Soft Signage Graphics + Event Signage

**ADVERTISING SUPPLEMENT**

- Highlighting Women In Your Workplace

**DEADLINES**

PUBLICITY: 7/5/24  
SALES: 7/17/24  
ARTWORK: 7/31/24

**TRADE SHOW DISTRIBUTION**

**PRINTING UNITED**

**NOVEMBER-DECEMBER**



**FEATURES**

**INTERIOR DECOR AND TEXTILES**

- Sustainability: No Longer a Buzzword
- Retail to E-Tail and Fashion-Focused Print

**PRODUCT SHOWROOM**

- Media for Interiors: Floors, Windows + Walls

**BENCHMARKS**

- Environmental Graphics

**ADVERTISING SUPPLEMENT**

- Interior Décor + Textile Opportunities

**BONUS DISTRIBUTION**

Wallcoverings Association Annual Meeting

**DEADLINES**

PUBLICITY: 8/30/24  
SALES: 9/13/24  
ARTWORK: 9/27/24

**POPULAR  
DEPARTMENTS  
IN EACH  
EDITION OF  
BIG PICTURE**

**POPULAR COLUMNISTS**  
Regular columns include:  
**The Filament, Beyond Decor,**  
and **Business & Management.**

**BENCHMARKS**  
Galleries of notable projects.  
Featuring new project  
categories in each issue!

**MANAGER'S TO-DO/CALENDAR**  
Dates and to-dos for print pros.

**R+D TECH PRODUCTS**  
Our monthly roundup of the  
latest new technology.

**WIDE ANGLE**  
Inside the details of successful  
wide-format projects.

**TIP SHEET**  
Experts and peers share tips for  
better business performance.

**THE BLUEPRINT**  
Wide-format leaders present  
their work/life secrets.

**... AND MORE!**



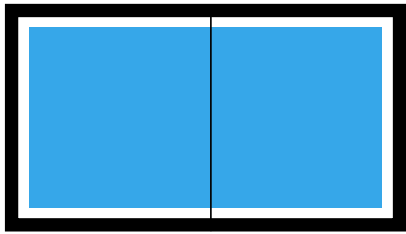
/ 2024 PRINT RATES & SIZES

RATES

PICK YOUR SIZE	2-PAGE SPREAD GET MAX IMPACT!	FULL PAGE THE CLASSIC FORMAT	2/3 PAGE A NEARLY FULL FEELING	1/2 PAGE GET ATTENTION	1/3 PAGE STAND TALL! (OR GO WIDE!)	1/4 PAGE SMART VALUES	PRODUCT SHOWCASE SHOW YOUR STUFF!
10x	\$8,750	\$4,940	\$3,210	\$3,210	\$2,460	\$1,980	\$720
6x	\$9,190	\$5,160	\$4,050	\$3,340	\$2,580	\$2,060	\$830
3x	\$9,630	\$5,380	\$4,220	\$3,490	\$2,680	\$2,160	\$930
1x	\$10,130	\$5,620	\$4,410	\$3,650	\$2,810	\$2,250	\$1,040
TRIM SIZE	18 x 10 7⁄8	9 x 10 7⁄8	5 3⁄4 x 10 7⁄8 (VERT.) 9 x 7 (HOR.)	4 1⁄4 x 10 7⁄8 (VERT.) 9 x 5 1⁄4 (HOR.)	2 3⁄4 x 10 7⁄8 (VERT.) 9 x 3 3⁄4 (HOR.)	3 7⁄8 x 4 3⁄4 (VERT.) 8 x 2 3⁄8 (HOR.)	2 1⁄2 x 4 7⁄8
BLEED	18 1⁄4 x 11 1⁄8	9 1⁄4 x 11 1⁄8	6 x 11 1⁄8 (VERT.) 9 1⁄4 x 7 1⁄4 (HOR.)	4 1⁄2 x 11 1⁄8 (VERT.) 9 1⁄4 x 5 1⁄2 (HOR.)	3 x 11 1⁄8 (VERT.) 9 1⁄4 x 4 (HOR.)	—	
NON BLEED	17 x 9 7⁄8	8 x 9 7⁄8	5 1⁄2 x 9 7⁄8 (VERT.) 8 x 6 5⁄8 (HOR.)	3 7⁄8 x 9 7⁄8 (VERT.) 8 x 4 3⁄4 (HOR.)	2 1⁄2 x 9 7⁄8 (VERT.) 8 x 3 3⁄8 (HOR.)	—	

SIZES LISTED IN INCHES

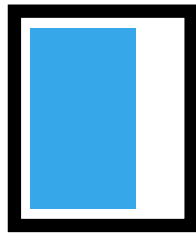
FORMATS



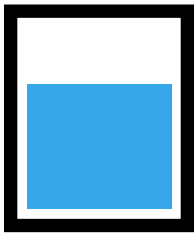
2-PAGE SPREAD



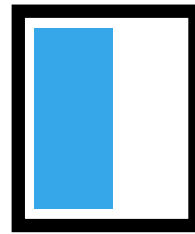
FULL PAGE



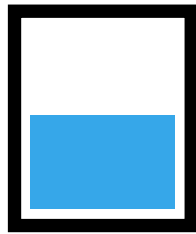
2/3 VERTICAL



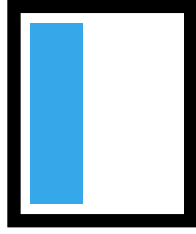
2/3 HORIZONTAL



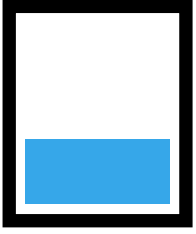
1/2 VERTICAL



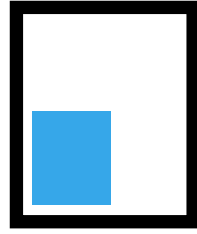
1/2 HORIZONTAL



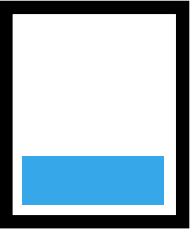
1/3 VERTICAL



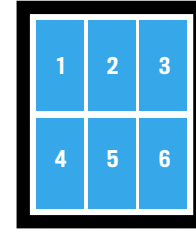
1/3 HORIZONTAL



1/4 VERTICAL



1/4 HORIZONTAL



PRODUCT SHOWCASE

**WE DESIGN YOUR  
PRODUCT SHOWCASE AD**  
Provide us with one product shot  
as a digital file (300 dpi, CMYK  
color). We also need up to 75  
words of ad copy, which includes  
your contact information.

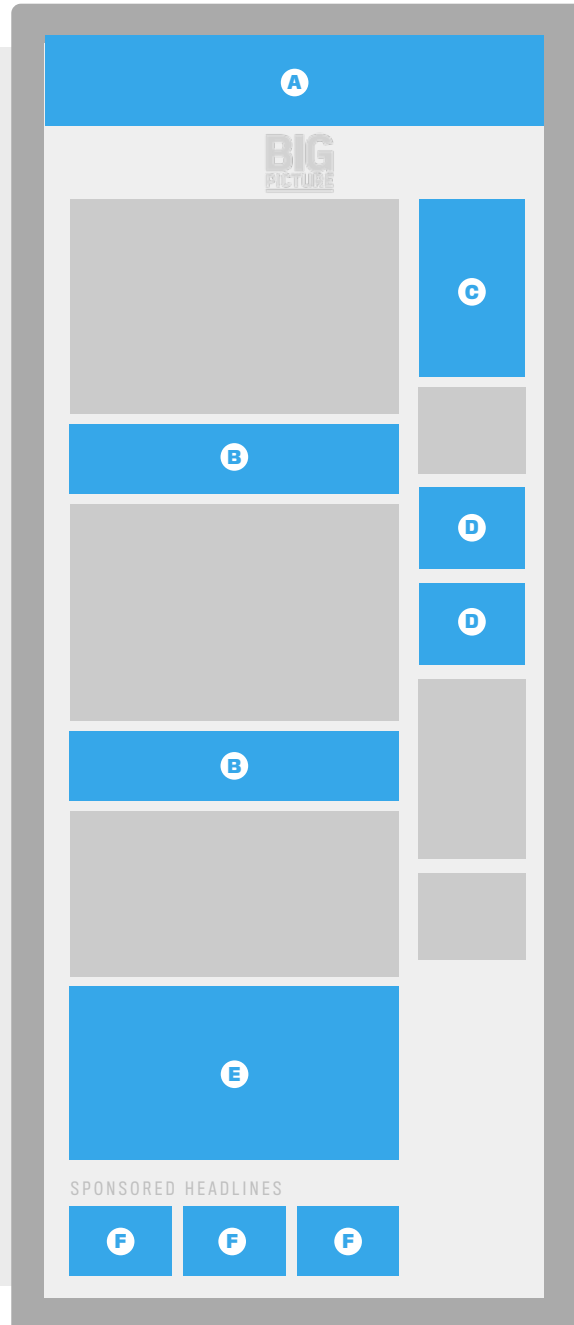
## WEBSITE BANNERS

Our gorgeous, state-of-the-art website provides best-in-class ad visibility and high-impact exposure on mobile devices.

### STANDARD PAGE LAYOUT

This wireframe represents what an average run-of-site page on BIGPICTUREMAG.COM looks like.

**Headline Banners (B)** generally appear every six paragraphs in editorial content. A story can have as few as one, or as many as six Headline Banners.



### A BILLBOARD

This dominating, full-width position makes your brand the star of our website.

#### CPM RATES

**JAN-DEC \$215**  
Desktop: 1800 x 460 pixels;  
Mobile: 400 x 300 pixels

### B HEADLINE BANNERS

In-story (every five paragraphs) banner slots ensure your message will be seen by readers.

#### CPM RATES

**JAN-DEC \$110**  
Desktop: 740 x 190 pixels;  
Mobile: 300 x 250 pixels;  
Homepage: 1800 x 460 pixels

### C SKYSCRAPER SIDE BANNER

A towering sidebar banner that gives you space to show off and makes a serious impression.

#### CPM RATES

**JAN-DEC \$90**  
Desktop: 300 x 600 pixels;  
Mobile: 300 x 300 pixels

### D STANDARD SIDE BANNER

Square but still hip. This classic value format is a banner advertising workhorse.

#### CPM RATES

**JAN-DEC \$80**  
Desktop: 300 x 300 pixels

### E VIDEO THEATER

This end-of-story position ensures high visibility for your video message or advertisement.

#### CPM RATES

**JAN-DEC \$160**  
Send 1080P video files in popular video formats via [smartworkmedia.com/sendvideo](https://smartworkmedia.com/sendvideo)

### F SPONSORED HEADLINES

Point readers to breaking news about your business with a click-worthy end-of-story headline and thumbnail art.

#### CPM RATES

**JAN-DEC \$60**  
Send 400 x 240 thumbnail image and URL for content



## EMAIL BANNERS

Make a connection with 13,000+ wide-format print pros.

### A BILLBOARD

Make an impact with this full-width, large-format banner at the top of our daily emails.

RATES	
MONTHLY	\$2,090
WEEKLY	\$550

Size: 600 x 155 pixels

### D HEADLINE BANNER 2

This banner catches reader attention as they move through our daily roundup.

RATES	
MONTHLY	\$1,265
WEEKLY	\$380

Size: 560 x 145 pixels

### B HEADLINE BANNER 1

This banner puts your message atop the day's top headlines.

RATES	
MONTHLY	\$1,760
WEEKLY	\$545

Size: 560 x 145 pixels

### E DAILY TIPS BANNER

You're the presenter of our daily tips, some of our fans' favorite content.

RATES	
MONTHLY	\$1,055
WEEKLY	\$310

Size: 560 x 145 pixels

### C SKYSCRAPER

This towering banner is in a perfect position for high-impact brand recognition.

RATES	
MONTHLY	\$1,265
WEEKLY	\$380

Size: 250 x 500 pixels

### F BIG FOOT BANNER

Yes, it's at the bottom, but it's the biggest banner on the page – 2x deeper than our standard banners.

RATES	
MONTHLY	\$825
WEEKLY	\$255

Size: 560 x 300 pixels

#### POPULAR PRODUCT!

### WIDE-FORMAT FLASH PRODUCT BULLETINS

Reach thousands of industry professionals in this popular twice-monthly resource email containing 6-10 featured products. Perfect for product launches or ramping up brand awareness.

SHOWCASE LISTING	1X	6X	12X
	\$595	\$560	\$525

#### LISTINGS INCLUDE:

- Your 560 x 300px product image
- Up to 7-word headline
- Up to 50 words copy
- Company name
- Your company URL



#### MORE EMAIL OPTIONS

### CUSTOM E-BLASTS

We send your email to a targeted list curated from our first-party subscriber data. Selections include "type of business," "job function," and more!

PRICES START AT **\$465 CPM**



## REACH A TARGETED AUDIENCE WITH OUR LOW-COST **CLASSIFIED AD SOLUTION**

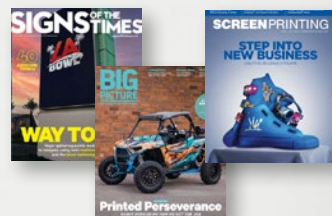
Being seen is your key priority. Doing it cost-effectively is a huge plus. Place your classified ad(s) in the top signage and graphics publications and reach sign professionals, digital print shops and/or screen-printing professionals – for the lowest possible investment.

### PACKAGE DETAILS

#### **INCREASE YOUR EXPOSURE!**

Full-color classified ads come in: 1", 2", or 3" high x 2.25" wide.

Multiple-month and multiple-publication discounts are available in Screen Printing and Big Picture magazines.



### 2024 CLASSIFIED AD RATES

**FREQUENCY AND MULTI-PUBLICATION DISCOUNTS AVAILABLE**

1-INCH	2-INCH
<b>\$210</b> PER EDITION	<b>\$420</b> PER EDITION
3-INCH	4-INCH
<b>\$590</b> PER EDITION	<b>\$740</b> PER EDITION



FOR MORE INFORMATION AND TO PLACE AN AD, CONTACT:

**Vernita Johnson**

Classified and Directory/Account Executive

EMAIL: [vernita.johnson@smartworkmedia.com](mailto:vernita.johnson@smartworkmedia.com)

PHONE: 513-263-9313

## Classified

A PAID ADVERTISING SECTION

■ **VERNITA JOHNSON**  
(513) 263-9313  
[Vernita.johnson@smartworkmedia.com](mailto:Vernita.johnson@smartworkmedia.com)

**ADVERTISE IN OUR NEXT CLASSIFIED AD SECTION!**

Contact  
**VERNITA JOHNSON**

at (513) 263-9313  
[Vernita.johnson@smartworkmedia.com](mailto:Vernita.johnson@smartworkmedia.com)

for rates and complete information.

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Visit us in booth # C10412

**PRINTING UNITED EXPOSITION**



[rayjetlaser.com](http://rayjetlaser.com)

■ **source:** Supplying product information since 1996.

**Get Big Bullet**  
[bigpicture.net](http://bigpicture.net)

Get the latest and tips from the wide-format

**ORDER MIDNIGHT**

**PRINTS + ST TOMORROW**

**DELIVERS NEXT DAY**

**Signs**



## MAKE YOURSELF A COVER STAR WITH A **BIG PICTURE DIGIMAG SPONSORSHIP**

Want a high-profile online placement that puts your business in the starring role opposite the cover of *Big Picture* magazine? It's easy with a sponsorship of our monthly digital flipbook. With a can't-miss full-page ad leading to our cover (plus an email banner), it's a powerful way to associate your brand with the leading publication for wide-format print professionals.

### AD OPPOSITE FRONT COVER

#### PACKAGE INCLUDES

- Full page ad opposite front cover of digital edition
- Sponsor logo (300 x 300 pixels) on 2x monthly bulletin
- Your company logo on all *Big Picture* digital edition promotions for that month (i.e. banners, rotators)

**\$2,150** PER EDITION

### BELLY BAND

#### PACKAGE INCLUDES

- Lead-in belly band before front cover of digital edition
- Sponsor logo (300 x 300 pixels) on 2x monthly bulletin

**\$1,315** PER EDITION

### FULL PAGE DIGITAL AD

Your ad is placed in a special expanded advertising section inside our digital edition.

**\$495** PER EDITION

#### AVAILABLE AD ENHANCEMENTS

Video or audio integration

**\$500 per ad**

Ad animation

**\$500 per ad**



SEE LATEST EDITION AT:

[bigpicturemag.com/digital](http://bigpicturemag.com/digital)

**CONTENT  
MARKETING  
(PRINT AND  
ONLINE)**

**SOCIAL MEDIA  
MARKETING**

**WEBINARS**

**PODCASTS**

**FOCUS  
GROUPS**

**VIDEOS**

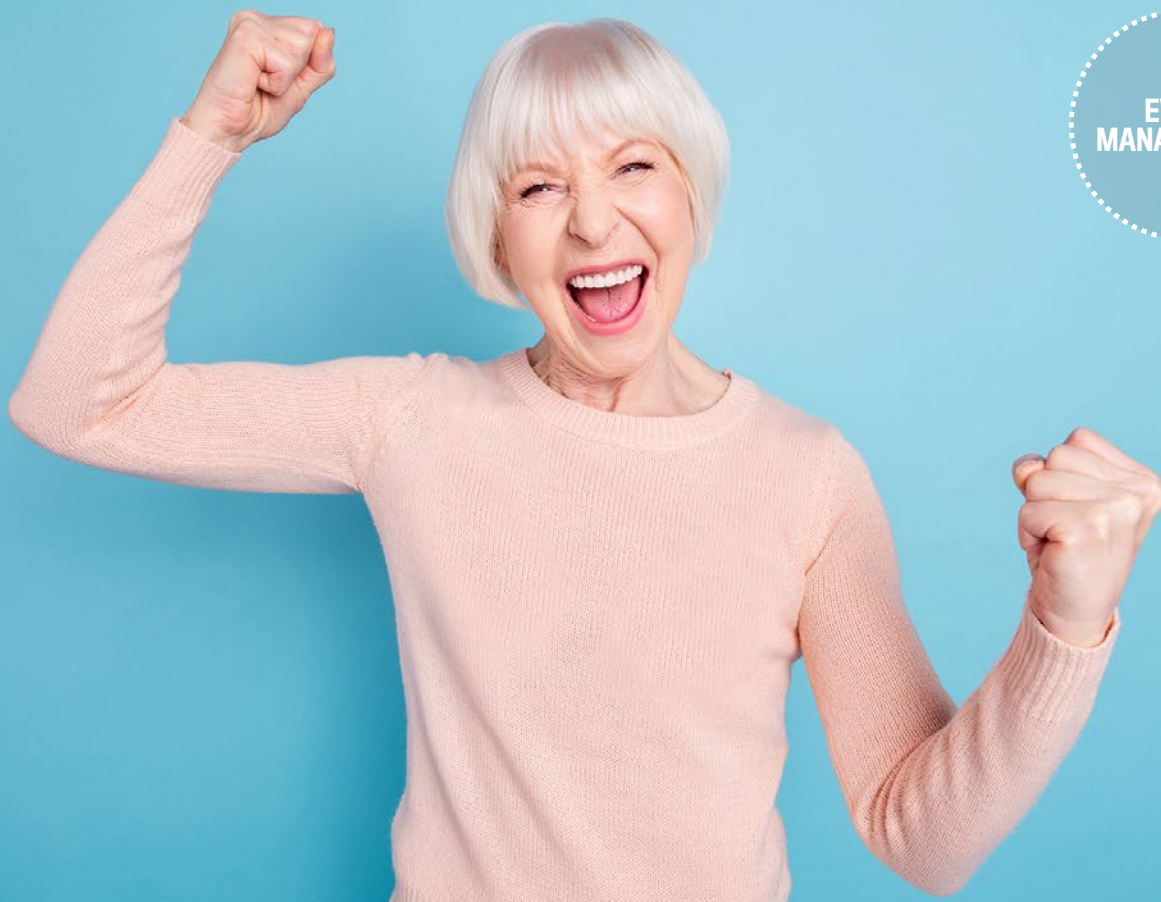
**BLOGS**

**EMAIL  
MARKETING**

**COLLATERAL  
& POP  
MATERIALS**

**PRINT &  
DIGITAL  
AD CAMPAIGNS**

**EVENT  
MANAGEMENT**



## LET US TELL THE STORY OF YOUR BRAND

As if you didn't know, content is king. That's why SmartWork Media's Content Studio is ready and willing to help you to tell your story in the strongest, most impactful way possible.

From print to videos, webinars to podcasts, the SmartWork Media Content Studio works with you to create content that focuses your brands' strengths and delivers your story to our network of over 24,000 sign-industry professionals.

The SWM Content Studio takes a tailored approach to each client's needs and will work with you to identify the best strategy for your brand.

*Smart*  
**WORK**  
**CONTENT STUDIO**



# BIG PICTURE

## THE 2024 MEDIA PLANNING GUIDE

### SMARTWORK MEDIA

(212) 981-9625

[smartworkmedia.com](http://smartworkmedia.com)

28 Valley Road, Suite 1  
Montclair, NJ 07042

### CONTACT YOUR AD REP



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SENIOR MARKET STRATEGIST

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