



**JANUARY**

**TOPICS**

Annual Top 25 "Hot Markets for Print Demand" Forecast  
State of Industry M&A Activity  
Key Legislative Issues on Capitol Hill in 2017 That Impact Printers  
Tech Talk: LED/UV Curing

**AD CLOSING:** 12/16/16 **MATERIALS DUE:** 12/21/16

**FEBRUARY**

**TOPICS**

Short-Run Success: Making High Volume, Short-Run Digital Printing Work  
Color Management Across Multiple (Offset and Digital) Output Platforms  
Preview to Dscope Phoenix, *Imagine*  
Tech Talk: Digital Finishing

**BONUS DISTRIBUTION**

Dscope Phoenix *Imagine*, March 1-4, Phoenix

**AD CLOSING:** 1/18/17 **MATERIALS DUE:** 1/23/17

**MARCH**

**TOPICS**

Growth Projections, Market Trends for Production Inkjet Printing  
Opportunities for Commercial Printers in Wide-Format Output  
Preview of Inkjet Summit 2017  
Preview of ISA Sign Expo 2017  
Tech Talk: Omni-Channel Marketing

**BONUS DISTRIBUTION**

ISA Sign Expo, April 20-22, Las Vegas  
Inkjet Summit 2017, April 24-26, Ponte Vedra Beach, Fla.

**AD CLOSING:** 2/10/17 **MATERIALS DUE:** 2/15/17

**APRIL**

**TOPICS**

The Full Web-to-Print Picture: Trends, Strategy, Hurdles and Successes  
Succession Planning for the Next Generation  
ISA Sign Expo New Product Showcase  
Tech Talk: Wide-Format UV

**AD CLOSING:** 3/10/17 **MATERIALS DUE:** 3/15/17

**MAY**

**TOPICS**

Data Management Can Fuel Your Business Growth  
Open Borders: Onslaught of Canadian Trade Printing Options  
Avoiding Top 10 Mistakes Printers Make With Customers  
Key Takeaways from the 2017 ISA Sign Expo  
Tech Talk: Interactive Print (AR, QR, NFC, etc.)

**AD CLOSING:** 4/10/17 **MATERIALS DUE:** 4/15/17

**JUNE**

**TOPICS**

Successful Sales Strategies for Increasing Digital Print Revenues  
Key Takeaways from Inkjet Summit 2017  
The Rise of Hybrid Environments: Digital and Offset  
Tech Talk: Workflow Automation

**AD CLOSING:** 5/12/17 **MATERIALS DUE:** 5/17/17





**JULY**

**TOPICS**

- The Innovators: Recognizing Best in Class Companies
- Boosting Operational Efficiencies
- How You Can Succeed With Marketing Automation and Digital Communications
- Tech Talk: Offset Press Benchmarking

AD CLOSING: 6/12/17 MATERIALS DUE: 6/17/17

**AUGUST**

**TOPICS**

- Preview of PRINT 2017 and New Product Showcase
- The *Printing Impressions* Top 100 Print Buyers List
- Preview to SGIA 2017
- Tech Talk: Online Storefronts

**BONUS DISTRIBUTION**

PRINT 17, September 10-14, Chicago

AD CLOSING: 7/14/17 MATERIALS DUE: 7/19/17

**SEPTEMBER**

**TOPICS**

- Profiles of 2017 *Printing Impressions*/RIT Printing Industry Hall of Fame Inductees
- 2017 Gold Ink Award Winners Special Section
- Successful Marketing Strategies That Drive Business Development

Tech Talk: Cut-sheet Production Inkjet

**BONUS DISTRIBUTION**

PRINT 17, September 10-14, Chicago  
SGI Expo 2017, October 10-12, New Orleans

AD CLOSING: 8/18/17 MATERIALS DUE: 8/23/17

**OCTOBER**

**TOPICS**

- Omni-Channel Marketing Success Stories
- SGIA Expo 2017 New Product Showcase
- Key Takeaways from PRINT 17
- Tech Talk: Digital Enhancement (Folds, Textures, Embossing, etc.)

AD CLOSING: 9/11/17 MATERIALS DUE: 9/16/17

**NOVEMBER**

**TOPICS**

- Cost Justification and TCO for a Digital Press
- Competing Against Online-Only Printing Businesses
- Finish With a Flourish: How the Finishing Department Has Evolved
- Tech Talk: Production Inkjet Media

AD CLOSING: 10/13/17 MATERIALS DUE: 10/18/17

**DECEMBER**

**TOPICS**

- Printing Impressions* 400 & Who's Who in Printing
- Innovator of the Year
- Fast-Track Companies on the *Printing Impressions* 400
- Outlook for Key Print Market Segments in 2018
- Tech Talk: Data Management

AD CLOSING: 11/13/17 MATERIALS DUE: 11/18/17

