



**e-Inkjetnews**

***Inkjet Industry Trends & Innovations***

## **Purpose & Mission**

IMI's **e-Inkjetnews - Inkjet Industry Trends & Innovations** is a monthly e-newsletter distributed to the IMI Universe – IMI's high quality international database of over 15,000 inkjet professionals covering all aspects of inkjet technologies, markets, and applications.

The IMI Universe database has been developed via IMI activities organizing over 600 digital printing programs attended by well over 25,000 technical, research, end user, academic, marketing, and management personnel from leading inkjet and related companies from around the world.

**e-Inkjetnews - Inkjet Industry Trends & Innovations** provides valuable, up-to-date, high-quality information to keep inkjet industry participants informed about the latest developments impacting their business planning, development, growth, and success. It includes:

**Latest Inkjet Industry Technology Developments**  
**New Inkjet Product Introductions**  
**New and Expanding Inkjet Applications**  
**Market Analysis Reports**  
**Event Listings**  
**Inkjet Topic Blogs & Webcasts**  
**Banner & Classified Ads**  
**And More!**

IMI's **e-Inkjetnews - Inkjet Industry Trends & Innovations** also enables inkjet industry participants to present their products, services, capabilities, etc. to the IMI Universe via advertising. **See page two for advertising options and pricing for this unique opportunity to reach the global inkjet industry.**

Our goal is to develop an "inkjet community" focused on generating excitement about rapidly expanding inkjet technology developments, markets, applications, events, and opportunities - thus benefiting all Inkjet industry participants.

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## **Advertising Options & Prices**

### **Targeted Emails**

IMI sends a targeted email message on your behalf to the IMI Universe

#### **Cost per email to specific list Geographic Segments below**

	<u><b>Americas</b></u>	<u><b>Europe</b></u>	<u><b>ROW</b></u>
Approximate Number	6,500	6,500	2,500
Per Email	\$400	\$400	\$200

Email size and content (text & graphics) to be mutually agreed upon by IMI and client.

### **e-Inkjetnews Banner Ads**

Approximate Size: 675 x 125 pixels

Prices are per banner ad per issue

#### Frequency per calendar year

One or Two	\$500 each
Three to Five	\$475 each
Six to Eight	\$450 each
Nine to Eleven	\$425 each
Twelve or More	\$400 each

### **e-Inkjetnews Classified Ads**

(Text only)

One Month \$100 per ad

Additional Months (No changes) \$75 per ad

Categories: Employment, Equipment, Services, Misc.

### **e-Inkjetnews Blogs & Webinars**

Web Site Posting \$400 per blog or webinar

Blogs and webinars will be available on web site for viewing and downloading

IMI will include blog & webinar link in newsletter listing for three months

IMI will post blog & webinar information on Linked In, Facebook, and X

IMI will issue a press release for each blog and webinar.

### **e-Inkjetnews Press Releases**

Web Site Posting \$400 per press release

Press releases will be emailed to IMI's Press List

Press releases will be available on web site for viewing and downloading

IMI will include each press release link in newsletter listing for two months

IMI will post press release information on Linked In, Facebook, and X

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