

i m p r e s s i o n s

Media Kit 2025

Market Connected
Print | Digital | In-Person

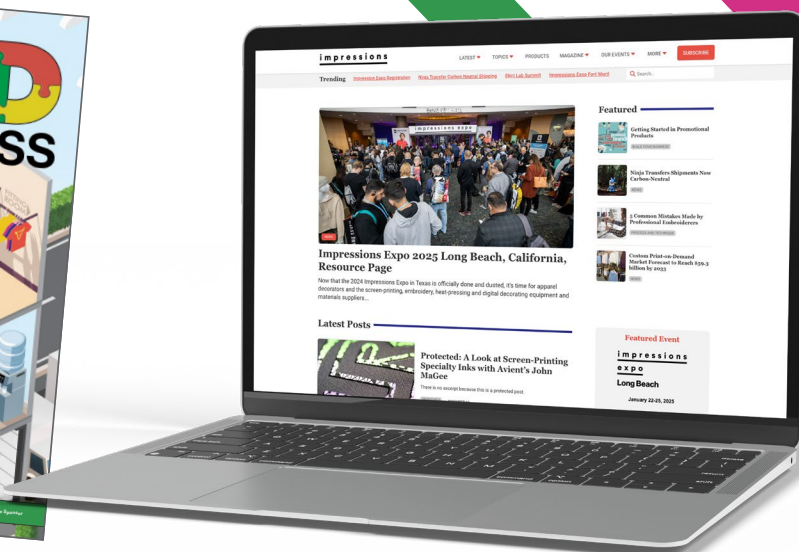
impressionsexpo.com

impressionsmagazine.com

As of April 2, 2025



About Impressions



62,000+

Subscribers

13,000+

Facebook Followers

17,500+

Instagram Followers

Our Brands



i m p r e s s i o n s e x p o

i m p r e s s i o n s

Media Kit 2025

Impressions media is the premier network for reaching the decorated apparel community through online, in-print, and in-person channels. As an authority and trusted resource in the space, Impressions delivers essential insights for building profitable businesses, covering technical decorating processes, advanced skills, critical business knowledge, and the latest in graphics, equipment, technology, and apparel trends.

Our product coverage spans T-shirts, athletic wear, fleece, women's fashion, headwear, performancewear, and accessories, along with the tools and supplies needed for screen printing, embroidery, direct-to-garment printing, direct-to-film, heat-applied graphics, and more.

Table of Contents:

Print & Digital Options.....	2
Total Reach.....	3
Editorial Calendar.....	4
Reader Survey.....	6
Circulation Statement.....	7
Print Ad Rates.....	10
Digital Ad Rates.....	11
Ad Specs/Terms & Conditions.....	12
Contact.....	13

i m p r e s s i o n s



POWERED BY

EMERALD



Print & Digital Options

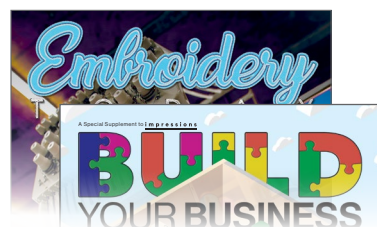
More customers engage with ***Impressions*** compared to any other industry magazine.



Impressions* magazine** and the ***Impressions Sourcebook provide year-round brand exposure as users make sourcing and buying decisions. Coming out seven times annually, *Impressions* magazine covers the length and breadth of the industry, with coverages of news, and in-depth look at trends and tech reviews. Delivered to **62,000+** print & digital subscribers, the *Impressions Sourcebook* also features an annual **Product Preview section** featuring key suppliers' new products.



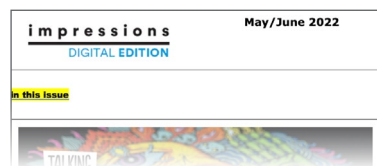
In addition to your regular ad presence, make sure your company is represented in the **Spotlight on Innovation** Section in the Annual **Innovation Issue**, published in May/June. Participating suppliers will have the opportunity to showcase their company and products in a full- or half-page advertorial format to help apparel decorators gain additional insight and understanding of what sets your company and products apart from others.



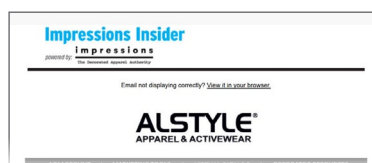
Impressions' special "**Embroidery Today**" and "**Build Your Business**" supplements focus on one of most profitable areas of decorated apparel today, and a range of strategies to help decorators of all kinds grow their businesses.



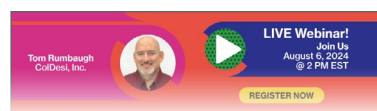
The ***Impressions Newsletter***—Deliver your message in this weekly newsletter featuring tips, late breaking news, supplier specials, event updates and more. Distributed to **31,000+** subscribers.



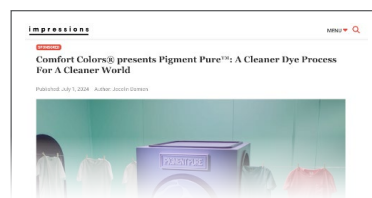
Every advertiser also appears in the **Digital Edition** of the issue in which they advertise, emailed to our global database of **62,000+** industry professionals in 106 countries.



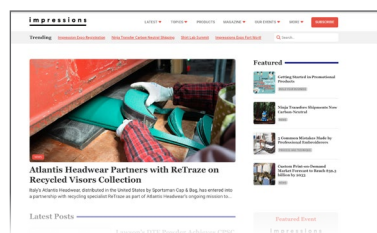
Reach decorated apparel decision makers through **custom and Impressions Insider eblasts**, as well as postal list rentals. **Contact your Impressions rep** for pricing.



Impressions crafts targeted monthly **webinars** that attract hundreds of engaged attendees.



Sponsored Editorial Content—Put your brand front and center on our website with a custom native article written in your own words. These articles run alongside editorial content, as sponsored articles.



Impressionsmagazine.com is the perfect medium for new product launches, event promotion and new branding initiatives. Add a retargeting program to extend your banner ad presence. **Contact your Impressions rep** for additional information.



Impressions offers **social media campaign opportunities** to help you increase product awareness and engagement with our *Impressions* and *Impressions Expo* proprietary audience network leveraging our targeted audience comprised of *Impressions* readers (i.e. textile screen printers, embroiderers, digital decorators, etc.) to ensure that your Facebook and/or Instagram campaigns reach exactly the right people.



The official exclusive sponsoring partner of **Impressions Expo** providing more pre- and post show coverage on trends, products and processes.

Total Reach

62,000+

magazine subscribers (including shop owners, executives, buyers, production and sales. Business types served include textile screenprinters, embroiderers, retailers, digital decorators, heat applied graphics decorators, promotional product distributors and more.)

31,000+

opt-in subscribers to Impressions Newsletter delivered weekly.

18,000+

average user sessions and 15,000 visitors to impressionsmagazine.com

13,000+

Facebook followers

17,500+

Instagram followers

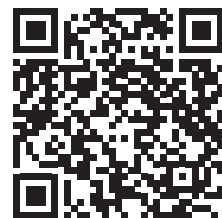
6,500+

Twitter followers

What are you doing to reach your prospects?

Advertising with *Impressions* puts your brand and your products/services in front of your customers and prospects when they're making evaluations and purchasing decisions.

Contact your Impressions account representative today to discuss the best marketing options for you.



Editorial Calendar

2025

Jan./Feb.

March

April

May/June

Print Deadlines	Ad close: 11/25/24 Materials due: 12/5/24	Ad close: 1/22/25 Materials due: 1/29/25	Ad close: 2/18/25 Materials due: 2/25/25	Ad close: 4/8/25 Materials due: 4/15/25
Issue Highlights	<ul style="list-style-type: none">● T-Shirt Trends: Never old, all that's new● Placket Trends: Collaring the latest looks● DTF Overview: Technology, techniques and equipment● Think Make Do: Trouble-free screen printing <div>BONUS DISTRIBUTION: Impressions Expo Long Beach January 23-25, 2025</div>	<ul style="list-style-type: none">● Womenswear Trends: The latest looks● Athleisure Trends: A blend of style and performance● DTG Overview: Technology, techniques and equipment● Think Make Do: Sublimation Update, products and technology <div>BONUS DISTRIBUTION: Impressions Expo Atlantic City March 20-22, 2025</div>	<ul style="list-style-type: none">● 2025 Impressions Industry Impact (III) Awards! Meet the winners● Team Athletic Wear Trends: Keeping pace with changing tastes● All About Hats: Designs, construction and materials● Think Make Do: Pricing for DTF/heat-press decorators	<ul style="list-style-type: none">● Special Report: The latest in tech and materials as seen at Impressions Expo● Spotlight on Innovation: Advertorial section● T-shirt Construction: Spinning, stitching and everything in between● AI, Automation and the future of decorating● Think Make Do: All about squeegees
Additional Features	impressionsmagazine.com, First Impressions: Letter from the Content Director, Impressions Expo Conference Information , First Look: New Products, Shop Talk: Shop Profiles, Tips, and more!			
Special Supplement	<div><div>Ad close: 1/8/25 Materials due: 2/6/25</div><div>Build Your Business Supplement <small>*Delivered with April issue</small><ul style="list-style-type: none">● Accommodating Large-scale Orders● Online Company Stores● Growing Your Business with DTF● The Language of Business</div><div>BONUS DISTRIBUTION: Impressions Expo Atlantic City March 20-22, 2025</div></div>			

Editorial Calendar continued on [page 5](#).

Editorial Calendar

2025

	Aug./Sept.	Oct./Nov.	December
Print Deadlines	Ad close: 7/8/25 Materials due: 7/15/25	Ad close: 8/18/25 Materials due: 8/25/25	Ad close: 10/21/25 Materials due: 10/28/25
Issue Highlights	<ul style="list-style-type: none"> • Fleecewear Trends: Looking good, keeping cozy • Holiday Business Ideas: Planning ahead for profitability • Waterworks: Efficient washout and screen reclamation • Machine Embroidery Hoops: Having the right tool for the job 	<ul style="list-style-type: none"> • Children's wear: Helping the kids look alright! • The State of Screen-printing: The ongoing revolution in an age-old craft • All about Embroidery Thread: Materials, types, opportunities, challenges • Think Make Do: Organizing your orders <div>BONUS DISTRIBUTION: Impressions Expo Dallas October 2-4, 2025</div>	<ul style="list-style-type: none"> • Impressions Sourcebook: A comprehensive guide to suppliers and service providers from across the industry • 2026 Product Preview: A look at the latest the industry has to offer <div>BONUS DISTRIBUTION: Sourcebook to be distributed at ALL 2026 Impressions Expos</div>
Additional Features	impressionsmagazine.com , First Impressions: Letter from the Content Director, Impressions Expo Conference Information , First Look: New Products, Shop Talk: Shop Profiles, Tips, and more!		
Special Supplement	Ad close: 6/16/25 Materials due: 6/20/25 Embroidery Today Supplement <small>*Delivered with Aug./Sept. issue</small> <ul style="list-style-type: none"> • Trouble-free Hat Embroidery • Digitizing 101 for those new to the craft • Embroidery Equipment: Tools, Guides, Aids <div>BONUS DISTRIBUTION: Impressions Expo Dallas October 2-4, 2025</div>		

Reader Survey

“We asked — Readers answered”

“*Impressions* covers most **all the topics** in my business and personal interests. I have learned about many products and services reading *Impressions* Magazine that have **significantly impacted my business.**”

“I was in screen printing for 30 years and am now doing a lot of **DTG and DTF**. I find that the info provided **helped with the learning curve** on these applications.”



64%

of subscribers report reading Impressions for 6 years or longer.

Respondents identify trade publications, trade shows and supplier websites as their **Top 3 preferred channels** for receiving industry information.

85%

of respondents indicate Impressions is a key source for product/supplier ideas and sourcing.

85%

of survey respondents are company owners, presidents, VPs or partners.

82%

of Impressions Reader Survey respondents pick Impressions as their preferred publication, with the next-closest publication coming in at 9%.

As a result of reading Impressions*

89%

purchased an advertised product or contacted the manufacturer directly.

*Source: 2022 Impressions Reader Survey

95%

of survey respondents recommend, specify or approve the purchase of goods and services.

To learn more about connecting with Impressions' active, involved and buying readers, please see contacts on [page 13](#).

Circulation Statement

For Six Month Period Ending June 2024

Publisher's Statement of Circulation For Six Month Period Ending June 2024

Impressions Magazine

EmeraldX
100 Broadway, 14th Floor
New York, NY 10005

Field served

Impressions serves textile screen printers, embroiderers, promotional products distributors, digital decorators (direct to garment, digital transfers, sublimation, inkjet, thermal, etc.), digitizers, apparel or equipment manufacturers, apparel or equipment distributors and others allied to the field.

Definition of recipient qualification

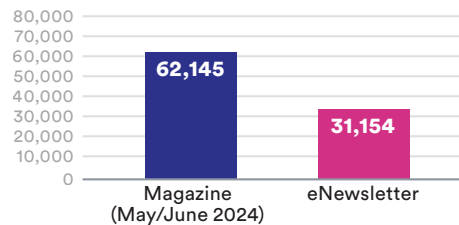
Qualified recipients are owners/partners, company executives including president/CEO/VP, managers/directors, buyers and others related to the field.



Impressions Magazine, Established 1977

Average Qualified June Distribution

Impressions Magazine	62,145
eNewsletter	31,154



Qualified Circulation	Total Qualified Non-Paid	Percent	Print Only	Digital Only	Both Print & Digital
Individual Subscribers	62,145	100%	9,841	45,645	6,659
Sponsored Individually Addressed	-	0%	-	-	-
Membership Benefit	-	0%	-	-	-
Multi-Copy Same Address	-	0%	-	-	-
Single Copy Sales	-	0%	-	-	-
Total Qualified Circulation	62,145	100%	9,841	45,645	6,659

Non-Qualified Circulation	Copies	Percent
Other Paid	6	1%
Advertisers and Agency	253	47%
Trade Show	225	42%
Promo/Other	56	10%
Total Non-Qualified Circulation	539	100%

Circulation Statement

For Six Month Period Ending June 2024

Profile of Print Edition Subscribers - May/June 2024 Issue

Primary Type of Business for the May/June 2024 Issue	Total Qualified Non-Paid	Percent
Textile Screen Printing	4,227	26%
Embroidery/Monogramming/Digitizer	3,241	20%
Promo Product Buyer/Ad Specialty	706	4%
Digital Decorator	3,080	19%
Retailer	3,360	20%
Apparel or Equipment Manufacturer or Distributor	529	3%
Graphic Artist/Designer, Sporting Goods Dealer/ Buyer, and Others Allied to the Field	1,357	8%
Total Qualified Circulation	16,500	100%

Title Breakout for the May/June 2024 Issue	Total Qualified Non-Paid	Percent
Owner/Partner	11,626	70%
President/CEO/VP	1,143	7%
Manager/Director	1,603	10%
Buyer	628	4%
Salesperson/Rep	680	4%
Others Allied to Field	820	5%
Total Qualified Circulation	16,500	100%

Secondary Type of Business for the May/June 2024 Issue	Total Qualified Non-Paid	Percent
Textile Screen Printing	3,052	18%
Embroidery/Monogramming/Digitizer	3,415	21%
Promo Product Buyer/Ad Specialty	948	6%
Digital Decorator	3,559	22%
Retailer	1,729	10%
Apparel or Equipment Manufacturer or Distributor	1,016	6%
Graphic Artist/Designer, Sporting Goods Dealer/ Buyer, and Others Allied to the Field	2,781	17%
Total Qualified Circulation	16,500	100%

Geographic Breakout for the May/June 2024 Issue	Copies	Percent
New England	448	2.7%
Middle Atlantic	2,628	15.9%
East North Central	1,037	6.3%
West North Central	580	3.5%
South Atlantic	1,988	12.0%
East South Central	395	2.4%
West South Central	2,641	16.0%
Mountain	1,127	6.8%
Pacific	5,601	33.9%
US Possessions	54	0.3%
Canda	1	0.0%
Total Qualified Circulation	16,500	100.0%

Circulation Statement

For Six Month Period Ending June 2024

Profile of eNewsletter Subscribers Based on June 2024 Survey

Average Qualified June Distribution	
eNewsletter	31,303

Apparel Decorator, Digital Decorator or Promotional Products Buyer of Decorated Apparel	93%
---	-----

Primary Type of Business	Percent
Textile Screen Printing	30%
Embroidery/Monogramming/Digitizer	22%
Promo Product Buyer/Ad Specialty	4%
Digital Decorator	22%
Retailer	1%
Apparel or Equipment Manufacturer or Distributor	15%
Other	6%
Total	100%

Secondary Type of Business	Percent
Textile Screen Printing	16%
Embroidery/Monogramming/Digitizer	24%
Promo Product Buyer/Ad Specialty	5%
Digital Decorator	29%
Retailer	4%
Apparel or Equipment Manufacturer or Distributor	15%
Other	6%
Total	100%

Title	Percent
Owner/Partner	59%
President/CEO/VP	8%
Manager/Director	8%
Buyer	13%
Salesperson/Rep	8%
Other	4%
Total	100%

PUBLISHERS AFFIDAVIT
We hereby make oath and say that all data set forth in this statement is true.

Joanne Wheatley
SVP, Data, Product and Digital Operations
Date Signed, June 2024


Net Print Ad Rates*

* Ads will appear in both the hard copy magazine and digital edition

Cover Rates

Include 4-color process and bleed at no additional charge. There is no deduction for fewer colors.

	1x	3x	7x
Cover 2	\$14,500	\$14,000	\$13,000
Cover 3	\$13,500	\$13,000	\$12,500
Cover 4	\$15,500	\$15,000	\$14,000

Supplement Cover Rates

Include 4-color process and bleed at no additional charge. There is no deduction for fewer colors.

	1x
Cover 2	\$9,000
Cover 3	\$8,000
Cover 4	\$10,500

4-Color

	1x	3x	7x
Spread	\$18,500	\$17,500	\$16,000
Full Page	\$9,500	\$8,500	\$7,500
1/2 Page	\$6,500	\$6,000	\$5,000
1/3 Page	\$5,000	\$4,500	\$4,000
1/4 Page	\$3,500	\$3,000	\$2,500

Supplement 4-Color

	1x
Spread	\$12,000
Full Page	\$8,000
1/2 Page	\$6,000
1/3 Page	\$4,000
1/4 Page	\$2,500

Classified Advertising

	1x	3x	7x
B&W	\$206	\$195	\$185
4-color	\$280	\$250	\$240

Rates are cost per inch.

Cost above reflects ad sized: 1" X 2 1/4"

Cover Tips

Please reach out to your **sales rep** for pricing and more details.

Advertising Specs

In Fractions	Width	Height
Full Page (with bleed)	8 1/8"	11"
Full Page (non-bleed)	7"	10"
1/2 Vertical	3 3/8"	9 5/8"
1/2 Horizontal	7"	4 3/4"
1/3 Vertical	2 1/8"	9 5/8"
1/3 Island	4 1/2"	4 3/4"
1/4 Page	3 3/8"	4 3/4"

For more information about Print Ad Rates, please see contacts on **page 13**.

FULL PAGE BLEED
8.125" X 11"
Only bleeds on outside edges. Keep all live matter at least 1/4" in from all trim sides.

FULL PAGE NON-BLEED
7" x 10"
within margins

1/2 PAGE Vertical
3.375" x 9.625"
1/4 PAGE
3.375" x 4.75"

1/2 PAGE Horizontal
7" X 4.75"

1/3 PAGE Vertical
2.125" X 9.625"

1/3 ISLAND
4.5" X 4.75"

Mechanical Requirements

Trim Size: 7 7/8" x 10 3/4" (7.875" x 10.75")

Bleed Size: 8 1/8" x 11" (8.125" x 11")

Live Area: 7" x 10"

Column Width (6 columns per page): 0.95"

Spread Trim Size: 15 3/4" x 10 3/4" (15.75" x 10.75")

Gutter bleed only spread: 15" x 10"

Live matter should be held back 1/4" from all trim sides.

**Choose the
SIZE that's
right for you.**

Net Digital Ad Rates

	Placements	Description	Creative Sizes by Device*			Pricing Per Month (All rates are net)
			Desktop	Mobile	Tablet	
www.impressionsmagazine.com All placements serve ROS. Pricing based on 20% SOV. Retargeting programs available. Ask your rep for details.	Web Intersitial	Overlay appears upon click - Once per day, per user - and is mobile optimized	320x480	320x480	320x480	\$2,135
	Top Leaderboard	Top of page billboard - Displays above header menu	970x90	320x50	728x90	\$1,485
	Top Leaderboard	Top of page billboard - Displays above header menu	728x90	320x50	728x90	\$1,260
	Medium Rectangle	Displays as 1st row, right rail medium rectangle	300x250	300x250	300x250	\$1,260
	Half Page	Displays as 2nd row, right rail half-page on desktop and 2nd row medium rectangle on all other devices	300x600	300x250	300x250	\$1,485
	Half Page	Displays as 2nd row, right rail half-page on desktop and 2nd row medium rectangle on all other devices	300x250	300x250	300x250	\$980
	Anchored Leaderboard	Fixed to bottom of browser window. Appears upon page load, once per user per day	970x90	320x50	728x90	\$2,165
	Anchor	Bottom of page billboard - Displays above bottom menu	728x90	320x50	728x90	\$765

	Placements	Dimensions	Pricing (All rates are net)
Impressions Newsletter Newsletter deploys weekly	Top Leaderboard	728x90	\$1,360 Includes 2 consecutive deployments
	First Row Rectangle	300x250	\$1,360 Includes 2 consecutive deployments
	Second Row Rectangle	300x250	\$1,090 Includes 2 consecutive deployments
	Third Row Rectangle	300x250	\$865 Includes 2 consecutive deployments
	Anchor	728x90	\$865 Includes 2 consecutive deployments
Impressions Insider eBlast Sent to the entire Impressions eBlast audience.	Partner/Sponsorship	HTML file	\$7,500/eBlast
	Non-Partner/Sponsorship	HTML file	\$10,000/eBlast
Custom eBlasts	Partner eBlast	HTML file	\$210 CPM
	Non Partner eBlast	HTML file	\$415 CPM
	Additional Targets	HTML file	\$20 CPM
Impressions Digital Edition Sponsorship	Sponsorship Includes: Skyscraper Sponsor left or right of cover + Digital Edition eNewsletter ad	190x783 + 300x250	\$2,090/month
Lead Generation & Nurturing/ Account-Based Marketing			See rep for details
Social Media Retargeting Program	Facebook, Instagram, LinkedIn, YouTube	728x90 + 300x250 + 160x600 + 320x50	See rep for details
Webinars			See rep for details
Native Advertising	250-600 word Sponsored Article featured on impressionsmagazine.com for one month		\$2,500/month

* Emerald Media offers creative services to design, develop and track your Rich Media needs for high impact placements, upon request. Additional fees apply; please contact your account executive for details. Creative submission deadlines vary depending on the level of service provided and testing required, but generally tend to be – 5 full business days for Standard Media or 10 full business days for Rich Media and Video. All creative submissions should be sent to the AdOps team at: dms@emerald.com, please include IO.

impressions Facebook X Instagram LinkedIn 12

Ad Specs/Terms & Conditions

Print & Digital Edition Ad Specifications

Ad materials are to be supplied as digital files in the preferred PDF/X-1a:2001 format.

To match the color expectations of our advertisers, EmeraldX requires the PDF/X-1a:2001 file format and a SWOP proof for each ad submitted. Advertiser/agency accepts full responsibility for reproduction variations between the digital file and the printed image for ads submitted in non-preferred formats. Non-adherence to the preferred format may necessitate production fees. EmeraldX is not responsible for making corrections to supplied files.

Customer-supplied digital files and SWOP proofs will be retained for up to three months following publication date and then destroyed unless otherwise requested in writing.

PDF/X-1a:2001 File Preparation

Adherence to the following guidelines in application file preparation will aid in successful file conversion:

- Create ad layouts in a professional desktop publishing program such as Adobe InDesign® or QuarkXPress™.
- Create one PDF/X-1a file per ad or ad page; spread ads may be submitted as a single file.
- Orientation: Set native application files in portrait mode at 100% with no rotations.
- Color: Define all colors as CMYK process. Unintended spot color and or Pantone colors must be converted to CMYK process. RGB, LAB and ICC based colors are not allowed. Black & white images should be saved as single channel black only before placing them into the page. Nested grayscale or nested single channel black may become 4/C when printed. Delete any unused colors.
- Images: Must be high resolution SWOP-compliant with a resolution of 300dpi for CMYK and 1200dpi for black & white images. OPI selections should be turned off. Do not nest EPS files within other EPS files. Save images in TIFF or EPS format, with no embedded color management profiles.
- Total area density for color images should not exceed SWOP standard of 300%.
- All ads must be created to bleed specification with crops (printer marks) set at trim dimensions and placed outside the bleed area. Bleed must extend 1/8" beyond trim. Keep live matter a minimum of 3/8" from trim edge.
- Type: Fonts must be embedded. Use Postscript Type 1, Open Type or TrueType fonts only. Text containing thin lines, serifs or small lettering should be restricted to one color.
- Layers within the document file must be flattened. Opacity – all objects, artwork or effects in the document should be set at a maximum of 99% before flattening layers.
- Generation of acceptable PDF/X-1a:2001 files is done by the output of a Postscript file (.ps) which is then distilled through Adobe Acrobat Distiller using the PDF/X-1a setting to avoid font, transparency and layering issues. It is recommended that the PDF file be certified PDF/X-1a:2001 using a PDF preflight utility like Adobe Acrobat Professional (version 6 or higher) or Enfocus PitStop.
- Direct export option out of Adobe InDesign® CS3 or later and/or QuarkXPress™ 7.0 or later can be utilized as long as the PDF/X-1a:2001 setting is used.

Proofing Requirements

A SWOP certified proof is required for all color ads. Proofs must be representative of the supplied file at actual size and display a printer's color control bar. Alternative proofing formats will be used for content only. Visit www.swop.org for a complete list of current certified proofing options. When calling for spot color (Pantone) usage on press, clearly indicate such on the supplied proof.

Ad Submissions

Preferred method: Submit PDF/X-1a:2001 advertising materials via email to terri.hill@emeraldX.com or through wettransfer.com.

Shipping Address: **Terri Hill**
EmeraldX
2145 Roper Rd.
Cumming GA 30028

EmeraldX Advertising Conditions

1. Frequency rate must be earned within one year from first insertion. Advertisers will be short rated and rebilled at the earned frequency rate immediately following cancellation or curtailment of space frequency contracted.
2. The right to reject any advertising material remains the sole discretion of the publisher. Rates, conditions and space units are subject to change without notice. Positioning requests that are not paid for are not guaranteed. Publisher may reject advertisements without liability, for any reason or no reason, including those that Publisher deems inappropriate or incompatible with its standards and those that have been previously acknowledged or accepted. Publisher may place the word "advertisement" or otherwise add or delete text to or from ads, which, in Publisher's opinion, resemble editorial matter. Publisher does not accept cancellations after the publication space closing date or 15 days prior to the start of a digital campaign. Publisher may print any advertisement received before then and collect the full amount shown on the insertion order.
3. Payments terms are net 30 days after date of invoice. Publisher may apply payments from Advertiser or its affiliates to any other debt owed to Publisher or its affiliates. Advertiser and its affiliates shall remain liable for all outstanding sums owed to Publisher and its affiliates. Advertiser will be charged interest on all past due payments at the rate of 18% per year or the highest legal rate, whichever is lower. Advertiser, its affiliates and any applicable agency are jointly and severally liable for all payments to Publisher and its affiliates. Publisher is not bound by any terms or conditions that are unwritten or that appear on order forms, contracts, insertion orders, or copy instructions when those terms or conditions conflict with or alter any provision contained in these conditions or Publisher's rate card.
4. Advertiser and any applicable agency jointly and severally represent that they are fully authorized and licensed to use and publish (i) the names, portraits and pictures of living and dead persons, (ii) all intellectual, private and proprietary property, and (iii) all testimonials and other matter contained in any advertisement submitted by or on behalf of Advertiser, and that the advertisement is not libelous, an invasion of privacy or otherwise unlawful.
5. As part of the consideration to induce Publisher to publish advertisements, Advertiser, any applicable agency and their affiliates agree to and shall indemnify, defend and hold harmless Publisher and its affiliates from and against any and all losses, damages (including consequential, incidental, special and punitive damages), liabilities, costs, fees and expenses (including court, collection and legal fees and expenses) incurred, arising out of or related to (i) the content and publication of the advertisements and (ii) the failure of any contest related to the advertisements to comply and conform to all applicable laws, ordinances, statutes and rules.
6. Publisher's aggregate liability to Advertiser and any third parties for any and all reasons shall not exceed the amount paid by Advertiser to Publisher for the applicable advertisement. Publisher shall have no liability in all cases resulting from events that are beyond its reasonable control. In no event shall Publisher be liable to Advertiser or any other party for consequential, incidental, special or punitive damages. Publisher is not liable for errors in print reader service numbers, booth lines or ad indexes.

Contacts

Please contact the corresponding Sales Representative listed below:



Karen Atchison
Senior Account Executive – Media
karen.atchison@emeraldX.com
(404) 388-0731



Rick Resing
Account Executive – Media
richard.resing@emeraldX.com
(678) 699-3864

Our Brands:

i m p r e s s i o n s

i m p r e s s i o n s e x p o

Upcoming Impressions Expo Shows:

SAVE THE DATES

i m p r e s s i o n s e x p o

Long Beach

January 23-25, 2025

Long Beach Convention &
Entertainment Center

i m p r e s s i o n s e x p o

Atlantic City

March 20-22, 2025

Atlantic City Convention Center

i m p r e s s i o n s e x p o

Dallas

October 2-4, 2025

Kay Bailey Hutchison
Convention Center

i m p r e s s i o n s

