

# VISUAL MEDIA GUIDE

2019  
PRODUCTS AND  
SERVICES LIST

You may select up to 25 Products and Services from this list at no charge.  
\$10 for each additional item. Please circle selected items.

**RETURN THIS FORM WITH YOUR LISTING UPDATE FORM NO LATER THAN JULY 12.**

Email [jessica@vma.bz](mailto:jessica@vma.bz)

Questions? Call Jessica Clark 415.489.7612. More information and a copy of your Listing Update Form available at [promote.vma.bz](http://promote.vma.bz)

**PLEASE NOTE, YOUR SIGNATURE IS REQUIRED WITH OR WITHOUT CHANGES.**

Company	Name	Signature	Date
<b>DESIGN</b>			
<b>Graphic Design</b>			
700	Brand/Corporate Identity	103 Time-lapse Photography	
911	Concept Development	314 Travel Photography	
76	Digital Art Reproductions	61 Virtual Tour Photography	
556	Graphic Design General	315 Wedding Photography	
4	Graphic Design w/Adv/Marketing	<b>Typesetting</b>	
535	Graphic Design w/Marketing	512 Bar Coding	
704	Instructional Design	710 Typography	
705	Interaction Design		
706	Marketing Communications	<b>MARKETING</b>	
589	Page Layout	<b>Advertising</b>	
709	Presentation Design	969 Advertising-General	
917	Print Design	968 Affiliate Marketing Program Mgt	
946	Print Management	970 Consumer Testing	
947	Production	974 Direct Response Campaign	
948	Sales Kit Design/Production	712 Email Advertising	
604	Sign Graphics	6 Marketing-Graphic Design	
711	Website Design	713 Outdoor Advertising	
<b>Illustration</b>		714 Print Advertising	
952	Computer-Generated Imagery (CGI)	975 Promotion Administration	
702	Digital Illustration	715 Radio Advertising	
140	General Illustration	976 Rich Media Ad Design	
250	Technical Illustration	716 Television Advertising	
703	Traditional Illustration	717 Web Advertising	
<b>Industrial Design</b>		<b>Internet</b>	
701	Display/Exhibit Graphics Design	978 Blog Ghost Writing	
958	Exhibition Design	979 Blogger Marketing Program	
177	Packaging Design	718 Blogging	
90	Point-of-purchase Design	730 Search Engine Marketing (SEM)	
959	Product Design	731 Search Engine Optimization (SEO)	
<b>Photography</b>		988 Social Media Content Strategy	
62	360-degree Photography	989 Social Media Management	
996	Action/Sports Photography	732 Social Media Marketing	
102	Aerial Drone Photography	990 Web Analytics	
997	Architectural Photography	991 Web Customer Research	
960	Casting	<b>Marketing Services</b>	
998	Catalog Photography	320 Consumer Testing	
999	Commercial Photography	139 Focus Groups	
300	Conceptual Photography	724 Marcom Consultants	
188	Conventional Photography	725 Marketing-B2B/B2C	
279	Digital Photography	574 Media Comm. Consultants	
301	Environmental Photography	726 Media Consultants	
302	Event Photography	727 Media Planning/Buying	
303	Fashion/Beauty Photography	728 Product Marketing	
304	Fine Art Photography	729 Public Relations	
305	Food Photography	321 Retargeting	
306	Industrial Photography	<b>Writing</b>	
186	Laboratory Photography	64 Copywriting	
307	Landscape Photography	719 Corporate Communications	
308	Lifestyle Photography	720 Editing	
962	Location Scouting	723 Foreign Language Translation	
309	People/Portrait Photography	721 Proofreading	
310	Photojournalism	845 Script Writing/Development	
311	Product Photography	722 Technical Writing	
966	Retouching Creative	<b>PUBLISHING</b>	
967	Retouching Technical	934 Book Publishing	
707	Stock Photography	598 General Publishing	
708	Styling Photography	935 Magazine Publishing	
313	Table Top Photography	936 Newspaper Publishing	
		937 Trade Journal Publishing	
		<b>WEB MEDIA</b>	
		<b>CD-ROM DVD</b>	
		92 CD-ROM DVD Authoring	
		281 CD-ROM DVD Mastering	
		91 DVD Project Management	
		282 DVD/CD-ROM Production	
		184 PhotoCD Mastering	
		185 PhotoCD Scanning	
		<b>Data</b>	
		846 Big Data	
		67 Data Processing	
		68 Database Maintenance	
		822 Database Programming	
		77 Digital Asset Management	
		95 Electronic File Storage	
		855 Geo Data Conversion	
		<b>Video</b>	
		858 2D Animation	
		859 3D Animation	
		834 3D Video	
		862 Storyboarding	
		835 Video Animation	
		836 Video Editing	
		833 Video Production	
		837 Video Retouching	
		838 Video Special Effects	
		322 Voice Over	
		<b>Web Media Services</b>	
		823 eCommerce	
		825 Game Design	
		826 Mobile Application Programming	
		577 Multimedia Production	
		172 Network Integrator	
		278 Network Provider	
		866 Web Media Services	
		<b>Website</b>	
		829 Back-end Website Programming	
		830 Front-end Website Programming	
		138 Localization	
		874 Mobile Application Rapid Application Development (RAD)	
		875 Mobile Web Design/Development	
		831 Search Engine Optimization (SEO)	
		832 UI/UX Design	
		963 Web Site Hosting	
		839 Website Application Development	
		840 Website Architecture	
		841 Website Banner Design	
		821 Website Content Mgmt Systems	
		271 Website Development	
		824 Website Flash Development	
		269 Website HTML Development	

CREATIVE

## Products and Services List

### BINDING/FINISHING

#### Binding

- 843 Aluminum Screw Posts
- 847 Bookbinding
- 890 Brochure Binding
- 55 Calendar Slides/Tins
- 400 Casebound Binding
- 853 Edition Binding
- 938 Envelope Converting
- 928 General Trade Bindery
- 137 Hand Assembly
- 903 Hard Bound Book Restoring
- 942 Layflat Binding
- 877 Leather Binding
- 878 Library Binding/Folding
- 879 Loop Stitching
- 882 Loose Leaf Binding
- 883 Loose Leaf Rings
- 884 Manifold Sets Folded/Bound
- 886 Miniature Binding
- 887 Miniature Book Binding
- 888 Miniature Covers
- 943 Multi-bind
- 889 Note Pad Binding
- 182 Perfect Binding
- 894 Plastic Coil Binding
- 895 Pocket Folder Binding
- 915 Sewn Paper Back Binding
- 914 Smyth Sewing Binding
- 918 Spiral Wire Binding
- 919 Stitching/Side Wire/Gathering/  
Glue-on Covers
- 944 Turned Edge Binding
- 932 Wire Binding

#### Collating

- 849 Automatic Collating
- 848 General Collating
- 850 Manual Collating

#### Finishing

- 842 Adhesives
- 844 Aqueous Coating
- 323 Digital Spot Coating
- 851 Drilling
- 852 Edge Stripping-Paper/Cloth
- 854 Eyeletting
- 856 Finishing
- 863 Fugitive Glue
- 131 Gluing
- 865 Gumming
- 143 Index Tabs
- 869 Indexing, Custom Printed
- 870 Indexing, Leather
- 569 Laminating/Coating
- 876 Leaf Stamping
- 885 Micro Perforating
- 576 Mounting/Finishing
- 176 Numbering
- 581 Paper Converters
- 892 Pattern/Spot Gluing
- 893 Perforating
- 898 Polyethylene Ring Binders
- 587 Post Press Coatings
- 899 Pull-out Sleeves
- 900 Punching
- 902 Re-moistenable Glue Application
- 901 Reinforcing Holes/Edges
- 905 Ring Metal Mechanisms
- 906 Rivet Binding
- 907 Round Cornered Cases
- 908 Round Cornering
- 909 Saddle Stitching
- 910 Scoring
- 912 Self-stick Application

- 603 Serializing
- 920 Stop Indexing
- 921 Stop Perforating
- 922 Strip Taping
- 923 Tab Dividers-Mylar/Blank/Copier
- 924 Tab Sealing
- 248 Tabbing
- 605 Tag Cutting
- 249 Tag Stringing
- 926 Tin Edging
- 927 Tipping Sheets
- 929 Trade Finisher
- 930 Tubing
- 410 UV Coating
- 933 Zip-strip/Pull Tabs

#### Foil/Die Cutting/Engraving

- 536 Die Cutting
- 72 Die Making
- 98 Embossing
- 101 Engraving
- 402 Foil Stamping
- 549 General Foil Die Cutting Engraving
- 142 Imprinting
- 550 Labels

#### Folding

- 864 Automatic Gate Folding
- 403 Folding-Miniature
- 857 General Folding
- 166 Map Folding
- 183 Pharmaceutical Folding
- 861 Score Perf Folding

#### Mailing/Fulfillment

- 552 Fulfillment
- 572 General Mailing Fulfillment
- 867 Heat Sealing
- 560 Ink Jet Addressing Messaging
- 148 Inserting
- 872 Jumbo Inserting
- 873 Kit Assembly
- 162 List Management
- 880 Loose Deck Postcards
- 973 Mail-merge
- 891 Paper Bands
- 897 Poly Bagging
- 904 Rigid Boxes/Slip Cases
- 916 Shrink Packaging
- 925 Tape Sealing
- 256 Trade Only Mailing House
- 931 Wafer Sealing

#### IN-HOUSE

- 94 Educational Facility
- 145 In-House Department
- 243 State Printer

#### PREPRESS

- 980 Computer-to-plate
- 38 Digital Image Recovery/  
Manipulation
- 200 Flexo Platemaking
- 201 Image Modification/Correction/  
Manipulation
- 590 Imagesetting
- 32 Prepress Color Management
- 86 Prepress Digital Proofing
- 408 Prepress House
- 588 Traditional Camera thru Plate
- 523 Traditional Scanning
- 593 Traditional Stripping

### PRINTING

#### Bag Printing

- 510 Paper Bag Printing
- 511 Plastic Bag Printing

#### Books

- 515 Book Binding
- 516 Book Covers
- 517 Book Printing
- 14 Short-run Book Printing

#### Business

- 63 Business Copying
- 22 Business Mailing and Fulfillment
- 21 Digital Business Printing
- 599 General Business Printing
- 23 One-Stop Business Printing Solutions
- 208 Print-on-Demand Digital Printing

#### Certification

- 135 Green Business Practices  
Certification
- 20 Green Certification
- 127 Green Certification FSC
- 957 Green Certification SFI
- 961 Green Certification SGP
- 24 Quality Certification
- 951 Quality Certification G7
- 280 Quality Certification ISO
- 25 Security Certification
- 33 Security Certification HIPAA
- 34 Security Certification PCI
- 28 Security Certification SAS 70
- 27 Security Certification SOC 2
- 30 Security Certification SSAE 16

#### Continuous Form

- 528 Continuous Computer Forms
- 527 Continuous Form Checks
- 529 Continuous Form Envelopes
- 530 Continuous Form Foil Stamping/  
Embossing
- 532 Continuous Form Letterhead
- 169 Continuous Form MICR Encoding
- 531 Continuous Forms General
- 945 Continuous Forms Trade

#### Digital

- 82 11x17 and Smaller Digital Printing
- 81 General Digital Printing
- 324 General Digital w/Finishing
- 83 Larger than 11x17 Digital Printing
- 84 Print-on-demand Digital Printing
- 266 Variable Data Digital Printing

#### Envelopes

- 542 Envelope Printing

#### Flexo

- 564 Applied to Form Printing
- 153 Continuous Form Printing
- 118 Flexo Film Printing
- 949 Flexography General
- 119 Narrow Web Label Printing
- 120 Wide Web Flexo Printing

#### Label

- 981 Digital Print Labels
- 563 Embossed Label Printing
- 562 Foil Stamping/Embossing/Label  
Printing
- 565 General Label Printing
- 566 Gummed Label Printing
- 982 Label Design
- 567 Pressure Sensitive Label Printing
- 568 Roll to Roll Label Printing

# PRINT

## Products and Services List

154 Wine Label Printing

### Large Format

156 60" or greater Large Format Prtg  
155 Large Format Digital Output Prtg  
796 Vehicle Graphics

### Letterpress

161 General Letterpress Printing  
571 Limited Editions Letterpress Prtg

### Packaging

578 Carton Printing  
51 Corrugated Box Manufacturer  
579 Food Package Printing  
179 General Package Printing  
39 Hand Packaging and Fulfillment  
40 Luxury Packaging  
580 Medical Package Printing  
209 Product Package Printing

### Print Services

262 2 Color Printing  
2 Advertising Specialties  
412 Announcement Converter  
611 Bind-in Envelope Order Form  
19 Business Cards  
404 Business Forms--non-continuous  
401 Carton Manufacturer  
214 Catalog/Directory/Manual/Print  
89 Direct-to-press Printing  
612 Disabled Veteran Bus Print(DVBE)  
52 General Sheetfed Printing  
132 Government Printing  
134 Gravure Printing  
10 Green-e Certified  
212 Heatset Web Printing  
953 Hexachrome Printing  
53 High Quality Lge Sheetfed Printing  
405 Label Manufacturer  
160 Lenticular Printing  
168 Metal Decorating Printing  
170 Minority Owned Printer  
406 Newspaper Insert Printing  
163 Newspaper Printing  
213 Non-heatset Web Printing  
584 Plastics Printing  
585 Point of Purchase Display Printing  
597 Print Broker  
50 Print Management Software  
964 Print w/Internet Order (Web2Print)  
47 Printing w/Bindery  
950 Printing w/Coating  
524 Printing w/Color Scanning  
44 Printing w/Computer-to-plate  
48 Printing w/Design  
37 Printing w/Fulfillment  
49 Printing w/Mailing Facility  
409 Reprographic Printing  
913 Self-stick Post-it Note Printing  
246 Stochastic Screen Printing  
247 Sublimation Dye Printing  
606 Thermographic Printing  
258 Trade Only Printing  
294 Trade Printing  
46 Union Printer  
983 UV Web Printing  
123 Veteran Owned  
268 Waterless Lithographic Printing  
296 Women Owned

### Publication

210 Publication Prtg w/Comp Bindery  
211 Publication Printing w/Mailing/  
Fulfillment

### Screen Printing

234 3D Object Screen Printing  
223 Circuit Board Screen Printing  
224 Compact Disk Screen Printing  
225 Decals/Pressure Sensitive Screen  
Printing  
226 Fleet Marking Screen Printing  
227 General Screen Printing  
228 Glass Screen Printing  
956 Large Format Screen Printing  
229 Pad Printing  
230 Plastics Container Screen Printing  
231 Scratch-off Screen Printing  
232 Serigraphic--Fine Art Screen  
Printing  
236 Special Substrate Screen Printing

## VENDOR

### Consultants

1 Accounting Services  
8 Appraisals  
798 Attorneys  
414 Business Broker  
114 Business Valuation Appraisal  
56 CEO Consultant  
526 Consulting Services  
100 Employee Benefit Plans  
116 Financial Services  
277 ISO Supplier  
159 Legal Services  
575 Mergers, Acquisitions and  
Business Sales  
805 Printing Facility Design  
808 Safety Consultants  
54 Sales Consultant  
811 SFI Certified Supplier  
816 Tax and Financial Services  
820 Workflow and Systems Consulting

### Environmental

941 Alternative Energy Sources  
128 Certification Suppliers  
107 Environmental Consultants  
218 General Recycling  
799 Hazardous Waste Disposal  
601 Paper Recycling  
804 Pollution Control Equipment  
423 Press Shop Towels  
237 Shop Towel Rentals  
813 Silver Recovery  
818 Waste Management  
600 Waste Recycling

### Equipment

13 Bindery Equipment Repair/  
Supplies  
290 Blankets/Rollers  
415 Cameras/Photography Supplies  
58 Computer Manufacturers  
417 Die-cutting Equipment  
59 Digital Press Equipment  
325 Digital Table Cutting Equipment  
97 Electronic Prepress Equipment  
418 Embossing Equipment  
108 Equipment Dealer  
543 Equipment Dealer/Repair Service  
109 Equipment Finance  
545 Equipment Leasing  
110 Equipment Manufacturer  
165 Equipment Manufacturer Rep  
111 Equipment Moving Rigging  
860 Gluing Equipment  
420 Mailing Equipment  
800 Packaging Equipment Repairs  
112 Parts

197 Prepress Equipment Sales  
198 Prepress Equipment Service/Parts  
546 Press Equipment  
594 Press Prepress Bindery Repair  
954 Proofing Systems  
955 Quality Control/Measurement Devices  
219 Registration Equipment Mfg  
806 Ripping/Trapping Systems  
807 Roller Manufacturer  
293 Thermography Equipment

### Ink

995 Flexographic and Screen Ink  
993 Gravure Ink  
994 Offset Ink

### Insurance

149 Insurance Broker  
150 Insurance Carrier

### Paper

582 Paper Manufacturers  
992 Paper Merchant/Converter  
583 Paper Merchants  
803 Recycled Paper

### Printing Supplies

411 Adhesives  
413 Bindery Supplies  
42 Coating Manufacturer  
416 Die-making Supplies  
121 Flexo Supplies  
419 Foil Stamping Equipment -  
Supplies  
554 Graphic Arts Supplier  
Manufacturer  
133 Graphic Arts Supplies  
553 Graphic Arts Supplies and  
Equipment  
555 Graphic Arts Supplies Service  
559 Ink Dealers Manufacturers  
146 Ink Jet Printing Supplier  
147 Ink Roller Supplier  
36 Label Converting and  
Manufacturer  
152 Label Material Supplier  
801 Packaging Machines/Supplies  
45 Pressroom Supplies  
240 Software Supplier  
814 Solvents and Chemical Supplier

### Training

220 Sales Training  
809 Sales and Management Training  
810 School  
261 Training Facility

### Vendor Services

31 Collection Services  
5 Credit Card Processing  
93 E-commerce Solutions  
291 Export Services  
126 Freight/Transportation Services  
868 Index Tabbing Supplies/Machinery  
259 Industry Trade Publications  
144 Information Systems  
70 Paper Converting Roll Sheeting  
115 Real Estate Financing  
217 Recruitment and Placement  
421 Staff Leasing - PEO  
815 Staffing  
252 Trade Courier  
422 Trade Show Services  
817 Warehousing

# PRINT

## Products and Services List

### PRODUCTS

733	Announcement/Invitations	557	Greeting Cards	785	RFID Label Printing
7	Annual Reports	971	Handheld Apps	602	Rubber Stamps
734	Art Prints	505	Hats	786	Sales Aids Portfolios
735	Awards	558	Holograms	787	Sample Books
736	Backlit Graphics	758	Hospital Forms	788	Scrap Books
501	Badges	561	Invitations	3	Scratch Pads
737	Bags	985	Invoice/Statement Printing	221	Scratch-off
9	Banners	984	Invoice/Statement Processing	424	Scratch/Sniff
11	Billboards	759	Iron-on Transfer Printing	789	Security Printer
12	Binder Index Tabs	871	Jigsaw Puzzles	790	Self Mailers
514	Blueprinting	760	Lab Mount Sheets	239	Signs
987	Books	761	Laser Form Printing	791	Sports Programs
16	Brochures	157	Laser Safe Printing	793	Static Cling Decals
17	Bumper Stickers	763	Ledger Cards	244	Stationery
738	Bus Posters/Wraps	158	Legal Printing	509	T-shirts
739	Bus Shelters	972	Letterpress Business Cards	292	Tag Printing
18	Business Cards	765	Lock Bottom Box Printing	607	Tickets
502	Buttons	881	Loose Leaf Binders	425	Trade Show Dailies
503	Calendars	986	Magazines	426	Trade Show Displays
740	Card Packs	766	Magnets	794	Training Manuals
26	Catalogs	573	Maps	795	Trayliners/Place Mats
29	Checks	767	Matchbooks	940	Vehicle Graphics
742	Cigar Bands	768	Menu Covers	267	Vinyl Binders
522	Clean Room Printing	769	Menus	797	Wall Murals
743	Cling Film Printing	771	Mouse Pads	272	Wedding Invitations
744	Cookbooks	772	Napkins	273	Wide Format Banners
66	Coupons	173	Newsletters	274	Wine Labels
534	Credit Cards	175	Novelty Printing	610	Wrapping Paper
504	Decals	774	Outdoor Street Furniture Printing	965	Yearbook Printing
537	Direct Mail Printing	181	Padding Printing		
87	Directories	775	Pamphlets		
746	Door Hangers	776	Pennants		
747	Edging Books	506	Pens/Pencils		
748	Embroidery	189	Place Mats		
539	Engraved Stationery	777	Plastic Bag Printing		
939	Envelopes	407	Plastic Card Printing		
749	Fabric Printing	191	Playing Cards		
547	Financial Printing	896	Pocket Presentation Folders		
117	Fine Art Intaglio Printing	586	Political Printing		
548	Fine Art Printing	778	Poly Bag Printing		
750	Fleet Graphics	779	Pop-ups		
751	Floor Decals	195	Post-it Notes		
752	Fuel Meter Tickets	792	Postage Stamp Printing		
753	Game Pieces	780	Postcards		
129	Games	194	Posters		
754	Giclée Printing	205	Presentation Folders		
755	Gift Certificates	781	Promotional Inserts		
130	Gift Wrap Printing	782	Reader Service Cards		
756	Glow in the Dark Printing	783	Receipt Books		
		784	Restaurant Guest Checks		

# PRODUCTS

Please sign and return both the Listing Update and Products and Services forms by **JULY 12**.



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ALLIANCE

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