

# VISUAL MEDIA GUIDE

2020  
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 OCTOBER 11.**

Email [vmguide@vma.bz](mailto:vmguide@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 and Corporate Identity	103	Time Lapse Photography
911	Concept Development	314	Travel Photography
76	Digital Art Reproductions	61	Virtual Tour Photography
556	Graphic Design	315	Wedding Photography
4	Graphic Design/Advertising/ Marketing	<b>Typesetting</b>	
535	Graphic Design with Marketing	512	Bar Coding
704	Instructional Design	710	Typography
705	Interaction Design	<b>MARKETING</b>	
706	Marketing Communications	<b>Advertising</b>	
589	Page Layout	969	Advertising
709	Presentation Design	968	Affiliate Marketing Program Management
917	Print Design	970	Consumer Testing
946	Print Management	974	Direct Response Campaign
947	Production	712	Email Advertising
948	Sales Kit Design and Production	6	Marketing and Graphic Design
604	Sign Graphics	713	Outdoor Advertising
711	Website Design	714	Print Advertising
<b>Illustration</b>			
952	Computer Generated Imagery (CGI)	975	Promotion Administration
702	Digital Illustration	715	Radio Advertising
140	Illustration	976	Rich Media Ad Design
250	Technical Illustration	716	Television Advertising
703	Traditional Illustration	717	Web Advertising
<b>Industrial Design</b>			
701	Display/Exhibit Graphics Design	<b>Internet</b>	
958	Exhibition Design	978	Blog Ghost Writing
177	Package Design	979	Blogger Marketing Program
90	Point of Purchase Design	718	Bloggging
959	Product Design	730	Search Engine Marketing (SEM)
<b>Photography</b>			
62	360 Degree Photography	731	Search Engine Optimization (SEO)
996	Action and Sports Photography	988	Social Media Content Strategy
102	Aerial and Drone Photography	989	Social Media Management
997	Architecture/Interiors Photography	732	Social Media Marketing
960	Casting	990	Web Analytics
998	Catalog Photography	991	Web Customer Research
999	Commercial Photography	<b>Marketing Services</b>	
300	Conceptual Photography	320	Consumer Testing
188	Conventional Photography	139	Focus Groups
279	Digital Photography	724	Marcom Consultants
301	Environmental-Interior Photography	725	Marketing
302	Event Photography	613	Marketing B2B
303	Fashion and Beauty Photography	614	Marketing B2C
304	Fine Art Photography	574	Media Communications Consultants
305	Food and Beverage Photography	726	Media Consultants
306	Industrial Photography	727	Media Planning and Buying
186	Laboratory Photography	728	Product Marketing
307	Landscape Photography	729	Public Relations
308	Lifestyle Photography	321	Re-Targeting
962	Location Scouting	<b>Writing</b>	
309	People and Portrait Photography	64	Copywriting
708	Photography Stylist	719	Corporate Communications
310	Photojournalism	720	Editing
311	Product Photography	721	Proofreading
966	Retouching Creative	845	Script Writing and Development
967	Retouching Technical	722	Technical Writing
707	Stock Photography	723	Translation Service
313	Table Top Photography	<b>PUBLISHING</b>	
		934	Book Publishing
		935	Magazine Publishing
		936	Newspaper Publishing
		598	Publishing
		937	Trade Journal Publishing
		<b>WEB MEDIA</b>	
		<b>CD-ROM DVD</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>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	Backend Website Programming
		830	Front-end Website Programming
		138	Localization
		874	Mobile Application Rapid Application Development (RAD)
		875	Mobile Web Design and Development
		831	Search Engine Optimization (SEO)
		832	UI and UX Design - User Interface
		963	Web Site Hosting
		839	Website Application Development
		840	Website Architecture
		841	Website Banner Design
		821	Website Content Management Systems
		271	Website Development
		824	Website Flash Development
		269	Website HTML Development

CREATIVE

### BINDING/FINISHING

#### Binding

- 878 Library Binding and Folding
- 843 Aluminum Screw Posts
- 847 Bookbinding
- 890 Brochure Binding
- 55 Calendar Slides and Tins
- 400 Casebound Binding
- 853 Edition Binding
- 938 Envelope Converting
- 137 Hand Assembly
- 903 Hard Bound Book Restoring
- 942 Layflat Binding
- 877 Leather Binding
- 879 Loop Stitching
- 882 Loose Leaf Binding
- 883 Loose Leaf Rings
- 884 Manifold Sets Folded and 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
- 928 Trade Bindery
- 944 Turned Edge Binding
- 932 Wire Binding

#### Collating

- 849 Automatic Collating
- 848 Collating
- 850 Manual Collating

#### Digital Finishing

- 73 Digital Converting Machines
- 75 Digital Creasing Machines
- 71 Digital Finishing Machines
- 74 Laser Cutting Machines

#### Finishing

- 852 Edge Stripping - Paper and Cloth
- 842 Adhesives
- 844 Aqueous Coating
- 323 Digital Spot Coating
- 851 Drilling
- 854 Eyeletting
- 856 Finishing
- 863 Fugitive Glue
- 131 Gluing
- 865 Gumming
- 143 Index Tabs
- 869 Indexing, Custom Printed
- 870 Indexing, Leather
- 569 Laminating and Coating
- 876 Leaf Stamping
- 885 Micro Perforating
- 576 Mounting and Finishing
- 176 Numbering
- 581 Paper Converters
- 892 Pattern and Spot Gluing
- 893 Perforating
- 898 Polyethylene Ring Binders
- 587 Post Press Coatings
- 899 Pull Out Sleeves
- 900 Punching
- 901 Reinforcing Holes and Edges
- 902 Remoistenable Glue Application
- 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 Strips and Pull Tabs

#### Foil/Die Cutting/Engraving

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

#### Folding

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

#### Mailing/Fulfillment

- 572 Mailing Fulfillment
- 552 Fulfillment
- 867 Heat Sealing
- 560 Ink Jet Addressing Messaging
- 148 Inserting
- 35 International Mailing
- 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 and Slip Cases
- 916 Shrink Packaging
- 925 Tape sealing
- 256 Trade Only Mailing House
- 931 Wafer Sealing

#### IN-HOUSE

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

#### PREPRESS

- 980 Computer to Plate
- 38 Digital Image Recovery and Manipulation
- 200 Flexo Platemaking
- 201 Image Modification, Correction, and 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
- 599 Business Printing
- 21 Digital 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
- 945 Continuous Forms Trade

#### Digital

- 81 Digital Printing
- 82 Digital Printing 11x17 and smaller
- 83 Digital Printing Larger than 11x17
- 324 Digital Printing With Finishing
- 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
- 119 Narrow Web Label Printing
- 120 Wide Web Flexo Printing

#### Label

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

# VISUAL MEDIA ALLIANCE

## Products and Services List

2020

PRINT

### 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
- 39 Hand Packaging and Fulfillment
- 40 Luxury Packaging
- 580 Medical Package Printing
- 179 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 Printing
- 202 Commercial Printing
- 89 Direct to Press Printing
- 612 Disabled Veteran Business Printer (DVBE)
- 132 Government Printing
- 134 Gravure Printing
- 10 Green-e Certified
- 212 Heatset Web Printing
- 953 Hexachrome Printing
- 53 High Quality Large 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 Printer with Internet Ordering (Web2Print)
- 47 Printing with Bindery
- 950 Printing with Coating
- 524 Printing with Color Scanning
- 44 Printing with Computer-to-Plate
- 48 Printing with Design
- 37 Printing with Fulfillment
- 49 Printing with Mailing Facility
- 409 Reprographic Printing
- 913 Selfstick Post-it Note Printing
- 52 Sheetfed Printing
- 246 Stochastic Screen Printing
- 247 Sublimation Dye Printing
- 606 Thermographic Printing
- 258 Trade Only Printing
- 294 Trade Printing
- 46 Union Printer
- 57 UV Sheetfed Printing
- 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

- 210 Publication Printing with Complete Bindery
- 211 Publication Printing with Mailing and Fulfillment
- 234 3D Object Screen Printing
- 223 Circuit Board Screen Printing
- 224 Compact Disk Screen Printing
- 225 Decals and Pressure Sensitive Screen Printing
- 226 Fleet Marking Screen Printing
- 228 Glass Screen Printing
- 956 Large Format Screen Printing
- 229 Pad Printing
- 230 Plastics Container Screen Printing
- 231 Scratch-off Screen Printing
- 227 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 Health and Safety Consultants
- 799 Hazardous Waste Disposal
- 601 Paper Recycling
- 804 Pollution Control Equipment
- 423 Press Shop Towels
- 218 Recycling
- 237 Shop Towel Rentals
- 813 Silver Recovery
- 818 Waste Management
- 600 Waste Recycling

### Equipment

- 13 Bindery Equipment Repair and Supplies
- 290 Blankets and Rollers
- 415 Cameras and 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 and Repair Service
- 109 Equipment Finance
- 545 Equipment Leasing
- 110 Equipment Manufacturer

- 165 Equipment Manufacturer Representative
- 111 Equipment Moving Rigging
- 860 Gluing Equipment
- 78 Humidification Equipment
- 420 Mailing Equipment
- 800 Packaging Equipment Repairs
- 112 Parts
- 197 Prepress Equipment Sales
- 198 Prepress Equipment Service and Parts
- 546 Press Equipment
- 594 Press Prepress Bindery Repair
- 954 Proofing Systems
- 955 Quality Control and Measurement Devices
- 219 Registration Equipment Manufacturer
- 806 Ripping and 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

- 41 Document Shredder
- 582 Paper Manufacturers
- 992 Paper Merchant and 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 and 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 and Supplies
- 615 Plastics Distributor
- 45 Pressroom Supplies
- 240 Software Supplier
- 814 Solvents and Chemical Supplier

### Training

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

### Vendor Services

- 31 Collection Services
- 5 Credit Card Processing
- 93 E-commerce Solutions
- 291 Export Services
- 126 Freight and Transportation Services
- 868 Index Tabbing Supplies and Machinery

# VISUAL MEDIA ALLIANCE

## Products and Services List

2020

PRODUCTS

- |                                   |                                       |                                 |
|-----------------------------------|---------------------------------------|---------------------------------|
| 259 Industry Trade Publications   | 939 Envelopes                         | 189 Placemats                   |
| 144 Information Systems           | 749 Fabric Printing                   | 777 Plastic Bag Printing        |
| 70 Paper Converting Roll Sheeting | 547 Financial Printing                | 407 Plastic Card Printing       |
| 115 Real Estate Financing         | 117 Fine Art Intaglio Printing        | 191 Playing Cards               |
| 217 Recruitment and Placement     | 548 Fine Art Printing                 | 896 Pocket Presentation Folders |
| 421 Staff Leasing and PEO         | 750 Fleet Graphics                    | 586 Political Printing          |
| 815 Staffing                      | 751 Floor Decals                      | 778 Poly Bag Printing           |
| 252 Trade Courier                 | 752 Fuel Meter Tickets                | 779 Pop-ups                     |
| 422 Trade Show Services           | 753 Game Pieces                       | 195 Post-it Notes               |
| 817 Warehousing                   | 129 Games                             | 792 Postage Stamp Printing      |
|                                   | 754 Giclee Printing                   | 780 Postcards                   |
| <b>PRODUCTS</b>                   | 755 Gift Certificates                 | 194 Posters                     |
| 733 Announcements and Invitations | 130 Gift wrap Printing                | 205 Presentation Folders        |
| 7 Annual Reports                  | 756 Glow in the Dark Printing         | 781 Promotional Inserts         |
| 734 Art Prints                    | 557 Greeting cards                    | 782 Reader Service Cards        |
| 735 Awards                        | 971 Handheld Apps                     | 783 Receipt Books               |
| 736 Backlit Graphics              | 505 Hats                              | 784 Restaurant Guest Checks     |
| 501 Badges                        | 558 Holograms                         | 785 RFID Label Printing         |
| 737 Bags                          | 758 Hospital Forms                    | 602 Rubber Stamps               |
| 9 Banners                         | 69 ID Cards with Security             | 786 Sales Aids Portfolios       |
| 11 Billboards                     | 561 Invitations                       | 787 Sample Books                |
| 12 Binder Index Tabs              | 985 Invoice and Statement Printing    | 788 Scrap Books                 |
| 514 Blueprinting                  | 984 Invoice and Statement Processing  | 424 Scratch and Sniff           |
| 987 Books                         | 759 Iron-on Transfer Printing         | 3 Scratch Pads                  |
| 16 Brochures                      | 871 Jigsaw Puzzles                    | 221 Scratch-off                 |
| 17 Bumper Stickers                | 760 Lab Mount Sheets                  | 789 Security Printer            |
| 738 Bus Posters and Wraps         | 761 Laser Form Printing               | 790 Self Mailers                |
| 739 Bus Shelters                  | 157 Laser Safe Printing               | 239 Signs                       |
| 18 Business Cards                 | 763 Ledger Cards                      | 791 Sports Programs             |
| 502 Buttons                       | 158 Legal Printing                    | 793 Static Cling Decals         |
| 503 Calendars                     | 972 Letterpress Business Cards        | 244 Stationery                  |
| 740 Card Packs                    | 765 Lock Bottom Box Printing          | 509 T-shirts                    |
| 26 Catalogs                       | 881 Loose Leaf Binders                | 292 Tag Printing                |
| 29 Checks                         | 986 Magazines                         | 607 Tickets                     |
| 742 Cigar Bands                   | 766 Magnets                           | 425 Trade Show Dailies          |
| 522 Clean Room Printing           | 573 Maps                              | 426 Trade Show Displays         |
| 743 Cling Film Printing           | 767 Matchbooks                        | 794 Training Manuals            |
| 744 Cookbooks                     | 768 Menu Covers                       | 795 Trayliners and Placemats    |
| 66 Coupons                        | 769 Menus                             | 940 Vehicle Graphics            |
| 534 Credit Cards                  | 771 Mouse pads                        | 267 Vinyl Binders               |
| 504 Decals                        | 772 Napkins                           | 797 Wall Murals                 |
| 537 Direct Mail Printing          | 173 Newsletters                       | 272 Wedding Invitations         |
| 87 Directories                    | 175 Novelty Printing                  | 273 Wide Format Banners         |
| 746 Door Hangers                  | 774 Outdoor Street Furniture Printing | 274 Wine Labels                 |
| 65 Drivers License Printer        | 181 Padding Printing                  | 610 Wrapping Paper              |
| 747 Edging Books                  | 775 Pamphlets                         | 965 Yearbook Printing           |
| 748 Embroidery                    | 776 Pennants                          |                                 |
| 539 Engraved Stationery           | 506 Pens and Pencils                  |                                 |

Please sign and return both the Listing Update and Products and Services forms by **OCTOBER 11.**



**VISUAL MEDIA  
ALLIANCE**

665 Third Street  
Suite 500  
San Francisco  
CA 94107  
P 800 659 3363  
F 800 824 1911  
VMA.bz