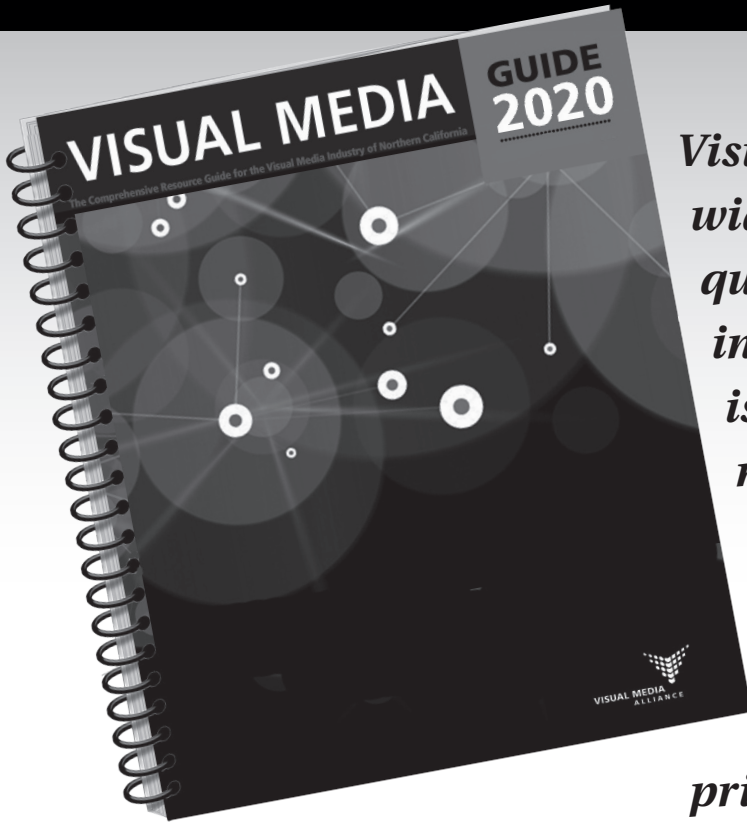


# VISUAL MEDIA GUIDE

# 2020

Listings Info



*Visual Media Guide is one of the most widely used directories for finding quality printers and creative firms in Northern California. VMGuide is a 150 page full color publication mailed to 5,000 qualified buyers of print and creative services. VMAccess (the Guide's digital offspring) is a fully searchable web database of local and national printing and visual media resources.*

*Each year Visual Media Alliance publishes the The Visual Media Guide . Its an oft used and well loved 150 page, full color, spiral bound publication mailed to 5,000 potential buyers of visual media services. Including printing, creative services, web design and development, marketing, and many others.*

**How Your Company Will Be Represented**  
*Each member's listing will contain:*

- » *Company description*
- » *Contact information*
- » *List of all Products and Services provided by your company. (Please note that this year no equipment will be listed in the 2020 Guide, but will still be listed on VMAccess).*

Logo and display ads may be purchased. Please see or download the attached Advertising Information.

## TAKE ADVANTAGE OF THE BEST MARKETING DEAL IN TOWN!

The first step is accurate company information in the VMGuide and VMAccess

To be sure your listing is up to date in the 2020 VMGuide and on VMAccess.org, review and return the attached Listing Update Form:

- » Is your contact information correct?
- » Does your company description effectively sell your services?
- » Do you have new products or services to list? Or old ones to remove? You can list up to 25 in your free listing.
- » Do you have new equipment to list? Or old to delete? List up to 25 pieces on VMAccess.

- » Review the attached 2020 Products and Services List of over 900 capabilities. Send us your new ones to add and the old ones to delete.

**On the other side:**

- » See samples of listings
- » Learn more about VMAccess
- » **Then your next step** is to order a logo ad or display ad in the VMGuide – they are both affordable and effective. *(Please see or download the attached Advertising Information).*



**VISUAL MEDIA**  
ALLIANCE

# Elegant BRANDING

## Elegant Branding

5500 Golden State Boulevard,  
Redwood City, CA 95672

Maryann Thompson

(650) 555-1234

www.elegantbranding.com

*Branding experts creating brand awareness campaigns for the furniture and home goods market.*

## CREATIVE SERVICES

**Design/Graphic Design**  
Concept Development  
Graphic Design w/ Marketing  
Marketing Communications  
Sales Kit Design/Production

**Marketing/Advertising**  
Direct Response Campaign  
Email Advertising  
Marketing-Graphic Design  
Print Advertising

**Marketing/Internet**  
Social Media Content Strategy  
Social Media Marketing

**Marketing/Marketing Services**  
Marcom Consultants  
Re-Targeting

**Marketing/Writing**  
Copywriting

**Web Media/Data**  
Data Processing

**Web Media/Web Media Services**  
eCommerce

**Web Media/Website**  
Website Content Management Systems  
Website HTML Development

## PRINT SERVICES

**Binding and Finishing/Mailing Fulfillment**  
Fulfillment

General Mailing Fulfillment

**Printing/Digital**  
Variable Data Digital Printing

**Printing/Print Services**

Printing w/ Design

Printing w/ Fulfillment

Women Owned

**Vendor/Consultants**

Consulting Services

Workflow and Systems Consulting

## XYZ Design and Marketing

5115 Merry Road

Fairfield, CA 94539

www.XYZdesign.com

Thomas Harrison

(510) 555-9751

FAX (510) 555-4737

XYZ provides advertising, marketing, design, and fabrication services to help companies increase brand awareness and further the sale of their products. As an integrated agency we have the capability to design, prototype, print, and produce the tools you need to sell. Experts in Branding and strategy. Creative design. Copy that sells. Industrial design. Large format digital printing. Package design. Web/Internet/Interactive. 18 employees

## CREATIVE SERVICES

**Design/Graphic Design**

Brand/Corporate Identity

Desktop Graphics

Graphic Design General

Graphic Design w/ Advertising Marketing

Marketing Communications

**Marketing/Advertising**

Email Advertising

Print Advertising

Web Advertising

## PRINT SERVICES

**Binding and Finishing/Mailing Fulfillment**

General Mailing Fulfillment

**Printing/Digital**

11x17 and Smaller Digital Printing

General Digital Printing

Larger than 11x17 Digital Printing

Print-On-Demand Digital Printing

Variable Data Digital Printing

## PRINT SERVICES

**Binding and Finishing/Mailing Fulfillment**

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Print-On-Demand Digital Printing

Variable Data Digital Printing

## PRODUCTS

Business Forms

Direct Mail

Financial Printing

## Sample Member Listing with Logo Ad

## Sample Member Listing

## How your Visual Media Guide listing works in print and online.

When you list your company in the VMGuide, your information will appear in multiple places:

- » In the VMGuide-In the Member Listing Section
- » On VMAccess.com, the online version of the guide, on your company page and in the search results when potential companies search for equipment, products, or services, or by your company name.

If you advertise in the Guide, your company logo will also be featured on your company VMAccess page. Choose from a one inch logo ad on up to a full page ad, divider tab, or a custom ad package. See the Advertising Opportunities brochure for more information.

**Please sign and return both the Listing Update Form and the Products/Services List no later than October 11.**

*We cannot guarantee that any listing received after October 11 will be updated for the 2020 Guide.*

### Have Listing Questions?

Contact Jessica Clark

415.489.7612

vmguide@vma.bz

### Have Advertising Questions?

Contact Shannon Wolford

415.710.0568

shannon@vma.bz



**VISUAL MEDIA  
ALLIANCE**

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