

The 2012 Winter Issue of *The Binding Edge* will include the annual Buyers Guide on products and services offered to the bindery and loose leaf industry. This must-have guide will be mailed to 10,000 graphic arts professionals including book manufacturers, loose leaf companies, trade binderies, and commercial printers with bindery operations. It will be an easy-to-access resource throughout the year. Also, the issue will be passed out during several trade shows. Primary listings are free for winter display advertisers and only \$50.00 for those interested in a listing only. Additional listings are \$20.00, and you can have your company stand out with a bold listing for an additional \$10.00 as well. Simply fax this form and the enclosed Product/Service Category Form to (785) 271-6404 with your credit card information or mail both forms with a check or money order to: Peterson Publications, Inc., 2150 SW Westport Dr., Ste. 101, Topeka, KS 66614

(Remember - Current display advertisers will be invoiced with their ad - do not send a check.)

Please fill out the following information as you would like it to appear in your Buyers Guide listing:

Company Name _____
 Address _____ City/St/Zip _____
 Telephone _____ Fax _____
 Web site _____ E-mail _____

First Primary Listing (free for display advertisers, \$50.00 for non-display advertisers)\$ _____

Additional Product/Service Listings
 (\$20.00 each for both display and non-display advertisers) _____ @ \$20.00 each.....\$ _____

Primary Bold Listing
 (free for full-page display advertisers, \$10.00 for 1/2 or 1/4 page advertisers
 and non-display advertisers)\$ _____

Please Indicate Primary Bold Listing: _____

Additional Bold Listings (\$10.00 each for both display and non-display advertisers)
 _____ @ \$10.00 each.....\$ _____

Total.....\$ _____

Yes, I have reserved my display advertising space for the winter issue. Please add the amount above to my advertising bill.

I have enclosed a check or money order for my Buyers Guide Listing(s). Please make checks payable to: Peterson Publications, Inc. and mail it to: 2150 SW Westport Dr., Ste. 101, Topeka, KS 66614.
 (Note: Listings will not be billed (unless you have an ad in the winter issue), a check must accompany the Buyers Guide form.)

Please charge my: Visa Mastercard Discover American Express
 Card Holder's Name _____ Expiration Date _____
 Card Number _____ Signature _____

Authorized Signature to validate your listing(s) request:
 Name _____ Title _____
 Signature _____ Date _____



Fax or Mail Your Listing Request by January 20, 2012
 The Binding Edge (785) 271-5801 Fax: (785) 271-6404 www.thebindingedge.com
 Peterson Publications, 2150 SW Westport Dr., Suite 101, Topeka, KS 66614



The Binding Edge Buyers Guide 2012

Product/Service Category Form

Please read the following categories carefully and check the specific box(es) that best describes the products and/or services you offer. You will only be billed for the MAIN HEADINGS that you check. The sub-headings that you check are used to further clarify the products and/or services you offer, and are at no additional cost.

<input type="checkbox"/> Adhesives, Binding <input type="checkbox"/> Banding Machinery <input type="checkbox"/> Binding Machinery <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none;"><input type="checkbox"/> Adhesive</td> <td style="width: 50%; border: none;"><input type="checkbox"/> Case</td> </tr> <tr> <td style="border: none;"><input type="checkbox"/> Padding</td> <td style="border: none;"><input type="checkbox"/> Perfect Binding</td> </tr> <tr> <td style="border: none;"><input type="checkbox"/> Plastic Coil</td> <td style="border: none;"><input type="checkbox"/> Saddlestitching</td> </tr> <tr> <td style="border: none;"><input type="checkbox"/> Spiral Wire</td> <td style="border: none;"><input type="checkbox"/> Stapling</td> </tr> <tr> <td style="border: none;"><input type="checkbox"/> Table Top</td> <td style="border: none;"><input type="checkbox"/> Tipping</td> </tr> <tr> <td style="border: none;"><input type="checkbox"/> Other _____</td> <td></td> </tr> </table> <input type="checkbox"/> Bookbinding Machinery <table style="width: 100%; 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Include a main heading and any sub-headings if appropriate: _____ _____ _____ _____	<input type="checkbox"/> Glue Control Systems	<input type="checkbox"/> Glue Feeding Systems	<input type="checkbox"/> Clips	<input type="checkbox"/> Plastic Mechanisms	<input type="checkbox"/> Screw Posts	<input type="checkbox"/> Ring Metals	<input type="checkbox"/> Sheet Lifters	<input type="checkbox"/> Sheet Protectors
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