

THE OFFICIAL PUBLICATION OF THE FLORIDA GRAPHICS ALLIANCE

# GRAPHICS UPDATE

SPRING 2026

MAGAZINE

## 2026 FLORIDA PRINT AWARDS

The Great Print  
Round-Up

## PRINT 5.0:

The Dawn of Self-Optimizing,  
Intelligent Workflows.

## PUT YOUR BRAND IN FRONT OF THE RIGHT AUDIENCE

Explore advertising opportunities and connect  
with readers through our publication.



# GRAPHICS UPDATE

**Full Page**  
8.5" x 11"

**Full Spread**  
17" x 11"

**1/3 Page Horizontal**  
8" x 3.25"

**1/2 Page Horizontal**  
8" x 5.125"

**1/3 Page Vertical**  
2.5" x 10.5"

**1/2 Page Vertical**  
3.75" x 10.5"

**1/4 Page Vertical**  
4.25" x 5.25"

**1/6 Page Square**  
4.25" x 3.5"

REACH THE **GRAPHIC ARTS MARKET** IN FLORIDA

Over 2,000 CEOs, owners and top managers receive The Graphics Update Magazine – enabling you to **reach the people who decide what equipment to buy, products to use and services to seek.**

**Graphics Update is the only magazine devoted exclusively to Florida's graphic communications industry professionals.**

Each issue of Graphics Update contains timely coverage of FGA's events and activities, as well as advice on technical issues, labor relations, and other industry-specific topics. We also publish current national news and information.

AD Sizes – (in inches)	Width	Height	
Full Page (Full Bleeds)*	8.5"	11"	*Please add 0.125" to all sides for bleeds*
Full Spread (Full Bleeds)*	17"	11"	
1/2 Page Horizontal	8"	5.125"	
1/2 Page Vertical	3.75"	10.5"	
1/3 Page Horizontal	8"	3.25"	
1/3 Page Vertical	2.5"	10.5"	
1/4 Page Vertical	4.25"	5.25"	
1/6 Page Square	4.25"	3.5"	

**PUBLICATION SCHEDULE**

Graphics Update is distributed two times per year.

**Spring** (May) and **Fall** (Sept)

**Artwork Due Dates:**

Spring Issue: 4/30    Fall Issue: 8/31

**MEMBER RATES**

Size	1 issue
Full Page	\$1,250
Full Spread	\$2,300
1/2 Page	\$750
1/3 Page	\$600
1/4 Page	\$400
1/6 Page	\$250
Ad Listing	\$100

*Ad Listing is included for free with purchase of any other ad size.*

**NON-MEMBER RATES**

Size	1 issue
Full Page	\$1,500
Full Spread	\$3,000
1/2 Page	\$950
1/3 Page	\$750
1/4 Page	\$500
1/6 Page	\$350
Ad Listing	\$125

*Ad Listing is included for free with purchase of any other ad size.*

**RESERVE YOUR SPACE TODAY**

407-240-8009  
Gabe@FloridaGraphics.org  
Brian@FloridaGraphics.org

View sample issues at  
[FloridaGraphics.org](http://FloridaGraphics.org)



**Florida Graphics Alliance**  
10524 Moss Park Rd, Ste. 204 PMB 334, Orlando FL 32832  
407-240-8009 • 844-254-6421 • Fax 407-240-8333 • FloridaGraphics.org

# TERMS AND CONDITIONS

## Florida Graphics Alliance

10524 Moss Park Rd, Ste. 204 PMB 334, Orlando FL 32832

407-240-8009 • 844-254-6421 • Fax 407-240-8333 • FloridaGraphics.org

**1. Rates:** All advertising is accepted subject to terms and conditions of the publication rate card, which shall mean the schedule of advertising rates prevailing at the initial contract. The advertiser represents and agrees that it has received a copy of the current rate card and agrees to abide by its terms and conditions.

**2. Terms of Payment:** FGA shall bill advertiser with payment of said invoice due within thirty (30) days of invoice. Unless notified by written objection within thirty (30) days after issuance of invoice to advertiser as to the correctness of its terms, an account shall be presumed correct and the correctness of the items therein are acceptable to both parties.

### 3. Cancellation:

- By Advertiser: The advertiser may cancel this agreement by written notice to FGA sixty (60) days prior to the first ad insertion in Graphics Update.
- By FGA: This agreement may be terminated by FGA if the advertiser should breach any material provision of this agreement, or default in the payment of any sum due and payable thereunder. On termination of this agreement by FGA as provided herein, all charges for advertising published and all other charges payable by the advertiser thereunder shall immediately become due and payable by the advertiser.

### 4. Advertising Material:

- Rejection Right: The advertising copy shall be furnished by the advertiser and must be acceptable to FGA and Graphics Update. In their sole discretion, FGA and Graphics Update reserve the right to reject or refuse any advertisement, or disapprove any advertising copy.
- Type of Style: FGA and Graphics Update shall accommodate requested type of style settings, but in instances and situations where FGA and Graphics Update are unable to set any advertisement in the type of style requested, FGA and Graphics Update may unilaterally, without notification to advertiser, set such advertisement in a manner FGA and Graphics Update determines most closely corresponds to said advertisement.

### 5. Omission of Advertising:

- Failure of FGA or Graphics Update to insert in any particular issue or issues invalidates the order for insertion in the missed issue but shall not constitute a breach of contract.
- In the event of any failure to insert in any particular issue or issues, FGA and Graphics Update may, at their discretion, make up any missed advertisements or provide an adjustment.

### 6. Indemnification:

The advertiser warrants and represents that it is entitled to advertise the business, product or service represented in the advertising copy furnished and shall indemnify, defend, and hold FGA and Graphics Update harmless against all liability whatsoever including, but not limited to all claims, demands, debts, obligations or charges, together with reasonable attorney's fees and disbursements, arising out of the advertising placed for publication thereunder.

### 7. Errors and Omissions:

In case of any error in or omission of the advertisement by FGA and Graphics Update, the extent of the liability shall be limited to a prorated abatement of the charge paid as the error or omission may affect the entire advertisement. In no event shall there be any liability for incidental or consequential damages.

### 8. Liability of Agency:

If the advertising thereunder is placed by an advertising agency on behalf of the advertiser, the agency shall, in addition to the advertiser, be liable for, and guarantee payment due to FGA and Graphics Update.

### 9. Costs:

The advertiser and/or the advertising agency agree that FGA and Graphics Update will invoice at the prevailing rates for any costs incurred by Graphics Update in preparing advertising for publication. These charges are in addition to regular space costs covered by this agreement and in accordance with rate card changes

### 10. Transportation and Import Charges:

The advertiser shall prepay transportation and import charges on all materials sent to FGA and Graphics Update. If such charges are not prepaid, FGA and Graphics Update may either reject the materials or accept them and pay the charges, in which event the amount of such charges shall be promptly reimbursed by the advertiser.

### 11. Acceptance of Agreement:

This agreement shall not be binding upon FGA and Graphics Update until signed by a duly authorized officer or representative.

### 12. Miscellaneous:

- Entire Agreement: This agreement constitutes the entire agreement between the parties hereto and may not be altered, amended or modified except in writing and executed by the parties hereto.
- Notices: Any notice or other communications required or permitted thereunder shall be sufficiently given if in writing and personally delivered or sent by facsimile transmission or by registered or certified mail, postage prepaid, addressed to the other party as set forth above or to such other person or address as any party hereto shall specify thereunder.
- Binding Agreement: This agreement shall be binding upon and shall inure to the parties hereto and their respective successors and assigns. No transference of obligation shall be consummated without written, prior approval of FGA, which said approval may be withheld in FGA's sole discretion
- Construction; Governing Law; Venue: This agreement shall be governed by, and construed in accordance with the laws of the State of Florida. In the event of any litigation or legal action arising out of or in connection with this agreement, the parties agree that Orange County, Florida shall be the sole venue for such litigation or legal action.
- Severability: If any provision, portion or section of this agreement is deemed, found or declared unenforceable, null, void or contrary to governing law, by an authority with proper jurisdiction and venue, such provisions, portions or sections outside or removed from review by said authority, shall continue in full force and effect.
- Paragraph Headings; Gender; Number: Paragraph headings contained in this agreement are for reference purposes only and shall not affect in any way the meaning or interpretation of this agreement. Unless the context of this agreement otherwise requires, the masculine, feminine or neuter gender shall include the other genders and the singular shall include the plural. The advertiser and/or agency agrees that it has read and understands the terms of this agreement and has full authority to execute same, and in so doing, accepts full responsibility for payment under the terms of this agreement and the rate card attached.

THIS AGREEMENT IS INVALID WITHOUT AN AUTHORIZED SIGNATURE

# INSERTION ORDER

Date \_\_\_\_\_

Please publish advertising indicated below in FGA's Graphics Update.

Advertiser may change copy with any insertion, but also authorizes previous ad to be repeated if new copy is not furnished by closing dates.

Check Ad Size: (in inches)	Width	Height
<input type="checkbox"/> Full Page*	8.5	11
<input type="checkbox"/> Full Spread*	17	11
<input type="checkbox"/> 1/2 Page Horizontal	8	5.125
<input type="checkbox"/> 1/2 Page Vertical	3.75	10.5
<input type="checkbox"/> 1/3 Page Horizontal	8	3.25
<input type="checkbox"/> 1/3 Page Vertical	2.5	10.5
<input type="checkbox"/> 1/4 Page Vertical	4.25	5.25
<input type="checkbox"/> 1/6 Page Square	4.25	3.5

\* Add 0.125 bleeds required on all sides for full bleeds

### AD PUBLICATION ISSUE(S):

SPRING (May)       FALL (September)  
Art due: 4/30      Art due: 8/31

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

### AUTHORIZED BY:

Name \_\_\_\_\_

Title \_\_\_\_\_

Signature \_\_\_\_\_

### METHOD OF PAYMENT:

Check Enclosed     VISA     MasterCard     AmEx     Bill Me (FGA members only)

Card Number \_\_\_\_\_

Exp. Date \_\_\_\_\_

Security Code \_\_\_\_\_

Card Holder's Name (Please print or type) \_\_\_\_\_

Billing Address \_\_\_\_\_

Signature \_\_\_\_\_

## ADVERTISING RATES

All rates shown are per issue

### MEMBER RATES

Size	1 issue
Full Page	\$1,250
Full Spread	\$2,300
1/2 page	\$750
1/3 page	\$600
1/4 page	\$400
1/6 page	\$250
Ad Listing	\$100

### NON-MEMBER RATES

Size	1 issue
Full Page	\$1,500
Full Spread	\$3,000
1/2 page	\$950
1/3 page	\$750
1/4 page	\$500
1/6 page	\$350
Ad Listing	\$125