



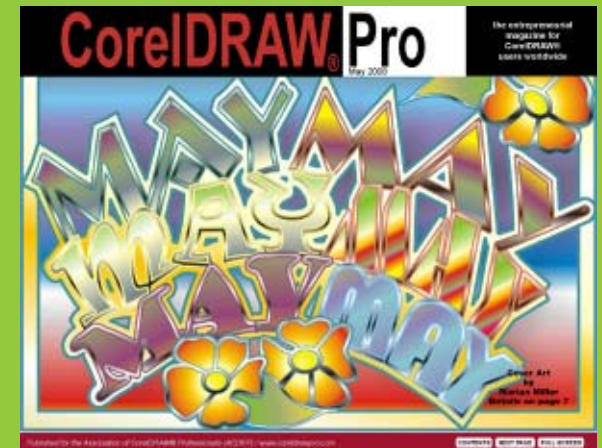
Download the current issue of *CorelDRAWHelp* magazine at:
www.coreldrawhelp.com

Maximize Your Marketing Dollars in a Changing Economic World

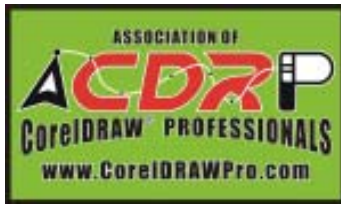
CorelDRAWHelp reaches:

- More Prospects
- More Often
- for **LESS COST**
- with **Ad Annuities**

Featuring new Logo-Links for 2009



presented by
The Association of
CorelDRAW[®] Professionals



The ACDRP Mission

The Association of CorelDRAW Professionals, Inc. was founded in October 2006 for two purposes:

- 1) to help CorelDRAW users improve their graphics skills, and
- 2) to help them improve their entrepreneurial skills.

This mission is summarized as “Learn More! Do More! Sell More!”

CorelDRAWHelp's **Mission For Readers:**

- graphics education
- entrepreneurial resources

Mission For Tour Attendees:

- software tips
- business tips
- networking
- explore product possibilities

CorelDRAWHelp's **Mission For Sponsors / Advertisers:**

- leads and branding
- to offload CorelDRAW tech support

Mission For Tour Sponsors:

- promote and brand your products
- generate leads
- display end-product quality
- show product possibilities

We invite you to participate
with us in fulfilling this mission.



Association of CoreIDRAW® Professionals

The Education & Business
Resource for CoreIDRAW Users
Worldwide

4549 N. Glenn Ave, Suite 110
Fresno, CA 93704
800-276-8428
559-276-8494
Fax 559-222-1390
editor@coreidrawhelp.com
www.CoreIDRAWhelp.com

Member site:
www.CoreIDRAWPro.com

ACDRP® is a registered trademark of
the Association of CoreIDRAW Professionals.

How To Maximize Your Marketing Dollars In A Changing Economic World!

Greetings:

The current economic climate is rapidly changing, and every business is looking for ways to continue to grow by maximizing their marketing investment. This is **NOT** a time to cut back, but a time to find solutions that stretch your advertising dollars. **CoreIDRAWHelp** magazine offers that solution!

Consider these questions:

1) How can you economically deliver your message to your existing customers and new prospects?

The answer is **CoreIDRAWHelp** magazine. Costs are much lower than traditional print publications, and you reach more readers more often every month.

2) How can you make sure your advertising gets results? The answer is **CoreIDRAW Help** magazine, with direct links from your ads and through our tracking reports. Readers love it:

Better than a snail-mail magazine because the provided links give immediate access to additional information and resources! Leo Lennemann, Sandra Lee's Trophy & Gift, Grove, OK

3) How can you make sure you are reaching your targeted customers and prospects?

The answer is **CoreIDRAWHelp** magazine. Our surveys say 80% of the graphic products market uses CoreIDRAW. Just ask your customers and prospects what program they use with your equipment or your products. Most

print publications are narrowly focused.

Helps keep me informed about new products and new ways to use CoreIDRAW. Lawrence Coen, Coen Enterprises & Graphics, Elkhart,KS

We keep your name in front of existing customers and bring you new ones.

4) How can you make your advertising work for longer than a month? The answer is

CoreIDRAWHelp magazine. Your links are always live in our archived issues and in our Year on CD package. Your ad continues to work for years. This is our Advertising Annuity program. The sooner you start the program, the more your equity builds!

5) How can you economically show your products or promote your services to customers and prospects nationwide? The answer is the CoreIDRAWhelp Tour. For details, see page 12.

To help you maximize your dollars even more, we have developed a unique Economic Relief Program, which is summarized on the next page.

Sincerely,

John McDaniel
ACDRP President

Mike Neer
ACDRP Executive Director

New Economic Relief Program

from the Association of CoreIDRAW Professionals

At the Association of CoreIDRAW Professionals, we understand that companies always need to find the best values in marketing and advertising. For 2009 we have unique new programs that will help you do just that while expanding the essential exposure that you need.

1) First, we are changing the name of our magazine from CoreIDRAWPro to CoreIDRAWHelp. The vast majority of personalization companies (i.e. your customers) use CoreIDRAW to meet their graphics needs. When CoreIDRAW users; ***your customers and new prospects;*** need help with the program, they often search the internet. If they do, in all likelihood they will find our website, www.CoreIDRAWHelp.com. The fact is we are listed by the major search engines (Google, Yahoo, et.al.) in the #1 or #2 position for non-sponsored resources when people search for CoreIDRAW Help. ***The easier it is for people to find us, the easier it is for them to find our advertisers and sponsors! More value for you!***

2) New Magazine & E-News Sponsorship opportunities. You are invited to become a Proud Sponsor of ***CoreIDRAWHelp*** publications. This new concept builds on the unique nature of our services, and the advantages of being digital. CoreIDRAWHelp is not just a news magazine, but a graphics and business teaching magazine. ***Successful customers buy more!*** You can help your customers be more successful by sponsoring CoreIDRAWHelp Magazine. Think of us as an extension of your customer service department, helping your customers with CoreIDRAW! – Along with the recognition that you are concerned for their success!

3) New Logo-Links. In return for your sponsorship you'll receive a PROUD SPONSOR logo to use in your literature and on your website, along with a Logo-Link ad in every magazine and E-News. This gives you additional direct links to your website, effectively giving you nearly 30,000 exposures every month. You can't get that kind of publicity anywhere else in the industry! Sponsorship cost by itself is just \$1200 a year (\$100 a month). If you already are a display advertiser in the magazine and/or tour sponsor; then your Logo-Link ads are in addition to your regular display ads and/or

Tour sponsorship promotion; and ***they are at no additional cost! More value for you!***

4) The Tour. We have already renamed the Making Money with CoreIDRAW Road Show the ***CoreIDRAW Help Tour***. This adds to the "help" theme. We don't just do trade shows; with your sponsorship, we offer Help.

5) New Double Sponsorship for CoreIDRAWHelp Tour. For the maximum stretch for your dollars, you are invited to become a Sponsor, or continue Sponsorship of the CoreIDRAW Help Tour. Our CoreIDRAW Training Partners, John & Judy McDaniel, travel from city to city presenting a FREE Help seminar for new and ongoing businesses. This is the 3rd year of the program, and previous sponsors have appreciated the response, publicity, and low cost. This year the program has been expanded from 8 months to 12 months, and each Sponsor also receives TWO Logo-Links to drive traffic to their website. One Logo-Link will be in the Magazine and E-News (30,000 exposures per month), and the other will be on www.CoreIDRAWHelp.com (for an additional 7,000 to 10,000 exposures per month). All this in addition to your listing in the CoreIDRAW Digital Help Tour. ***More Value for you!***

6) Hold the Rates. Last but certainly not least, we are holding the 2008 display advertising rates for 2009! With all this additional publicity that is definitely ***More Value for you!***

The bottom line is that you get a whole lot more exposure per month than ever before at an affordable cost. This is an Economic Relief program that works! It keeps your costs down while at the same time, giving you the exposure you need; in fact, ***our programs provide more exposure and value than anything else in the industry!***

To take advantage of this program, call Ad Representative John McDaniel II at 541-990-6687.

How Can You Economically Deliver Your Message to the Most Prospects?

■ **CoreIDRAWHelp** offers more for your dollar than comparable services in print publications, and offers many services not available in print!

■ The name of the game in advertising is **repetition**. **CoreIDRAWHelp** maximizes the number of times your information is viewed -- and acted upon.

With **CoreIDRAWHelp**,

You Reach Customers & Prospects For Less Cost!

■ **Exposures.** A minimum of 30,000+ exposures per month.

■ **Color.** All ads are color; no black and white ads. No surcharge for color.

■ **Package Programs.** Sponsors receive double the exposures, at a substantial savings. (see *Rate Card on page 10*)

■ **Leads.** Generated in at least eight ways:
-- Direct links from your ad
-- Direct links from the Contents page
-- Links from the monthly E-News
-- Links from the Graphics News Wire
-- Links from the GPG or GSG search engines
-- Emails from our Info Request service
-- Direct phone calls from your ad
-- Logo-Link from magazine download page

■ **Additional Leads for Tour Sponsors:**
-- Links from the Digital Help Tour
-- Links from the Resource Guide
-- Links from www.CoreIDRAWHelp.com

Exclusive Marketing Opportunities Available Only from **ACDRP**

For additional value, you may want to take advantage of these opportunities:

■ **Sponsorship of the CoreIDRAWHelp Tour -- both Physical and Digital.** Put your products on display in front of key prospects, put your information in their hands, receive national publicity, and receive more leads than a normal trade show generates! (See *details on page 12.*)

■ **CoreIDRAWHelp E-News Advertising.** Put your message in front of thousands of prospects every month via banner ads. (See *Rate Card.*)

■ **Graphic Products Guide Listing, the Industry Yellow Pages for equipment and blank product sources.** Your listing includes unlimited categories, with detailed product descriptions, and live links to your website and/or emails. (See *Rate Card*)

■ **Graphic Services Guide Listing, the Industry Yellow Pages for graphic services and finished goods providers.** Your listing includes unlimited categories, with detailed product descriptions, and live links to your website and/or emails. (See *Rate Card*)

■ **Banner Ads near your Graphic Products Guide Yellow Pages Listing.** Maximize your search results with Banner Ads in your category, or with Inline Priority Ads at the top of search results in specific categories. (See *Rate Card*)



Call Ad Rep John McDaniel II at 541-990-6687 for details on these options.

How Can You Make Sure Your Advertising Gets Results?

■ **CoreIDRAWHelp** is a state-of-the-art all-digital publication that is delivered in two different versions each month to the entire list by email. It includes the 40-50 page **CoreIDRAWHelp** magazine in PDF format, as well as **CoreIDRAWHelp E-News** in HTML format.

■ Because **CoreIDRAWHelp** is an all-digital publication, leads can be tracked. You can track your website traffic, plus we provide regular Tracking Reports. Our Spotlight Advertisers received an average of 44 requests/visits per month.



With **CoreIDRAWHelp**,

You Reach Customers & Prospects More Often!

■ **Direct Website Links** – Readers can link directly to your website from within our **digital** publications. According to a recent survey, more than 90% of our readers have used direct links! Driving traffic to your website is one of the best ways to generate sales for you. This cannot be done in print!

■ **Frequency** – Readers receive the news -- and ads -- more times per month because it is delivered **digitally** by email rather than snail mail.

■ **Speed** – Readers get the news and your ads within 5-7 days in our **digital** publications. That compares to 45-90 days for print publications. For the first time, you can get newspaper advertising flexibility in an industry publication! Want it sold now, advertise now!

■ **Video or Audio Links** – With **digital**, you can directly link to audio and video clips on your website at no extra charge!

Advertisers Benefit More From Digital

■ **Multiple Exposures** – With our **digital** publications, you get multiple exposures per issue and per month to a huge customer/prospect database.

■ **Affordable Large Circulation** – You can affordably reach larger audiences with our **digital** publications. Reaching large numbers in print is beyond the budgets of most companies.

■ **Diverse Circulation** -- Because the publication is **digital** and free, it appeals to a wide cross section of CoreIDRAW users in business, education, and government. These are prospects not being reached by print media.

■ **All Color Ads** - The **digital** format allows all ads to be in color; there are no black and white rates.

New Logo-Links Program

New ad space in **CoreIDRAWHelp** features your company logo with Direct Links to your website for only \$1200 per year (\$100 per month).

**30,000+ exposures
per month for \$100**

Benefits:

- Generate more website traffic
- Generate more sales leads
- Brand your products and name
- Insure maximum frequency discounts
- Increase response for Tour sponsors
- Maximize the bang for your buck -- ROI

How Can You Make Sure You Are Reaching A Targeted Market?

■ CoreIDRAW® users are a large, diverse group of buyers. They need a wide range of products to apply graphics to, and they need specific technology (equipment, electronics, materials, etc.) for working with their graphics. They are involved in small businesses, corporate /industrial firms, government, and education.

■ **CoreIDRAWHelp** advertisers enjoy immediate sales -- and branding for future sales.

■ The **CoreIDRAWHelp** market is huge and growing rapidly every month through the support of Corel Corp. and industry suppliers.



Corel Corporation claims “an estimated installed base of over 40 million users” in 75 countries.

CoreIDRAW® is a registered trademark of Corel Corp. and is used with permission.

Data is from a June 2008 Reader Survey conducted by **CoreIDRAWHelp** Magazine.

With **CoreIDRAWHelp**,

You Reach More Customers & Prospects!

■ **CoreIDRAWHelp** reaches entrepreneurs in the graphics products industry:

Readers use CoreIDRAW to make:

Brochures	69%
Sub./Transfers	50%
Sign-Making	44%
Promo Products	38%
Laser Engraving	35%
Decorated Apparel	35%
Engraving	31%
Screen Printing	23%
Sandblasting	21%
Embroidery	15%

Readers Requested More Ads / Info on:

Corel Tips	98%
Clipart/Graphics	71%
Technology products	54%
Sub./Transfers	44%
Laser	38%
Business Mgmt	33%
Engraving	33%
Gifts	29%
Signmaking	29%
Awards	25%
Sandblasting/Glass	23%
DTG Printing	21%
Promo Products	17%
Apparel	13%
Screen Printing	15%
Embroidery	11%

■ In addition to entrepreneurs, **CoreIDRAWHelp** reaches in-house graphics personnel at corporations, universities, and government. Some of these professionals are looking to expand by bringing production processes in house; some are planning future entrepreneurial careers; and some are training future entrepreneurs. (A few of these **CoreIDRAWHelp** readers include):

Government Agencies:

Amtrak
 Architect of the Capitol (U.S.)
 City of Wheaton, IL
 County of Napa, California
 Environmental Protection Agency
 NASA
 Province of Manitoba
 U.S. Air Force

Corporate / Industrial:

Ford Motor Co.
 Garmin Int'l.
 GE Zenith Control
 General Dynamics
 IBM
 Motorola Inc.
 Northrop Grumman
 Northwest Airlines
 Sprint
 Toshiba
 Weyerhaeuser

Education / Non-Profits:

Boise State University
 Brock University
 Carleton University
 Consumer Testing Laboratories
 Lions Club International
 North Carolina State University
 Purdue University
 Texas State University
 University of Illinois Extension

How Can You Make Your Advertising Work For Longer Than 1 Month -- and Even Forever?

- **CoreIDRAWHelp** offers a unique Advertising Annuity Program. Your ads -- with live links -- live on in our archived issues, and in the new **Year on CD** publication.
- The sooner you get started in the program, the sooner you start building your equity!

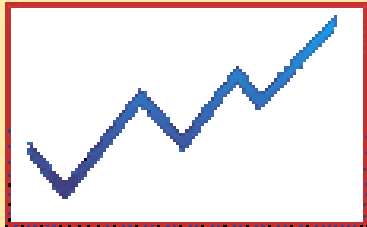
With **CoreIDRAWHelp**,

You Reach Customers & Prospects Forever!

- **Ads and Links that live on** – Every issue of our PDF **digital** publication is archived on the web and by many readers on their hard drives -- your links will always remain active.
- **Easy Storage & Reference.** Readers can easily save and print each **digital** issue. According to a recent survey, 93% of readers save or print the magazine. Your links remain active continually in all saved and archived issues!



Print vs. Digital -- The Numbers



	PRINT	CoreIDRAWHelp
1. Cost for a Full Page Color Ad on a 12x run	\$4000 (avg.)	\$1269 (Sponsor rate)
2. Number of exposures per month	10-20,000	20-40,000
3. Number of lead requests per month	10-40 (est.)	11 to 110 (avg. 44)
4. Number of months of "live" exposure	1-2	Forever
5. Cost per thousand exposures (CPM)	\$400 to \$200	\$64 to \$32

The Choice is Clear...

If you are looking to save dollars and extend your marketing reach, then it's time to move your advertising to *CoreIDRAWHelp*.

What Readers Say About CoreIDRAWHelp:



Digital Format

Well thought out. Well designed. Easy to follow links. Better than a snail-mail magazine because the provided links give immediate access to additional information and resources! Leo Lennemann, Sandra Lee's Trophy & Gift, Grove, OK

I think it is easy to get around in page by page in pdf format. John J Runyon, South Metro Wire EDM Inc., Shakopee MN

I look forward to each issue. I actually print it and keep it in a binder for future reference. ... You continue to help my awards business grow due to the educational and how-to articles. Rob Thomas, Celebrations, Farmington, MO

Excellent Content

This magazine is a great resource. I have gained a great deal of insight into the program, and I've also found sources of supply. Nelson Wood, Wood's Wood Works, Caledonia MI

I love reading CoreIDRAWHelp! It's quite informative and really gets my creative juices flowing. Debbie Santiago, New Jacob's Chapel, Clermont, FL

Keeps me up to date. Look forward to it. Save every issue and print articles of interest to put into my 'training' book for employees. Chris Williams, Created For You, Horsehoe Bay, TX

Helps keep me informed about new products and new ways to use CoreIDRAW. Lawrence Coen, Coen Enterprises & Graphics, Elkhart,KS

Your articles help keep me up to date on many new technological methods which are a tremendous help in my style of business. Gary Whitener, Cody Tees, Ste. Genevieve, MO

I like all of it! It is [full of] very informative, clear, concise articles. Trish Stuart, Twisted Threads, Emory, TX

Great info in every issue. Dennis Duval, Duval's Custom Etched Glass, Jasper, TX

CoreIDRAWHelp is like a refresher course; it lets me in on better ways to do graphic techniques. A time saver. Dianne Beck, Poulsbo Church, Poulsbo, WA

I appreciate the fact that CoreIDRAWHelp is focused on helping the business owner become successful. I haven't read an issue that hasn't given me something to assist my business. Jim Good, A2Z Engraving, Madison, AL

I like it because it's a way to expand my knowledge of what is going on in the market, and the tools and methods that are being used. Ray Stoltzfus, Nicholas Designs, Mannheim, PA

International Comments

A very highly useful, informative and hands-on magazine. Ramani J.V. Iyer, Jayaram Press, INDIA

It is an excellent learning tool and a good way of being informed about new developments. Bill Hope, Hope Holdings, Richmond, New Zealand

Until I read CoreIDRAWHelp, I didn't have an idea that a lot of the featured products even existed. The information is useful and timely. Demetrio Rutano, Innicor Subsurface Technologies, Calgary, AB

It comes to my computer where I can read it at my leisure. It has a lot of content that I find interesting and of value. Donna Oblander, Four Seasons Awards & Engraving, Raymore, SK

I've found the magazine to be really useful and informative. I've downloaded all the archive editions, and learnt lots! Barbara Eden, Goldfinch Equestrian, Nottinghamshire, UK

Useful tips & insights. Paul Jakobsen, Blast Art, Cape Town, South Africa

Exposures. CoreDRAW Help Magazine & CoreDRAW Help E-News are providing 30,000 minimum exposures per month. Advertising sponsors effectively double this to 60,000 exposures per month.

Mailing Instructions.

Send all inquiries and ad materials to:
CoreDRAW Help / ACDRP
 4549 N. Glenn Ave., Suite 110
 Fresno, CA 93704
www.CoreDRAWHelp.com
 email: editor@coredrawhelp.com

Submission Requirements.

- Acceptable Formats:
 TIF, JPG, or PDF in high resolution
- Must submit website address for links and email address for lead requests

Photos for Editorial Coverage:

300 dpi or higher; TIF or JPG
 3" x 3" depending on proportions

Ad & Copy Closing Dates

CP-Enews1	CP-PDF	CP-Enews2
Jan. 2	Jan. 10	Jan. 20
Feb. 1	Feb. 10	Feb. 20
Mar. 1	Mar. 10	Mar. 20
Apr. 1	Apr. 10	Apr. 20
May 1	May 10	May 20
Jun 1	June 10	Jun 20
July 1	July 10	July 20
Aug. 1	Aug. 10	Aug. 20
Sept. 1	Sept. 10	Sep 20
Oct. 1	Oct. 10	Oct. 20
Nov. 1	Nov. 10	Nov. 20
Dec. 1	Dec. 10	Dec. 20

Issues are delivered 5-7 days after deadline, adjusted for weekends/holidays.

Advertising Representative:

John McDaniel II
 541-990-6687

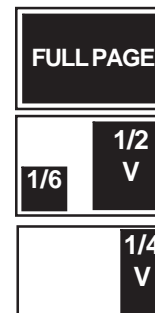
jhmcdaniel2@coredrawhelp.com

Sponsorship Fees/Opportunities/Benefits	Mag. & E-News	Mag., E-News, & Tour Non-Display	Tour Display
Annual Fee ¹	1200	3600	7200
Monthly Billing (if chosen)	100	300	600
Sponsor's rate for Magazine Display Ads ²	x	x	x
Recognition: Proud Sponsor of CoreDRAW Help Logo	x	x	x
Logo-Link in Magazine and E-News ³	x	x	x
Logo-Link on Magazine Download Page ³	x	x	x
Logo-Link on www.CoreDRAWHelp.com ³		x	x
Online Ad @CoreDRAW Help Digital Tour ⁴		x	x
Inclusion in 2009 Resource Guide ⁵		x	x
Permission email addresses of tour registrants ⁶		x	x
Display Space at 24-city Physical Tour ⁷			x

Magazine Advertising	Non-Sponsor Insertion Rates				Sponsor ² Insertion Rates	
	1X	3X	6x	12X	1-11x	12x
Full Page	\$1867	\$1726	\$1593	\$1493	1318	1169
1/2 Page	1297	1200	1112	1036	884	780
1/4 Page	848	787	727	673	539	472
1/6 Page	584	540	501	465	341	295
Display Classifieds	290	270	250	230	118	95
Logo-Link in Mag/E-News	NA	NA	NA	NA		Incl.
Logo-Link on website	NA	NA	NA	NA		Incl.
E-News Advertising						
Banner News Ad	250	200	175	125		125
Website Advertising						
Column Ad	100	80	70	50		50
GPG Search Engine Ad	100	80	70	50		50
Search Engine Listing	240					120

Ad Size Requirements

Size	Width	Height
1. Full page	11"	8"
2. Half page vertical	5.375" (5-3/8")	8"
3. Quarter page vertical	2.75" (2-3/4")	8"
4. Sixth page vertical	3.625" (3-5/8")	3.875" (3-7/8")
5. Display Classified	2.25" (2-1/4")	2.25"
6. Banner Ad (GIF, 300KB max)	4" (288 pi)	.833" (120 pi)
7. Column Ad (GIF, 300 KB max)	1.67" (120 pi)	.833" (60 pi)
8. Logo Link (submit TIF, JPG logo and address to link to; we'll fit to size.)		



Notes for Sponsor Benefits

- (1) - Sponsorship Fee commitment is for 12 consecutive months which may be paid all at one time or monthly via a recurring credit card charge.
- (2) - The Sponsor Insertion Rates listed are for those companies that make an annual minimum sponsorship commitment of: \$1,200.00 for the Magazine and E-News, \$3,600.00 for the Magazine, E-News, and Tour (Non-Display), or \$7,200 for the Magazine, E-News, and Tour (Display).
 The Sponsor Advertising Rates listed are for any number of insertions from 1 to 11, with an additional discount for sponsors that commit to 12x.
- (3) - Logo-Links are trackable direct links to your website featured online at the Magazine download page, in CoreDRAW Help Magazine, and in the E-News. In addition, CoreDRAW Help Tour Sponsors receive a second online Logo-Link at www.CoreDRAWhelp.com.

www.CoreDRAWhelp.com is the #1 or #2 non-sponsored site listed by the major search engines (Google, Yahoo, et.al.) for CoreDRAW Help searches. A Great link for your company!

- (4) - Your CoreDRAW Help Tour Online Ad gives visitors: information about your company; specials you may be running; links to your website; and may be changed monthly.
- (5) - The CoreDRAW Resource Guide includes digital information that you would like to place in customer's/prospect's hands, like catalogs, product demo videos, etc. The CoreDRAW Resource Guide is provided free to all Help-Tour attendees, and is also available for purchase in the bookstore.
- (6) - All Help-Tour registrants are asked (1) their area(s) of interest, and (2) permission to share their email address with sponsors that match their interest.
- (7) - Display space at the CoreDRAW Help Physical Tour provides an opportunity for you to display your products, or products that can be made with your equipment or process.
Display space at the CoreDRAW Help Physical Tour is LIMITED!

15-Month Editorial Calendar

** Article topics are proposed, and are subject to change.*

The Entrepreneurial Magazine for CorelDRAW® Users

Editorial content is focused in 3 areas:

Learn More!

1) Training -- How to Use CorelDRAW;

Do More!

2) Applications -- How to Apply It; and

Sell More!

3) Opportunities -- How to Profit from it.

Regular Columns include:

- Using CorelDRAW
- Inside Color
- Inside Transfers
- Inside Laser
- Inside Screen Printing
- Inside Sandblasting
- Inside Printing/Sublimation
- Inside Signs
- Getting Ahead
- Marketing Secrets
- Traveling Tidbits

New columns are added periodically;
Guest columns are welcome.

Month	Interviews	Opportunity Feature	Product Focus	Advertising Deadline
October 2008	Awards Business	Creating an Art Dept.	Sublimation: Gifts	Oct. 10
November	Gift Business	Care & Feeding of Artists	Laser: Metal, Acrylic	Nov. 10
December	Apparel Business	Top Products of Year.	Engraving: Metal, Jewelry	Dec. 10
January 2009	Sign Business	Selling Equipment	Sign Products	Jan. 10
February	Full-Service Business	Stitch Art -- Stock Designs	Engraving: Awards, Gifts	Feb. 10
March	Engraving Business	How to Buy DTG Printers	Apparel Products	Mar. 10
April	Gift Business	Hot Retail Trends	Laser: Wood	Apr. 10
May	Apparel Business	DTG in Real Life	Sublimation: Mugs, Tiles	May 10
June	Promo Products Business	Going Green	Sandblast: Glass, Marble	June 10
July	Embroidery Business	Auto Digitizing Software	Embroidery Supplies	July 10
August	Screenprint Business	Rewarding Employees	Heat Print & Transfers	Aug. 10
September	Awards Business	10 Common Bus. Mistakes	Holiday Items; Ornaments	Sept. 10
October	Gift Business	Rhinestones	Color Transfer Gifts	Oct. 10
November	Engraving Business	Applique	Wood Gifts	Nov. 10
December	Sign Business	Top Products of Year	Top Products of Year	Dec. 10



CorelDRAW Help Tour

Sponsorship Opportunity

2009 (the third year of the Tour/ Road Show) will offer increased value to both attendees and sponsors. Key Tour features include:

Attendee benefits:

- **MM.cdr** -- an innovative entrepreneurial seminar on Making Money with CorelDRAW that introduces attendees to various production processes and the many products that can be made with them.
- **LTD.cdr** -- a Lecture Training & Demo on CorelDRAW, providing free training for CorelDRAW users at each site.
- **Digital Help Tour** -- a unique website that promotes all sponsors and the Physical Road Show, allowing direct links to sponsors.
- **Free training CDs** -- Attendees will receive the Resource Guide CD Collection (with all sponsor info and coupons).

Sponsor benefits:

- **Display.** Sample products created using sponsors' equipment and/or supplies are on display.
- **Literature.** Sponsor literature and contact info is provided to each attendee in digital form on CD in a convenient, easy to store, Resource Guide.
- **Digital Help Tour.** Sponsors are featured in the Digital Help Tour with live links for 12 months, instead of 8 months as in 2008.
- **Logo-Links.** Sponsors receive a Logo-Link in the Magazine and E-News each month, and a second Logo-Link in the search-leading CorelDRAW Help website.
- **Ongoing Publicity.** Sponsors receive continuous publicity in all of our publications each month, and in all regional marketing pieces.
- **Sponsor Levels** -- Display or Non-Display.

The **CorelDRAW Help Tour** is a complete promotion package designed to build leads and branding for the sponsors. See the rate card for sponsor fees.

For more details, visit:
www.coreldrawhelp.com/tour.htm

To discuss sponsorship, call:
John McDaniel II
541-990-6687
jhmcdaniel2@coreldrawpro.com

**The Most
Cost-Effective
Show Opportunity
in the Industry!**

For less than the cost of one full page ad in a print publication, or part of one trade show budget, the 2009 Help Tour will give you up to 60,000 exposures per month, and direct links to your website

2008 Sponsors:

Artwork Source
Brother International
Conde Systems
Corel Corp.
Epilog Laser
Geo. Knight & Co.
JBL Graphics
Johnson Plastics
Laser Reproductions
LaserSketch Ltd.
TheMagicTouch USA
Trotec Laser
Unisub
Universal Laser
Vapor Apparel

The 2009 Physical Tours will be presented by CorelDRAW Trainers John & Judy McDaniel in cities nationwide in Spring and Fall. The seminar is Free to attendees, as it is supported by sponsors.



**Check out GPG-Online
at this link:**

To take a test drive:
www.GraphicProductsGuide.com

To find out how to get listed:
Call John McDaniel II
at 541-990-6687

Graphic Products Guide -- Online

The Industry Yellow Pages for Equipment & Blank Products

List your company in Graphic Products Guide:

For an annual fee of \$120 for sponsors, \$240 for non-sponsors, suppliers receive:

- Listing in unlimited product categories
- Detailed descriptions for each product
- Live email and web links

Place banner ads in GPG-Online:

Listed supplier members may place:

- Banner ads by search topic

■ Banner Ads

Selected by search category, \$50/mon. per keyword on 12x

Specs: 288 pixels wide x 120 pixels high (4" x .8333"), GIF,
300 KB max.



**Check out GSG-Online
at this links**

To take a test drive:
www.GraphicServicesGuide.com

To find out how to get listed:
Call John McDaniel II
at 541-990-6687

Graphic Services Guide -- Online

The Yellow Pages for Graphic Services & Finished Goods

List your company in Graphic Services Guide:

For an annual fee of \$120 for sponsors, \$240 for non-sponsors, providers receive:

- Listing in unlimited product categories
- Detailed descriptions for each product
- Photo or logo image
- Live email and web links

Place banner in GSG-Online:

Listed supplier members may place:

- Banner ads by search topic

■ Banner Ads

Selected by search category, \$50/mon. per keyword

Specs: 288 pixels wide x 120 pixels high (4" x .8333"), GIF, 300 KB max.

About ACDRP

The **Association of CoreIDRAW Professionals** was founded in 2006 by John & Judy McDaniel and Mike & Steve Neer.

The McDaniels are Authorized Corel Training Partners™, with 20 years of industry experience in retail and various production processes.

The Neers have 30 years of industry experience as part of the management team that built what is now ARA (Awards & Recognition Association), and as publishers and association managers for the Personalization & Identification Association and the Graphic Products Association.

Together ACDRP's management team understands the needs of dealers and suppliers in the graphic products industry, and this has led to the steady growth of ACDRP membership and services.

In 2008, John McDaniel II came aboard as Advertising Sales Representative, and added more years of industry knowledge and sales experience to the staff.



John McDaniel



Mike Neer



Judy McDaniel



John McDaniel II

About CoreIDRAWHelp Writers

CoreIDRAWHelp is proud to have articles from industry experts. Here is a brief summary of the background of some of our regular columnists:



Louie Alvarez --
Inside Laser, Electronics Frontier
■ Expert in Laser Engraving, Laser Sales, New Electronics, Industry Speaker
■ LECME Inc. (Laser Sales), Las Vegas, NV



Dave Demoret --
CoreIDRAW Tips
■ Authorized Corel Training Partner, Screen Printing & DTG Sales
■ ProLink Graphics Services, Crawfordsville, IN



Donna Gray --
Marketing Secrets
■ Retail Awards & Promotions business, Award-winning marketer, industry speaker, author
■ Total Awards/AwardsMall, Madison, WI



Bill Leek --
Inside Transfers, CoreIDRAW & Corel PHOTO-PAINT Tips
■ Color consultant, Supplier of color imprintable products
■ JBL Graphics, Houston, TX



Jeff McDaniel --
Inside Screen Printing, TTF Newsletter
■ Expert machinist, offering all types of graphic products
■ Creative Graphics, Philomath, OR



John McDaniel --
Inside Engraving, CoreIDRAW Applied, Inside Print/Sublimation
■ CoreIDRAW Training Partner, Expert in engraving, laser, sublimation, and more, Industry speaker
■ CoreIDRAWhelp Inc., Albany, OR



Judy McDaniel --
Inside Sandblasting, Inside Print/Sublimation
■ CoreIDRAW Training Partner, Expert sandblaster, retail sales, and industry speaker
■ CoreIDRAWhelp Inc., Albany, OR



David Milisock --
Inside Color
■ Expert printer offering CoreIDRAW support for color, author
■ Custom Graphics Technology, Lancaster, PA



Deborah Sexton --
Getting Ahead, Decorated Apparel
■ Former editor of **Impressions Magazine**, Expert on decorated apparel
■ Saracen Communications, Dallas, TX



Otis Veteto --
Traveling Tidbits
■ Expert Salesman, Industry Speaker
■ Western Regional Manager for the R.S. Owens & Co. Inc., Sacramento, CA