



# Buyers Guide FAQ

## What If My Company Does Not Buy an Ad?

Because the Buyers Guide is also our Membership Directory, each member of PIM is listed in the directory. Your free listing includes: company name, address, phone number (up to two), and fax in the printed directory.

But any member who does not purchase an ad will not be included in the cross reference indexes in the back of the book. And because this is where most people (including PIM staff!) look first, your chances of being called or referred diminish greatly if you are not included in these indexes.

## How Do I Get Listed in Different Categories?

Only those members purchasing ads will have their equipment, capabilities, or specialties listed in the cross reference indexes. You must choose the categories in PrintAccess in order for your company's name to be listed in those categories in the printed Guide.

**Note:** We do not combine the allowed number of equipment, capabilities, specialties, and characters in your descriptive paragraph when purchasing multiple options. You will receive the amount equal to the highest level purchased. Additional Cross References may be purchased for \$20 each. Please call Linda White at 651.789.5502 for pricing questions. If you need help updating your PrintAccess/Online Buyers Guide listing, please call or email [lwhite@pimn.org](mailto:lwhite@pimn.org).

## What Is PrintAccess?

PrintAccess is the electronic Buyers Guide for the printing and graphic communications industry. It is an online database maintained by each PIA/GATF affiliate. PrintAccess includes more than 9,000 print service providers around the country. More than 1.2 million searches are conducted annually on PrintAccess. It can be accessed through [www.pimn.org](http://www.pimn.org) or through the PIA/GATF website, [www.gain.net](http://www.gain.net), through the Find A Printer search.

PrintAccess is the database used to generate the directory portion of the Buyers Guide. *Any information that you want in the printed directory must be entered by you into PrintAccess.* If you do not purchase an ad in the printed Buyers Guide, you will not be allowed to keep any information that is entered into PrintAccess. We cannot hide or store the information elsewhere, so it will be deleted. That is, if you do not purchase an ad, all of the information for your company that is currently entered into PrintAccess will be deleted except the basic listing information (company name, address, phone number and fax). So if you bought an ad last year and do not buy one this year, your information in PrintAccess will be purged.

**Please see the accompanying pages for your previous listing proof, file specifications, category information and online listing instructions.**