

## Minimum info for mastheads and websites:

To purchase single article reprints (minimum 250) for distribution please contact PARS International at 212-221-9595 x431 or at [www.magreprints.com/QuickQuote.aspx?ID=Cygnus](http://www.magreprints.com/QuickQuote.aspx?ID=Cygnus)

“Full” information page...

## REPRINTS

**PARS International** is the exclusive reprint provider for **Cygnus Business Media** publications and websites.

A Reprint is a high-quality replication (in printed or electronic form) of an individual **Cygnus Business Media** magazine cover or magazine/website article. Reprints are an excellent way to increase awareness of your product, company or organization. Here are a few of the most popular and effective variations:

### 1. CUSTOM REPRINTS

Great for press kits, meetings, conferences and informational handouts, Reprints can be customized in many ways to meet your educational, marketing or promotional needs. Depending on the page size of the custom reprint, the minimum order quantity ranges from 250-500.

### 2. E-PRINTS

**Cygnus Business Media** articles are available in a customized digital format known as an E-print. An E-print is a custom PDF image of the article reprint - the PDF is hosted on a dedicated server at PARS International and you are provided with link access to the image for licenses in 12 month renewable increments. The link can be posted on your website or integrated into e-mail blasts, e-newsletters and e-mail promotion. The E-print is printable for personal reading purposes only (not for distribution). For copyright reasons, all E-prints contain an embedded copyright watermark that will appear on all printed copies.

### 3. POSTCARDS

Was your product reviewed in a **Cygnus Business Media** publication or website? Use the power of **Cygnus Business Media's** brands on a postcard to get the word out in your direct mail campaigns.

### 4. POSTERS and PLAQUES

PARS International can create Posters and Plaques of **Cygnus Business Media** material. These products allow you to prominently display editorial coverage in your office or at trade shows, annual meeting and other events.

**To request a quote and to receive information on pricing, customization and turnaround time, please visit: [www.magreprints.com/QuickQuote.aspx?ID=Cygnus](http://www.magreprints.com/QuickQuote.aspx?ID=Cygnus)**

**You can also reach us at 212-221-9595 x431. When contacting us by phone please be sure to leave the following information:**

- a. Publication or Website Name; Article Title; Issue Date and Page Number or url
- b. Product and Quantity range you are interested in
- c. The intended use of the reprints
- d. Your contact information – Name, Title, Company, phone number, e-mail address