

What is PrintX?

AffinityX PrintX enables media companies to help existing print advertisers easily create integrated campaigns to extend their brand presence online. *We do the work to make it easy for customers, sales and you.*

What are the benefits?

PrintX enables you to sell integrated print and online display campaigns with minimal work. You'll equip your sales team to deliver more value to advertisers, while eliminating unsold inventory.

Gain a competitive edge over other print publications and pure digital advertising channels by using PrintX to offer custom multi-channel campaigns.

The results they experience will convert print-only advertisers to committed cross-media buyers, securing more wallet share and loyalty for your company.



What IAB standard display ad sizes can I order for a PrintX campaign?

We provide custom ads in three standard sizes: 300X250, 728X90 and 300X50 (mobile) based on approved print creative, in JPG or HTML5.

Can we customize the ad sizes?

Please discuss any custom needs with your AffinityX sales representative.

What system do I use to order PrintX campaigns?

All PrintX ads are ordered on the same platform you use to order your print ads. You must be upgraded to the AESB 4.3 platform or higher.

How do I place orders for PrintX?



When your customers approve print creative, notify AffinityX.



We build three custom display ads based on the print creative.



We return the completed display ads; orders submitted by 7:00 p.m. are completed by 7:00 a.m. the next day (Monday to Friday).



Present the display ads and secure the buy.

So we don't need to place a separate order?

Not at all. Select the PrintX options when placing print ad orders and, when the print ads are uploaded, we'll get to work on the display ads.

What if my advertisers only buy print ads today?

Some of your existing print ad customers may not know how easy and effective display advertising can be. AffinityX partners with you to help your sales team sell the value of cross-media campaigns and display advertising. You can increase your share of their advertising wallet, while they increase their brand visibility.

How can we train and support our sales reps who haven't sold online campaigns before?

The AffinityX team will set up your team for success. We'll provide sales training, go on ride-alongs and co-sell with your team. We'll also equip you with white-label foundational marketing materials.

How quickly can PrintX display ad campaigns launch after approval?

Since the campaigns will be running on your owned and operated inventory, the launch timing depends on inventory availability and when your team can flight and traffic.



Print ads



Digital ads

Why AffinityX

AffinityX makes it easy and affordable to offer SMBs truly professional ad design and targeted online campaigns at a price that they can afford. Now local SMBs can go to market looking as smart as the giants they compete with.

We consistently deliver high quality creative and fast turn times, developed by professional designers to help give your advertisers consistent branding across media. Plus, our sales enablement program and go-to-market support will empower your sales reps to maximize revenue and close out unsold ad inventory, while delivering new value to your advertisers.

Rely on AffinityX and our expertise based on our years of serving millions of SMBs.