

# About Converting Solutions

Converting Solutions, A PFFC Brand is a premier business-to-business publication designed specifically to address the information needs of the busy buyer of printing and graphics equipment. It is written for the professionals whose primary objective is to buy or sell equipment, materials and services. Converting Solutions uses print and digital publications to communicate monthly with professionals who are ready to buy products. Innovative product offerings for 2018 include eBlasts, show packages, special sections, website advertising, social media and videos to deliver your promotional message in a manner **guaranteed** to get the **results** you are looking for.



[www.pffc-online.com](http://www.pffc-online.com)

## Multimedia Solutions

We reach your customers through carefully designed **dynamic and innovative** media services. For print, Converting Solutions lands on the desk of the busy professional or is received at one of the many industry shows we attend. For digital, our publication is opened and read from computers and phones by your customers who can click through directly to your advertisement. The pages of our website are viewed by thousands of industry professionals monthly which provides a strong audience for advertising on our site. Converting Solutions connects buyers with sellers of products and services making it an indispensable tool for advertisers.

### Print Publication



- Mailed monthly nationwide
- Distributed at major trade shows throughout the year

### Digital Publication

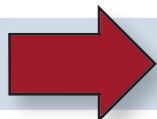


- Duplication of the print issue but with added digital interactivity such as clickable web and email links, & videos
- Deployed via email
- Available in several places on our website

### Website Advertising



- Provides users with content including:
- Expert columnists in the Converting & Printing industries.
  - Feature Stories
  - Products and Industry News
  - Video Guide • Buyer's Guide
  - White Papers

 **New & Exciting** Lead Generating eBlasts - See Page 5

Our rates and CPM are among the most competitive and the lowest in the industry. Your rate also includes FREE 4/color graphic design assistance if needed.

## Priority Positions

Position	4/Color
Front Cover	\$2,450
Back Cover	\$2,175
Inside Front Cover	\$2,025
Inside Back Cover	\$1,830
Priority Page 3	\$1,960
Center Spread	\$3,360

## 4/Color Rates (per insertion rate)

Size	1 Issue	3 Issues	6 Issues	12 Issues
Full Page	\$1,830	\$1,750	\$1,680	\$1,590
1/2 Page	\$1,300	\$1,260	\$1,220	\$1,130
1/4 Page	\$980	\$920	\$870	\$830
1/8 Page	\$680	\$660	\$650	\$610
Business Card	\$560	\$550	\$540	\$510

Rates are net and non-commissionable

★ All Rates Include Print & Digital Editions

## Circulation by Type of Industry



### Flexible Packaging **46%**

Paper, Film, Foil, Plastic, Bags, & Pouches

### Paperboard Packaging **15%**

Corrugated Converters, Folding Cartons, Set-up Boxes, Fiber Tubes & Cans

### Non-Printed Rolls & Sheets **14%**

Film, Foil, Paper, Paperboard, & Used for further converting

### Tapes, Labels & Tags **12%**

### Other Converting Products **13%**

Office Products, Sanitary Products, & Manufacturers of Converting Machinery

# Artwork Specifications

## Full Page Ad

Bleed Size .....7-7/8" x 11"  
Page Trim .....7-5/8" x 10-3/4"  
Live Matter .....7" x 9-13/16"

## 2 Page Spread

Bleed Size .....15-3/4" x 11-1/4"  
Page Trim .....15-1/4" x 10-3/4"  
Live Matter .....14-10/16" x 9-13/16"

## Front Cover

Bleed Size .....7-7/8" x 11"  
Page Trim .....7-5/8" x 10-3/4"  
Live Matter .....7" x 6-13/16"

## Back Cover

Bleed Size .....7-7/8" x 7-7/8"  
Page Trim .....7-5/8" x 7-3/4"  
Live Matter .....7" x 7-5/16"

**Half Page - Horizontal:** 7" x 4 13/16"

**Half Page - Vertical:** 3 3/8" x 9 13/16"

**Quarter Page:** 3 3/8" x 4 13/16"

**1/8 Page:** 3 3/8" x 2 13/16"

**Business Card:** 3 3/8" x 1 13/16"

**All above dimensions are width x height.**



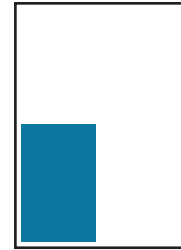
Full Page



Half Page  
Horizontal



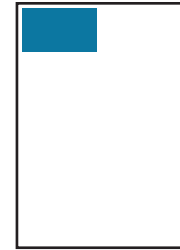
Half Page  
Vertical



Quarter Page



1/8 Page



Business Card

## Camera-ready art specifications

### Software

QuarkXpress V10.0, Photoshop V3.0 or higher,  
Illustrator V5.0 or higher

### Supported Formats

PDF, TIFF, EPS and JPG  
PDF's: When preparing your PDF,  
distill the PDF at 240 dpi, embed all fonts

### Images

Photos should be processed at a resolution of no  
less than 240 dpi and at 100% of the printing size.

### Recommended Resolutions of Original Scans

Color Images - cmyk: 240-300 dpi  
Black & White Line Art: 900 dpi  
Grayscale Images: 240 dpi

### We Can Not Accept

Corel Draw, Word Perfect, Powerpoint, Excel,  
Pagemaker, Microsoft Publisher, True Type Fonts,  
or Window Fonts.

## Artwork Submission

Advertising materials can be supplied by:

### Email

Email to [design@packaginghotline.com](mailto:design@packaginghotline.com)

### FTP

FTP: [ftp.es-pub2.com](ftp://ftp.es-pub2.com)  
Username: [iahawks@es-pub2.com](mailto:iahawks@es-pub2.com)  
Password: GoHawks!1

### Disk

809 Central Ave, Suite 200  
Fort Dodge, IA 50501

When sending us a CD, include a laser or  
color copy of contents.

**All new ad copy is due on or before the due date on our distribution schedule.** Any advertising copy submitted after that time will be placed in the following edition. Cut-off may vary on special show issues, so please consult your marketing consultant for details.

## January

Ad Copy Due: 12/14/17

### Distribution

- **The Packaging Conference**  
February 5-7 - Orlando, FL
- **Converters Expo South**  
February 6 - Charlotte, NC
- **West Pack/Plastec West**  
February 6-8 - Anaheim, CA
- **2018FLEX**  
February 12-15 - Monterey, CA
- **Graphics of the Americas**  
February 22-24 - Ft. Lauderdale, FL

## February

Ad Copy Due: 1/25/18

### Distribution

- **TLMI Converter Meeting**  
March 11-14 - San Diego, CA
- **FPA Annual Meeting**  
March 13-15 - Naples, FL
- **Gasketing/Converters Expo**  
March 19-21 - Orlando, FL

### Pre-Show

- **Pack Expo East**

## March

Ad Copy Due: 2/22/18

### Distribution

- **PapercCon 2018**  
April 15-18 - Charlotte, NC
- **Pack Expo East**  
April 16-18 - Philadelphia, PA
- **Converters Expo**  
April 17-18 - Green Bay, WI
- **Plastec New England**  
Apr 18-19 - Boston, MA

### Pre-Show

- **NPE 2018**

### Post-Show

- **West Pack / Plastec West**

## April

Ad Copy Due: 3/22/18

### Distribution

- **Label Summit Latin America**  
April 24-25 - Guadalajara, Mexico
- **INFOFLEX 2018**  
May 6-9 - Indianapolis, IN
- **NPE 2018**  
May 7-11 - Orlando, FL

### Post-Show

- **Graphics of the Americas**

## May

Ad Copy Due: 4/19/18

- **Top 100 Flexible Packagers**
- **Top 100 Paperboard Manufacturers**
- **Top 100 Tag & Label Companies**

## June

Ad Copy Due: 5/17/18

### Post-Show

- **NPE 2018**

## July

Ad Copy Due: 6/21/18

### Post-Show

- **Super Post-Show Distribution**

### Q&A Forum Topics

(For Companies Running ½ Page or Larger in Issue):

- February** – Bags & Pouch making
- March** – Coating & Laminating
- April** - Extrusion
- May** – Flexo Printing
- June** – Bags & Pouches
- July** – Film Extruders
- August** – Web Guiding & Tension Control
- September** – Labels & Labeling
- October** – Rolls & Roll Handling
- November** – Printing
- December** – Trends for 2019 to Watch

## August

Ad Copy Due: 7/26/18

### Pre-Show

- **Labelexpo Americas**
- **Graph Expo**

## September

Ad Copy Due: 8/23/18

### Pre-Show

- **Pack Expo International Distribution**
- **Labelexpo Americas**  
September 25-27 - Rosemont, IL
- **Graph Expo**  
September 30 - October 3 - Chicago, IL
- **TLMI Annual Meeting**  
October 14-17 - Amelia Island, FL

## October

Ad Copy Due: 9/20/18

### Distribution

- **Pack Expo International**  
October 14-17 - Chicago, IL
- **SGIA 2018**  
October 18-20 - Las Vegas, NV

## November

Ad Copy Due: 10/18/18

### Distribution

- **Print World 2018**  
November 17-19 - Toronto, ON

### Post-Show

- **Labelexpo Americas**
- **Graph Expo**

## December

Ad Copy Due: 11/15/18

### Distribution

- **Super Association Distribution**

### Post-Show

- **Pack Expo**

## January

Ad Copy Due: 12/13/18

### Feature Story Editorial Topics By Month

- February** - Slitting & Rewinding
- March** - Inks, Coatings
- April** - Labels & Labeling
- May** - Digital Printing
- June** - Flexo Printing
- July** - Web Guiding & Tension Control
- August** - Extrusion
- September** - Coating & Laminating
- October** - Winding/Unwinding
- November** – Rolls & Roll Handling
- December** – Flexible Packaging

## Get a Product in Print and eBlasted out - LEAD GENERATOR!

Each month we will offer a dedicated product category COMBO of a Product in Print and eBlasted out for anyone who runs a 1/2 page or larger in that issue. We will also send back the contact info from the readers who click-through.

### You will receive the following as part of this NEW COMBO:

- **Product in Print:** 4-color image, 50 word description, phone, URL
- **eBlasted:** 4-color image hyperlinked, 50 word description, phone, URL that is hyperlinked

### Monthly Topics:

**January** - Laminating & Coating

**February** - Flexible Packaging

**March** - Slitting/Rewinding

**April** - Pack Expo East

**May** - NPE

**June** - Flexible Packaging

**July** - Extrusion

**August** - Web/Roll Handling

**September** - Label Expo & Pack Expo

**October** - Pack Expo

**November** - Labels & Tape

**December** - Slitting/Rewinding

## Equipment/Machinery eBlast

Showcase up to four pieces of equipment or machinery in our "How It Works" eblast!

With "How it Works" you promote your new equipment or machinery in a dedicated eBlast with up to 4 products that will be blasted out.

You send us the following:

- Up to 4 product image
- Headline for each
- Up to a 75 word description for each
- Up to 4 links for each product

## Make Use of Your VIDEOS!

### Showcase up to four videos showing your equipment or machinery in action!

Sponsor "Lights, Camera, ACTION!" to promote your videos showing your machinery or equipment. These videos help educate your target market and demonstrates your leadership in providing solutions. This eBlast is sent to all subscribers featuring up to 4 supplied videos.

You just send us the following:

- Up to 4 video images
- Headline for each
- Up to a 75 word description for each
- Up to 4 links for video (including one for where it lives on your site)

## Support Your Trade Shows!

Sponsor our On the Floor eNewsletter eBlast

Dominate any day(s) exclusively of a trade show with our On The Floor eNewsletter. We will write content on the trends, must-sees and seminars. You would own all of the ad units in each day(s) newsletter that will get deployed to our emails early in the morning.

- 728 x 90 ad with a link
- Up to (3) product images, 50 word description for each and link for each

## Show Packages

### Package includes:

- Run a print ad the month before and the month of the show
- Be part of a product eblast the week before the show (image, product name, 50 words, link)
- Have an ad on our website for any 90 day period from 60 days prior to the show till 60 days after the show ends
- Be part of our Geo-Fencing at the show

**Note:** All of the digital eBlasts on this page comes with your metrics on the number of emails sent out, number opened, clicks and we will set up a landing page for readers to request more information from you on any of these solutions.

## Media Kit

**Audience** – Our audience converts and/or prints such products as bags/pouches and other flexible packaging, labels, tapes, tags, cartons, boxes, fiber tubes, magnetic media, sanitary, and disposable products.



## Website Ads

Ads on PFFC-online.com combine IAB-certified placements and advanced ad management technology to provide maximum visibility throughout the PFFC website or within exclusive pages owned by one advertiser.

## Auction Calendar

Includes your company logo, a brief description of your auction with a direct link to your website. The five with the closest sale date will be listed on the sidebar. Listing \$300/week

**TOP BANNER AD**  
728 x 90  
\$975 net/month  
(max. file size: 35k)

**PREMIUM UPPER LEFT AD**  
180 x 240  
\$975 net/month  
(max. file size: 30k)

**LEFT RAIL ADS**  
180 x 150 (5 available)  
\$525 net/month for Top Position  
(max. file size: 20k)

**BEST AVAILABLE ADS**  
180 x 150  
(below Left Rail Ads)  
\$450 net/month  
(max. file size: 20k)

**PREMIUM UPPER RIGHT AD**  
300 x 250  
\$990 net/month  
(max. file size: 30k)

**RIGHT RAIL AD**  
300 x 250 (middle)  
\$750 net/month  
(max. file size: 30k)

**LOWER BANNER AD**  
728 x 90  
\$450 net/month  
(max. file size: 35k)

Check out our digital solutions at [www.rdgdigitalsolutions.com](http://www.rdgdigitalsolutions.com)

## Category Content Ownership

Category content landing pages quickly connect our readers with timely news, commentary, and the latest technological advances on the most important convert topics. These high-interest pages are designed to draw traffic from search engines relating to specific content.

### TOP BANNER AD

728x90  
(max. file size: 35k)

### PREMIUM UPPER LEFT AD

180 x 240  
(max. file size: 30k)



### PREMIUM UPPER RIGHT AD

300 x 250  
(max. file size: 30k)

### VIDEO PLAYER

## E-Clips E-Newsletter Ads

Identify and capture the attention of subscribers who need your products and services and drive traffic to your website with a targeted message in this newsletter that reaches 11,500 subscribers. E-Clips contains timely, concise news, new products, feature stories, blog posts, videos, white papers, and more.

### PREMIUM TOP BANNER AD\*

460 x 90  
\$1,200 net/cycle (max. file size: 35k)

### MIDDLE BANNER AD

460 x 90, \$600 net/cycle (max. file size: 35k)

### MIDDLE AD\*

300 x 250  
\$800 net/cycle (max. file size: 30k)

### 1ST TEXT AD WITH IMAGE

75 words + photo  
\$1,100 net/cycle

### BEST AVAILABLE TEXT AD WITH IMAGE

(4 additional positions available)  
\$950 net/cycle

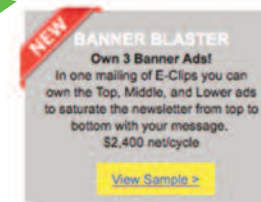


### RIGHT RAIL AD\*

120 x 240  
\$700 net/cycle (top) (max. file size: 30k)

### BEST AVAILABLE

120 x 240  
(2 additional positions available)  
\$650 net/cycle (max. file size: 30k)



\*Ads can be animated to rotate with three different images (rotating continuously).

## Featured Video Push

\$475 (includes two mailings for two consecutive weeks in E-Clips e-newsletter + includes Featured Video on PFFC website Home Page for same two weeks)



Include your video as a "Featured Video" within our weekly e-newsletter, E-Clips, pushing the video out to our 11,500 readers.



This includes an image of the video with a play button, a 50-word description about the video with a website link. And your video will be the "Featured Video" on the PFFC website Home Page for the same two weeks as it appears within E-Clips.



We will send you the click results to your website link and the video link to show how responsive our readers were to your Featured Video within E-Clips.

Check out our digital solutions at [www.rdgdigitalsolutions.com](http://www.rdgdigitalsolutions.com)

## White Papers & E-Book



**White Papers** | UP TO 3 WHITE PAPERS | \$60/month for 12 months.

**Includes:**

- ▶ Lead Generation Form
- ▶ Company Logo
- ▶ Paragraph Intro
- ▶ Listing as a "Featured White Paper" in E-Clips E-newsletter four times a year



**E-Books** | \$60/month for 12 months.

**Includes:**

- ▶ Lead Generation Form
- ▶ Cover Image of E-Book
- ▶ Intro Paragraph
- ▶ Listing as "Featured E-Book" in E-Clips E-newsletter four times a year.

## Video Guide

Extensive PFFC Video Guide is sorted by industry category. We will include your video at any time.

For maximum exposure, your company can be an Exclusive Sponsor of any specific video category!

We include "Featured Videos" in our E-Clips e-newsletter at least twice a month driving our subscribers directly to the Video Guide. As an exclusive Video Category sponsor, our readers would see ONLY your ads when they are viewing your category (even if they are viewing a competitor's videos).

Check out our digital solutions at [www.rdgdigitalsolutions.com](http://www.rdgdigitalsolutions.com)



## Buyers Guide - August Issue

Convert leads to sales from visitors in search of suppliers by product categories, and increase your results of being found and contacted. Our buyers guide listings are set up on a tiered system. Visit our website or contact us to learn what each tier includes. All listings include a direct link to your website.



## Contact Us

### Converting Solutions

P.O. Box 893  
809 Central Avenue, Suite 200  
Fort Dodge, Iowa 50501  
www.pffc-online.com  
randy@rdgmedia.net

888-247-2007  
Local: 515-574-2248  
Fax: 515-574-2237



## Email Marketing

**Custom Email Blasts** - E-Blasts reach 11,500 readers. We mail E-Blasts on Thursdays and reserve some Wednesdays as "make up" mailing dates. We do not mail two "Product" or two "Service" E-Blasts in the same week, so we don't over-saturate our readers with similar messages. We'll send you a test mailing to make sure it looks and works as you intend.

CAMPAIGNS INCLUDE |

- ▶ Exclusive Message to subscribers
  - ▶ Your ready-to-deploy HTML
  - ▶ Subject line
  - ▶ Detailed metrics | Deliveries, Open rate, Click-throughs by URL, and Total Clicks
- \$1,850 net/per mailing with a \$100 cancellation fee for custom E-Blasts if canceled within two weeks of scheduled E-Blast date.

**Group Email Blast** - Reach thousands of buyers at once and get a faster response than you would through most other marketing campaigns. Includes a brief description of your company, your phone number and links to your email and website. Only \$500.

**Digital Email Blast** - An e-mail that notifies subscribers of the latest digital edition. It offers the following options:

**Banner** - 4 available per issue. Cost: \$750 per issue.

**Video** - 2 spots available. Only \$1000 each.

**Product Spotlight** - 4 spots available. List your company/product information, your company logo OR product image, as well as a link directly to your website. Only \$750 per month.

## Digital Issue Add-Ons

**Skyscraper Banner** - The skyscraper is another prevalent form of Web advertising. Skyscraper ads, which are tall and narrow, get their name from the tall buildings you often see in big cities. They are placed to the right of the main content on the page.

They can contain text advertisement and images. When users click on a skyscraper ad, they are redirected to the advertiser's website. Cost: \$1500 per issue

**Video over Ad** - Turn your ad in our digital edition into a live interactive experience by placing your video over your ad. When users flip the page the video will start to play automatically. Cost: \$1000 per issue

