

New & Exciting For Your Planning:

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2019 Integrated Media Kit for Converting Solutions



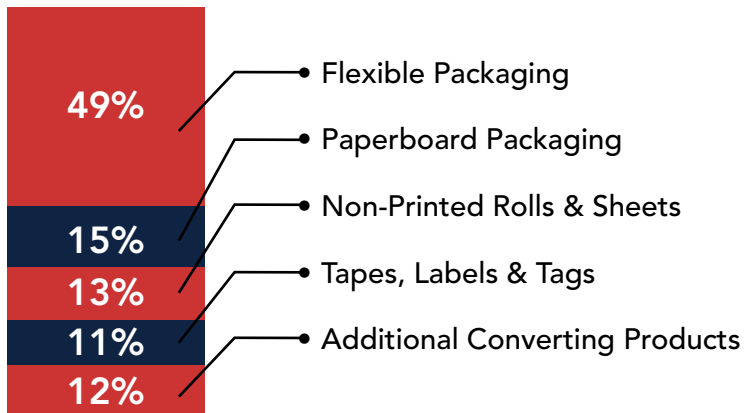
rdgmedia
PUBLICATION

www.pffc-online.com



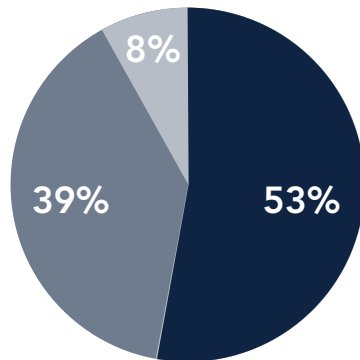
Converting Solutions, A PFFC Brand is a premier business-to-business publication designed specifically to address the information needs of the busy buyer of the converting, packaging printing and graphics industries. Converting Solutions uses print and digital publications to communicate monthly with professionals who are ready to buy products. **PFFC** is an all-electronic, on-demand, 24/7 resource in which recognized experts and experienced staff assist converters around the world to become more efficient and profitable in their manufacturing and business practices.

Our readers are involved in this:

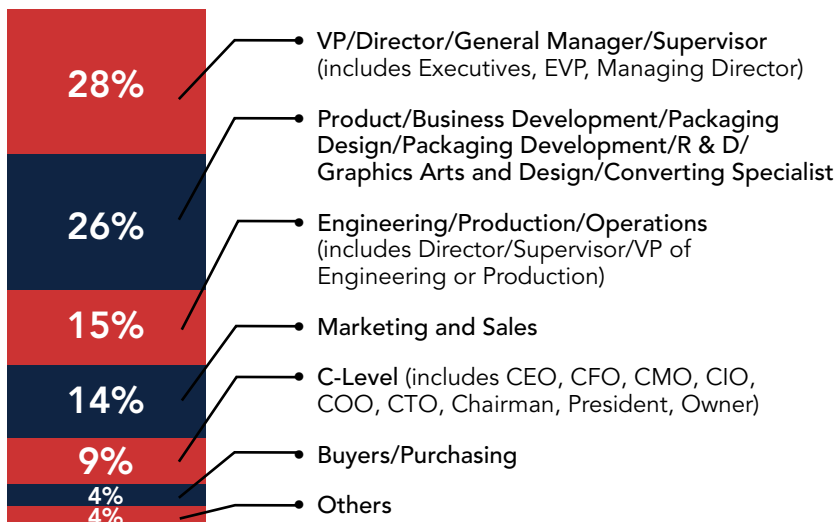


Company Function

- 53% Converters
- 39% Printers
- 8% Other



Circulation by Job Title



PLATFORMS



Print Issue
10,000 monthly



Digital Issue
20,000 monthly



E-Clips
12,000/weekly



PFFC Website
15,000+ unique visitors monthly



PFFC Buyers Guide
23,041 page views annually

Average Time Spent Online
4:25 minutes

Buyers Guide Visitors
viewed 5.27 pages per visit



2017 Digital Marketing Budget Plans

based on responses from 3,347 company marketing professionals around the world

February 2017



MarketingCharts.com | Data Source: Econsultancy / Adobe

* Source Web Strategies - How Much Should You Budget For Marketing In 2018? (www.webstrategiesinc.com)

Here is how we can help you with the above recommendations:

- Content Marketing (**supporting our Category Content Ownership and exclusive page sponsorships, page 10**)
- Video Advertising (**we're the only publication with a Video Guide organized by category and making this work with our Featured Videos in E-Clips**).
- Lead Generation (**webinars, Online Quiz, White Papers, E-Books, Custom E-blasts**)
- Mobile Marketing (**Geofence your trade shows/prospects**)
- Email Marketing (**Custom E-blasts, E-Clips newsletter, Focused Newsletters**)
- Webinars (**great lead generator**)
- Display Advertising (**Lots of different ad units to choose from both in print and on our website**)

“Our targeted E-Blasts through PFFC have generated excellent results. We are seeing quality inquiries based on the content of our E-Blasts, primarily from new prospective clients.”

— Paul Lembo | New Era Converting Machinery

2019 EDITORIAL CALENDAR AND ADVERTISING OPPORTUNITIES

| | January | February | March | April | May | June |
|---|------------------------------------|---------------------------------|--|---|-------------------------------------|---|
| Ad Close/ Materials Due | December 12 | January 23 | February 20 | March 20 | April 17 | May 15 |
| Cover Story | 2019 FORECAST | Extrusion Coating | ICE USA PREVIEW | Emerging Converters | Flexographic Printing | Innovations & What's Next in Flexible Packaging |
| Q&A | | Bags & Pouches | Slitting & Rewinding | Coating, Laminating & Metallizing | Flexo Printing | Extrusion |
| Feature Story | Narrow Web | Rollers & Surface Treatment | Static Control | Inks & Coatings | Labeling | Materials Handling |
| Topic Focused Directories | | Slitting Services | Coating & Laminating | | | |
| Topic Specific eNewsletters | Digital Printing | Labeling | Flexible Packaging | Slitting/Rewinding | Flexo Printing | Bags/Pouches/Flexible |
| ICYMI Exclusive eNewsletter Sponsorship | January 6 | February 3 | March 3 | April 7 | May 5 | June 2 |
| Value-added | Leaders in Converting Corp profile | Product in print & eblasted out | ICE USA Show Package Full page ads receive: • Product spotlight in issue • Product eblast before show | Business Card Ad Ad Laminate for Booth | Buy full page at 1/2 page rate card | HTML eblast to 2,500 emails |
| eBook | | | | Flexo Printing | | |
| Co-sponsored Webinar | | | Material Handling | | Web & Roll Handling | |
| Bonus Distribution | West Pack | FPA Annual Meeting | ICE USA AICC Spring Meeting | ICE USA | INFOFLEX | |

Loyalty Frequency Program *(at rate card rates)*

- Buy 4 ads, Receive a 5th ad **FREE**
- Buy 6 ads, Receive a 7th and 8th ad **FREE**
- Buy 9 ads, Receive the 10th, 11th and 12th ad **FREE**

2019 EDITORIAL CALENDAR AND ADVERTISING OPPORTUNITIES

| | July | August | September | October | November | December |
|--|---|-----------------------------------|--|--|----------------------------------|------------------------------------|
| Ad Close/ Materials Due | June 19 | July 24 | August 21 | September 18 | October 16 | November 13 |
| Cover Story | Web Guiding & Tension Control | ANNUAL BUYERS GUIDE | PACK EXPO PREVIEW | K 2019 SHOW PREVIEW | Rolls & Roll Handling | Flexible Packaging |
| Q&A | Film Extruders | Web Guiding & Tension Control | Labels & Labeling | Rolls & Roll Handling | Flexible Packaging | Trends for 2020 |
| Feature Story | Winding/ Unwinding | Adhesives | Coating & Laminating | Flexible Packaging | Films & Substrates | Best Flexible Packages of the Year |
| Topic Focused Directories | | | Contract Converting Services | | Lab / Pilot Technical Facilities | |
| Topic Specific eNewsletters | Adhesives | Web & Roll Handling | Labeling | Web Guiding & Tension Control | Coating & Laminating | Extrusion Film |
| ICYMI Exclusive eNewsletter Sponsorship | July 7 | August 4 | September 1 | October 6 | November 3 | December 1 |
| Value-added | Supplied video to be posted in our video guide and blasted out during month | 1/3 page corporate profile | PACK EXPO 2019 Show Package: Full page ads receive: • Product spotlight in issue • Product eblast before show | K 2019 Show Package: Full page ads receive: • Product spotlight in issue • Product eblast before show | 1/2 page/Full page BOGO | HTML eblast to 2,500 emails |
| eBook | Bags/Pouches & Flexible Packaging | | Printing/Inks | | | |
| Co-sponsored Webinar | | Slitting & Rewinding | | Coating & Laminating | | |
| Bonus Distribution | | | Graph Expo AICC Annual Meeting Pack Expo | K 2019 AIMCAL Mtg | | |

“I first came into contact with PFFC in 1989 when I began providing PR services to Graphic Packaging Corporation, at that time part of the Adolph Coors Company. Nine years later, I launched my own agency, focusing on packaging and converting companies, and was fortunate to keep in contact with the PFFC editorial staff. Over the past 20+ years, I have sent the publication countless news items, and found that each news release I submitted would ALWAYS be weighed solely on the basis of its relevance to the PFFC readership. The entire professional staff possess a commitment to editorial integrity that is simply unlimited.”

— Don Shook | MERIT Media Relations LLC | www.MMRpr.com

E-Clips

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 12,000 subscribers. E-Clips contains timely, concise news, new products, feature stories, blog posts, videos, white papers, and more. E-Clips is delivered to subscribers weekly.

Sponsors can choose to advertise in Cycle 1 (Weeks 1 and 3) or Cycle 2 (Weeks 2 and 4) of each month. Pricing is based on one cycle (two issues) and sponsors have the option to purchase both cycles in a month. Space reservations close Monday, one week prior to deployment.

Participate with any of these materials:

- 460 x 90 px, 120 x 240 px, 300 x 250 px, or 120 x 600 ad with a link
- Product image, description & link
- Video
- White Paper, description and link
- Sponsor of our upcoming issue with a logo/link/description



Banner Blaster in E-Clips

Dominate any E-Clips by running THREE ads - you can own the Top, Middle, and Lower ads to saturate the newsletter from top to bottom with your message.

Banner Sizes:
460 x 90 px

Imagine your
companies banner
ad in all 3 spots!



Focused eNewsletter Topics

Align your company by being a sponsor of our various eNewsletter topics throughout the year.

January – Digital Printing

February – Labeling

March – Flexible Packaging

April – Slitting/Rewinding

May – Flexo Printing

June – Bags/Pouches/Flexible

July – Static Control

August – Web & Roll Handling

September – Labeling

October – Web Guiding & Tension Control

November – Costing & Laminating

December – Film Extrusion

“As a small advertising and PR firm representing several clients in the converting industry, we work hard to get our clients’ message to the right audience. We always recommend PFFC as the best place to start. Their team has years of experience serving this industry and their market knowledge and industry reach is second to none.”

— Greg Hannoosh, President | Next Step Communications, Inc. | www.next-step.com

Digital Edition Sponsorship

Sponsor a monthly issue of *Converting Solutions*. You receive a banner ad with a link on the eBlast that goes to 70,000 readers. In addition, a banner linking to your website will be included in our digital publication – all for one very low price.

Digital Issue Add-Ons

• Sponsor Banners

We can place an ad to the left of the cover and at the top of the page that is exclusively owned by your company. Contact your account executive for specifications and availability.

• 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.



VIDEOS

Featured Video Push

(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 12,000 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.

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).



Additional ways for us to make use your videos:

- Appear in our Video Guide for a full year
- Interview at a trade show (or take one of your supplied videos) – appears in our video guide on our website, can coincide with a Feature Story in our digital edition and/or get blasted out
- Appears on our website homepage and on video page for 30 days
- Appear in our weekly eNewsletter for a month
- Posted on our YouTube page for a year
- Video eBlast – promote up to four videos with descriptions and links
- Digital Edition – promote your videos in our digital edition eBlast each month

LEAD GENERATION

Show Packages

Our show package includes all of the following:

- 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

Support Your Trade Shows! (A)

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

Case Study & White Paper Sponsorships (B)

Do you have a white paper or case study you want to get in the hands of new leads? Send us your case study or white paper with a subject line, headline, 50-75 word description and a link and we will blast it out and generate leads for you.

Custom Email Blasts

E-Blasts reach 12,000 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

PFFC Quiz (C)

Test the knowledge of our subscribers, supply the questions/answers, generate leads, offer an incentive, great way to be looked at as a thought leader! We will market these for a month.

Product eBlast Showcase (D)

Showcase up to four products or equipment that will get blasted out! With the Product eBlast, you promote your products and equipment in a dedicated eBlast.

You send us up to 4 product images along with a headline, a 75 word description and up to 4 links for each product.

Editorial Eblast (E)

Be the EXCLUSIVE sponsor of either one of our articles or supply us with one of yours.

Supply us with:

- 589 x 90 ad with a link
- 300 x 250 ad with a link
- Video or White Paper (optional)



WHITE PAPERS & E-BOOK

White Papers

Provide us up to 3 white papers that we will house on our site and drive attention to it.

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

Be a sponsor of an all-inclusive topic focused eBook that will generate lots of leads from deploying it out to our 12,000 email.

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

Topics will include:

- Flexo Printing
- Bags/Pouches & Flexible Packaging
- Printing/Inks

WEBINARS

Exclusive Sponsored Webinars

Be looked at as a thought leader by doing a 30-60 minute presentation to a captive audience. Generate high quality leads from industry professionals looking to learn more about the webinar topic.

- Your logo on all promotions: HTML eblasts, eNewsletters, our website and in print ads promoting your webinar
- Your logo on registration page
- Full contact info of all registrations
- You can use the sales promotion to send to your database
- Webinar available On-Demand for three months

Sponsor A Lead Generating Webinar Today!

Sponsor a 30-60 minute webinar exclusive topic to your company. We find the speakers and we do all the work driving registrations.

Sponsors Receive:

- Your logo on all promotions: HTML eblasts, eNewsletters, our website and print ads in the magazine
- Your logo on registration page
- Professionally narrated intro with 20 second commercial at the beginning and end of the webinar
- Full contact info of all registrations
- You can use the sales promotion to send to your database
- Webinar available On-Demand for three months

COMPANY OF THE WEEK

This new and exciting offering gives you exposure across our weekly eNewsletter, our website and our social media followers. It includes:

- "Company of the Week" mention in E-Clips with company logo + 50 words + website link + link to NEWS Item headline (appearing on PFFC home page)
- Receive "Top of Home Page" News item on PFFC website on the same day your company appears in E-Clips as "Company of the Week."
- "Company of the Week" mention on PFFC Social Media Pages - highlighting your brand and NEWS item.

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.

TOP BANNER AD
728 x 90 pixels

PREMIUM UPPER LEFT AD
180 x 240 pixels

LEFT RAIL ADS
180 x 150 pixels (5 available)

BEST AVAILABLE ADS
180 x 150 pixels
(below Left Rail Ads)

PREMIUM UPPER RIGHT AD
300 x 250 pixels

RIGHT RAIL AD
300 x 250 pixels (middle)

LOWER BANNER AD
728 x 90 pixels

Category Content Ownership

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

TOP BANNER AD
728x90

PREMIUM UPPER LEFT AD
180 x 240

PREMIUM UPPER RIGHT AD
300 x 250

VIDEO PLAYER

Auction Calendar

Promote your upcoming auction! We will include your company logo, a description of what is available in your auction with a direct link to your website.

PFFC Average Website Traffic

- 27,893 Average Page Views per month
- 13,468 Average Unique Visitors per month

* Source: Google Analytics from January 1 - July 31, 2018

Laser Focused Online/Impression Based Advertising

Reach potential and existing customers through laser-focused digital advertising. Let us help drive traffic to your booth where you exhibit or with Top Prospects. We can deliver your ads to users based on their online activities and habits. Targeted Digital Marketing is an impression-based advertising campaign that deploys digital ads through any combination of:

Geo Fencing - What we do is basically draw a digital "fence" around an area we would want to target. Imagine the entire building where you are exhibiting or a small, more intimate conference anywhere in the world. We begin targeting their mobile device and once they open one of the over 300,000 Applications and Websites we have agreements with, we will then deliver your specific message to their device. This can be a Cell Phone, Laptop or Tablet. We can geo-fence any trade show, convention, YOUR TOP PROSPECTS, association meeting or even a competitor's location.

Event Targeting - Re-target prospects that were captured during a specified event for up to 30 days following the event.

Keyword Targeting - There is no limit to keywords. We just want to plan out your keywords correctly, then it will work for those in the area that are looking for you offer. Unlike Pay Per Click, we set a keyword and they don't even have to go to your website, the program begins targeting them and will deliver your ads to them simply because they did a keyword search.

Website Re-Targeting - Basically, anyone that comes to your website, we can begin immediately following them around the internet and delivering a special message to the user to drive them back to your site and this increases conversions. This is a VERY important tool for anyone that has a website nowadays!

Site Re-Targeting - Site re-targeting is marketing to those who have been to your website. This is the most common type of re-targeting.

Contextual Targeting - Contextual targeting allows you to target your ideal consumer based on habitual tendencies.



Our Annual Buyers Guide will be in our August issue – don't miss out by getting your listing in print and also online. You can purchase an upgraded online package at any time throughout the year. Choose from our many options at a very affordable rate and we will bill you monthly if you want!

FREE BASIC LISTING in Print
(Converting Solutions Magazine, a PFFC brand)

August Buyers Guide

Includes:

- ✓ Company name
- ✓ Website name

FREE BASIC LISTING Online

(PFFC-online.com)

Includes:

- ✓ Company contact info (Company name, address, city, state, zip code, Country, phone, email "Request More Info" lead generation form & website name)
- ✓ Listed in up to 5 categories



UPGRADE OPTIONS:

ENHANCED LISTING (Print + Online)

- ✓ All items listed above, plus...
- ✓ Boldface listing in print Buyers Guide (August issue of Converting Solutions Magazine, a PFFC brand)
- ✓ Online Active Website link
- ✓ Affordable way to increase your SEO by having a web link on the PFFC site linking to your website.
- ✓ Company listed in your choice of up to 10 categories

ONLINE PREMIUM LISTING

- ✓ All items listed above, plus...
- ✓ Priority Search Results with Company Name towards Top of Page 1 Category Results for ALL Categories.
- ✓ Logo and Company Profile, up to 150 words, on Company Page.
- ✓ Additional Information Tabs (product lines, distributors, locations, manufacturer reps, and territories).
- ✓ Unlimited Category Selections

ONLINE PLATINUM LISTING

- ✓ All items listed above, plus...
- ✓ Highest Priority Search Results (Logo and Company Name appear at Top of Page 1 of Category Search Results).
- ✓ Listed as "Featured Company" with Logo on PFFC Buyers Guide Home Page.
- ✓ Logo and Company Profile, up to 300 words, on Company Page.
- ✓ 2 product images housed on Company Page
- ✓ 2 spec sheets housed on Company Page
- ✓ Full Media Package: Exclusive Video Players with two videos on Company Page and Links to Product Pages on your website.
- ✓ Every quarter, Your Company, Logo and Company Profile intro listed as a "Featured Company" in our E-Clips e-newsletter (mailed to 11,300 readers).

PRINT Buyers Guide Upgrades

(August issue of *Converting Solutions Magazine*, a PFFC brand)

- ✓ Logo in product categories or Alpha section by Company Name - \$195 (each add'l one is \$125)
- ✓ 2" mini-ad in product categories - \$225 (each add'l one is \$175)
- ✓ 3" mini-ad in product categories - \$300 (each add'l one is \$250)

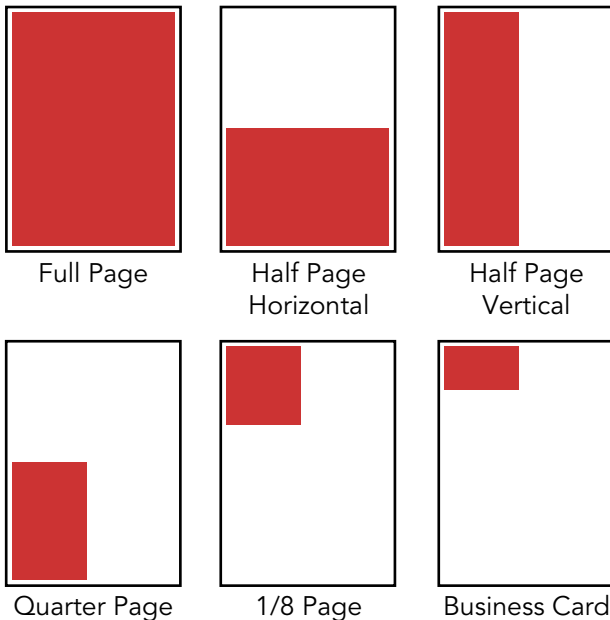
ARTWORK SPECIFICATIONS

| | |
|----------------------|------------------------------------|
| Full Page bleed | 7-7/8" x 11" |
| Full Page non-bleed | 7" x 9-13/16" |
| 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" |
| Front Cover | Ask your sales associate for specs |
| Back Cover | Ask your sales associate for specs |

Publication Trim Size: 7-5/8" x 10-3/4"

Keep all live matter 1/4" from all trim edges on bleed pages.

All above dimensions are width x height.



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.

Camera-ready Art Specifications

Software

Adobe Creative Cloud (InDesign, Photoshop)

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

Email: design@packaginghotline.com

FTP: [ftp.es-pub2.com](ftp://ftp.es-pub2.com)

Username: upload

Password: UploadAlpha2@

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