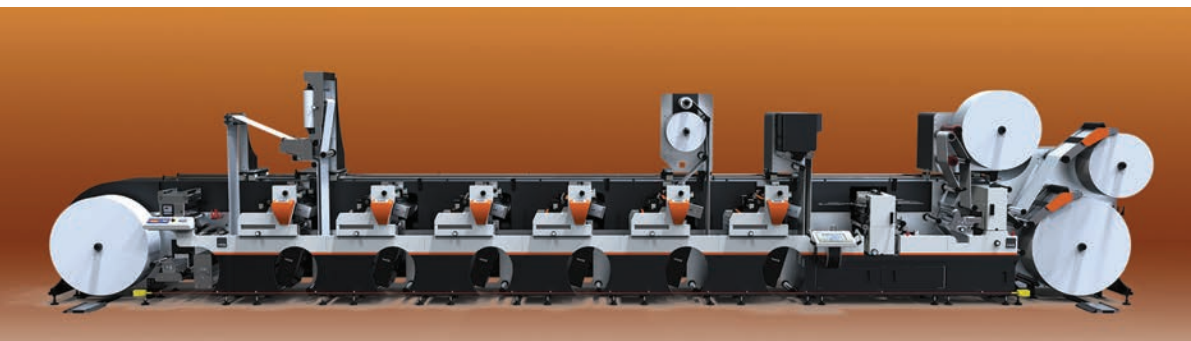




2020 Integrated Media Kit

rdgmedia
PUBLICATION
www.pffc-online.com



New & Exciting For Your Planning:

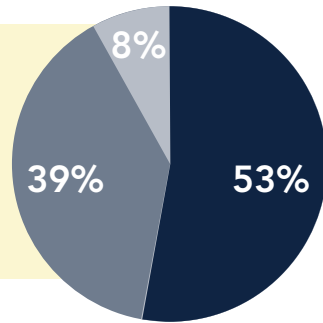
- *Leaders in Converting Participation - page 3*
- *Converting Operations of the Future Sponsorship - page 3*
- *How to Guide - page 3*
- *New Product/Equipment Launch Package - page 4*
- *Thought Leadership Spotlight - page 4*
- *Buyers Guide Options - page 5*
- *Enewsletter Options - page 8*
- *PFFC Website Options - page 11*
- *Online/Impression Based Marketing - page 12*



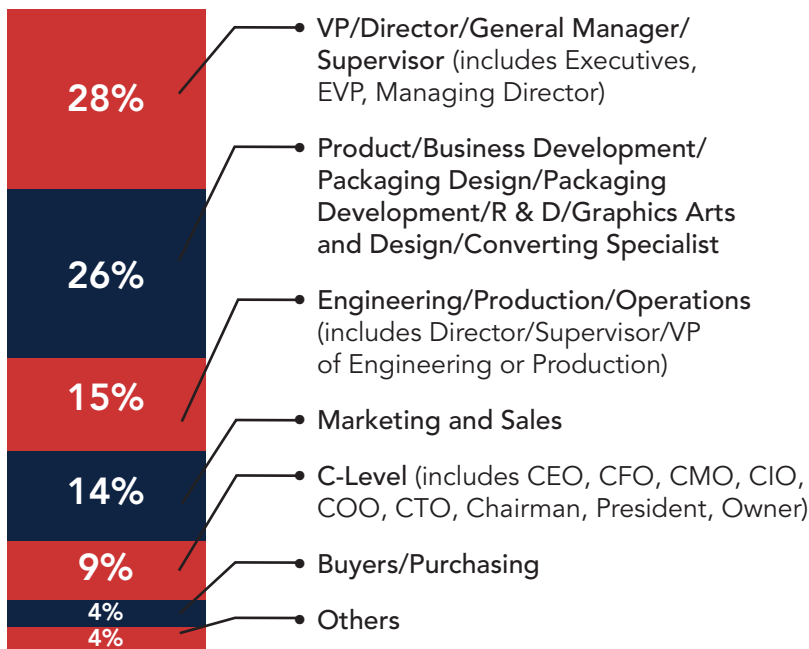
PFFC is the premier business-to-business publication designed specifically to address the information needs of the busy buyer of the converting, packaging printing and graphics industries. **PFFC** uses print and digital publications to communicate monthly with professionals who are ready to buy products. **PFFC** is an 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.

Company Function

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



Circulation by Job Title



PFFC surveyed our readers to see the type of equipment they use and buy in their converting and printing processes.

- | | | |
|--|---|---|
| • Slitting and sheeting equipment..... 66% | • Rewinding and sheeting equipment... 47% | • Folding and finishing equipment..... 22% |
| • Winding, rewinding and unwinding equipment 63% | • Inks..... 42% | • Robotics, efficiency and waste reduction experts..... 21% |
| • Web guiding and servo control providers..... 59% | • Polyester nylon, PP barrier and PLA films 40% | • Radiation, curing solutions 21% |
| • Doctor blades/knives..... 58% | • Roll stock pouches and laminates..... 38% | • Finishing systems for printers and packagers 19% |
| • Process controls, drives and motors... 58% | • Labeling equipment 36% | • Waxing, creping, sheeting and die-cutting..... 18% |
| • Coating, laminating and adhesives 58% | • Print quality control and vision systems36% | • Digital printing..... 18% |
| • Metering mixing and dispensing systems 57% | • Film suppliers and extruders 33% | • Corrugated, folding carton stock and liquid paperboard..... 16% |
| • Static Control..... 56% | • Flexographic printing 33% | • Offset printing 12% |
| • Corona, plasma, flame and ozone treaters..... 55% | • Printing presses 28% | • Moving web hole punching..... 12% |
| • Roll supplies and cleaning equipment 54% | • Flexible packaging equipment 26% | • Hot, cold stamping 6% |
| | • Gravure printing..... 25% | |
| | • Products for retail, medical, niche markets 23% | |

PLATFORMS

Print Issue
10,000 monthly



Digital Issue
20,000 monthly



E-Clips
13,700+/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

PFFC is doing something very unique and exciting in our January issue for you! You have a chance to participate from the beginning of 2020 for year-round exposure with the print and digital components of this program.

We have created a special package and section in our January issue called "**LEADERS IN CONVERTING.**" You receive year-round coverage with a mix of print, video exposure, and an enhanced Buyer's Guide profile - all for a great bundled price. You will reach 10,000 print subs, 20,000 digital subs with your ad and **LEADERS IN CONVERTING** STORY plus tens of thousands of visitors to our website during the year to see your video and online profile.

Be part of our **LEADERS IN CONVERTING**, our signature supplier branding program. Don't miss this opportunity to position your company as a leader to all types of converters when they are searching for solution providers. This supplier branding program begins with January Web and print exposure. Included in this program are the following:

- Full page or ½ page ad in January;
- Full page or ½ page profile in January talking about how your company is a Leader in Converting;
- We will be creating a special print supplement of your Leaders in Converting profile and distribute them at the Label Expo show;
- Your video to put up on our website all year;
- Recognition on our homepage with your company name and link which goes directly to your online profile;
- Company name and link on the **LEADERS IN CONVERTING** homepage that links to your online profile in our Buyer's Guide (100 word company description, 2 product images, one video, up to 3 press releases you have on our site); and
- You will be recognized as a Leaders in Converting in our house ad containing your company logo announcing you are part of this program in 4 issues in the next 12 months.



CONVERTING OPERATIONS OF THE FUTURE – JULY

Are you on the cutting edge of some type of converting process? We will take you through the entire process starting with the rolls through the converting process to the finished product. Be a Sponsor of this special report which will be the cover story in July.

THE HOW-TO-GUIDE - NOVEMBER

Establish yourself as a thought leader and converting or package printing expert. Share your tips, wisdom, what makes your organization an expert with the ability to convert or print more efficient, more cost-effective, faster, or better in some way. Your two-page-spread will come with these benefits:

- You can decide if you want to supply a 2-page advertorial spread or a 1-page advertorial and 1-page display ad;
- Distribution at the ICE USA 2021 show; and
- This Guide will live on our website and emailed out 4x in the next twelve months.

ONLINE ONLY BASIC LISTING (Online)

- ✓ Includes Company name, city, state, phone, URL
- ✓ Listed in up to 5 categories

BASIC LISTING (Online & Print)

- ✓ Includes Company name, city, state, phone, URL
- ✓ Listed in up to 5 categories

Total: \$50/12 months

UPGRADE OPTIONS:

ENHANCED LISTING (Online & Print)

- ✓ Increase SEO with link on the PFFC site linking to your website
- ✓ Listed in up to 10 categories in print & online
- ✓ Logo in print & digital edition of August Annual Buyers Guide issue

Total: \$300/12 months - [Click to View Sample](#)

PREMIUM LISTING (Online & Print)

- ✓ Priority Search Results (Company Name towards Top of Page 1 Category Results for ALL Categories)
- ✓ Increase SEO with link on the PFFC site linking to your website
- ✓ Logo and Company Profile, up to 150 words, on Company Page online
- ✓ Logo in print & digital buyers guide in company contact information section (unless otherwise specified)
- ✓ Additional Information Tabs (product lines, distributors, locations, manufacturer reps, and territories)
- ✓ Company contact info
- ✓ Unlimited Category Selections in print & online

Total: \$660/12 months - [Click to View Sample](#)

PLATINUM LISTING (Online & Print)

- ✓ Highest Priority Search Results (Logo and Company Name appear AT Top of Page 1 for ALL Category Search Results)
- ✓ Increase SEO with link on the PFFC site linking to your website
- ✓ TWO logos in print & digital buyers guide (company info section & adjacent one category listing)
- ✓ Logo and Company Profile, up to 300 words, on Company Page online
- ✓ Every quarter, Your Company, Logo and Company Profile intro listed as a "Featured Company" in our E-Clips e-newsletter (mailed to 12,000 readers)
- ✓ 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
- ✓ Boldface listing in print Buyers Guide (August issue of PFFC)
- ✓ Additional Information Tabs (product lines, distributors, locations, manufacturer reps, and territories)
- ✓ Company contact info
- ✓ Unlimited Category Selections in print & online

Total: \$900/12 months - [Click to View Sample](#)



AUGUST BUYERS GUIDE PRINT & DIGITAL EDITION UPGRADE OPTIONS:

- ✓ Logo in product categories or Alpha section by Company Name - \$195 (each add'l one is \$75)
- ✓ 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)

[Click to View Logo Sample](#)

[Click to View Mini Ad Samples](#)

SPECIAL DIRECTORIES (Online)

Aside from our Buyers Guide Directory, PFFC-online also has FOUR additional Special Directories where your company can be listed and associated with specific services. Once you have completed your PFFC Buyers Guide Listings, check out even more specific directories that may apply. Basic listings are FREE. STAND OUT with an upgrade option below:

- 1. Coating & Laminating**
<https://www.pffc-online.com/coating-and-laminating-services-directory>
- 2. Contract Converting Services**
<https://www.pffc-online.com/contract-converting-services-directory>
- 3. Contract Slitting**
<https://www.pffc-online.com/contract-slitting-directory>
- 4. Lab/Pilot/Technical Facilities**
<https://www.pffc-online.com/lab-pilot-technical-facilities-directory>

SPECIAL DIRECTORY UPGRADE OPTIONS:

- ✓ **Special Directory Logo listing:** Company Logo, Live E-mail Address Link, Live Website Link, and Live Company PFFC Buyers Guide Link for \$50/month for 12 months.
- ✓ **Special Directory Bundle Listing:** All of the above in up to four PFFC Directories at only \$70/month for 12 months.
- ✓ **Special Directory Ownership:** Own a special directory with your banner ads appearing at the top & bottom of a directory page.

2020 EDITORIAL CALENDAR AND ADVERTISING OPPORTUNITIES

	January	February	March	April	May	June
Ad Close/ Materials Due	December 11	January 22	February 19	March 18	April 22	May 20
Cover Story	Leaders in Converting	Coating & Laminating Special Directory	State of the Industry Report	Emerging Converters	Flexo Printing	Special Section on Innovations & What's New in Flexible Packaging
Q&A	Bags & Pouches	Slitting, winding & rewinding	Coating, Laminating & Metalizing	Flexo Printing	Extrusion Coating	Static Control
Feature Story	Narrow Web Corona, plasma, flame and ozone treaters	Extrusion Coating Doctor Blades/ Knives	Static Control Process controls, drives and motors	Inks & Coatings Converting 4.0	Labeling Vacuum Coating	Materials Handling Roll supplies and cleaning equipment
Topic Focused Directories		Slitting Services	Coating & Laminating			
Topic Specific eNewsletters	Bags & Pouches	Slitting & Rewinding	Coating, Laminating & Metalizing	Flexo Printing	Quality Control & Testing	Flexible Packaging
ICYMI Exclusive eNewsletter Sponsorship	January 6	February 3	March 3	April 7	May 5	June 2
Value-added <i>(for rate card advertisers)</i>	Leaders in Converting Package	BOGO for Full page/1/2 page advertisers	HTML eblast to 2,500 emails	Supplied video to be posted on our website for the month and blasted out	Product Spotlight & INFOFLEX Eblast	Ad Awareness/ Effective Study
eBook		Coating, Laminating & Metalizing				Flexible Packaging
Co-sponsored Webinar			Material Handling		Web & Roll Handling	
Bonus Distribution			TLMI Converter Meeting FPA Annual Meeting	INFOFLEX		DRUPA

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**

2020 EDITORIAL CALENDAR AND ADVERTISING OPPORTUNITIES

	July	August	September	October	November	December
Ad Close/ Materials Due	June 17	July 22	August 19	September 23	October 21	November 18
Cover Story	Converting Operations of the Future	ANNUAL BUYERS GUIDE	LABEL EXPO SHOW ISSUE	PACK EXPO SHOW ISSUE	How-to-Guide	What's New in Non-Wovens Converting
Q&A	Film Extruders	Digital Printing	Labels & Labeling	Coating, Laminating & Metalizing	Slitting, winding & rewinding	Rollers & Surface Treatment
Feature Story	Web Guiding	Label Expo Preview	Slitting, winding & rewinding	Static Control	Adhesives	Materials Handling
Topic Focused Directories			Contract Converting Services		Lab / Pilot Technical Facilities	
Topic Specific eNewsletters	Web Guiding & Tension Control	Films & Adhesives	Contract Converting Equipment	Coating & Laminating	Surface Treating	Paperboard Packaging
ICYMI Exclusive eNewsletter Sponsorship	July 7	August 4	September 1	October 6	November 3	December 1
Value-added	Supplied video to be posted on our website for the month and blasted out	Bold-Faced Listings in Buyers Guide	Full page advertisers receive: <ul style="list-style-type: none"> • Product spotlight in the issue • Product eblast before the show 	Full page advertisers receive: <ul style="list-style-type: none"> • Product spotlight in the issue • Product eblast before the show 	How-to-Advertorial + Eblast	HTML eblast to 2,500 emails
eBook					How-to-Guide	
Co-sponsored Webinar		Slitting & Rewinding		Coating & Laminating		
Bonus Distribution		Pack Expo Label Expo	Pack Expo Label Expo			

“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** – Bags & Pouches
- February** – Slitting & Rewinding
- March** – Coating, Laminating & Metalizing
- April** – Flexo Printing
- May** – Quality Control & Testing
- June** – Flexible Packaging
- July** – Web Guiding & Tension Control
- August** – Films & Adhesives
- September** – Contract Converting Equipment
- October** – Coating & Laminating
- November** – Surface Treating
- December** – Paperboard Packaging

“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

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

PFCC 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 & EBOOKS WITH LEAD GEN

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 *(see editorial calendar)*

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
- Your logo on the cover of the eBook
- Full page ad in the eBook
- 600 word advertorial submitted by you
- Listing as "Featured eBook in E-Clips newsletter 4x during the year.

Topics will include:

- Coating, Laminating & Metallizing
- Flexible Packaging/ Bags/Pouches
- How-to-Guide

WEBINARS

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, newsletters, 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

Let Us Help Promote Your Webinar!

PFFC can help you promote a webinar you are hosting to help drive registration. We can help reach a large audience in the following ways:

- Dedicated HTML eblasts.
- Logo, topic and 60 word description in four weekly newsletters leading up the live webinar date.
- Ad on our website 30 days prior to the live webinar.

COMPANY OF THE WEEK

This new and exciting offering gives you exposure across our weekly newsletter, 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.

NEW OFFERING

DIGITAL PUBLICATION

Digital Edition Sponsorship

Sponsor a monthly issue of PFFC. You receive a banner ad with a link on the eBlast that goes to 20,000 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.



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

WEBSITE/ONLINE SOLUTIONS (INCREASING SPEND FOR MARKETERS)

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:

GeoFencing - 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 600,000 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.

We can Geofence any trade show, conference, prospect(s) or competitor

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.



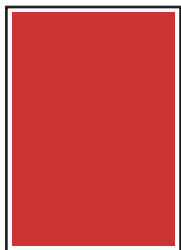
ARTWORK SPECIFICATIONS

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

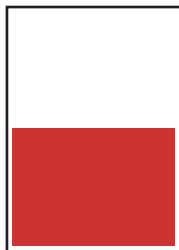
Publication Trim Size: 7-5/8" x 10-3/4"

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

All above dimensions are width x height.



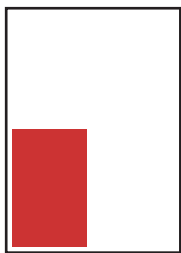
Full Page



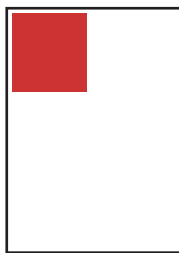
Half Page Horizontal



Half Page Vertical



Quarter Page



1/8 Page



Business Card

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

FTP: myftp.oxen.tech

Username: upload

Password: UploadAlpha2@

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