

2023

Integrated Media Kit

- *Our Popular Leaders in Converting – page 4*
- *New Ideas for 2023 – page 3 and 5*
- *Our Comprehensive Buyers' Guide Packages – page 6*
- *Editorial Calendar – page 7 and 8*
- *Lead Gen Ideas – page 10*
- *PFFC's Legendary Website Solutions – page 12*
- *Ideas to Promote YOUR Videos – page 13*
- *Impression/Targeted Marketing – page 14*
- *We Can Develop Content for You – page 15*

PAPER, FILM and FOIL CONVERTER (PFFC) COVERS EVERY PART OF THE CONVERTING AND PACKAGE PRINTING INDUSTRY! PFFC is a monthly print and digital publication AND 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. Subscribers to our E-Clips e-newsletter receive weekly updates covering newsworthy information on technology, products and services, and marketing and management trends.

Since 1927, PFFC has provided an unbiased perspective on the business trends and technical innovations shaping the converting industry. In 2018, PFFC became a property of RDG Media, Inc., which is led by publishing veteran Randy Green.

With a global perspective and commitment to editorial quality, no other resource covers the converting and package printing market with the same expertise and analysis as PFFC.

PLATFORMS

Print Issue
10,000 monthly

Digital Issue
20,000 monthly



E-Clips
14,000+/weekly

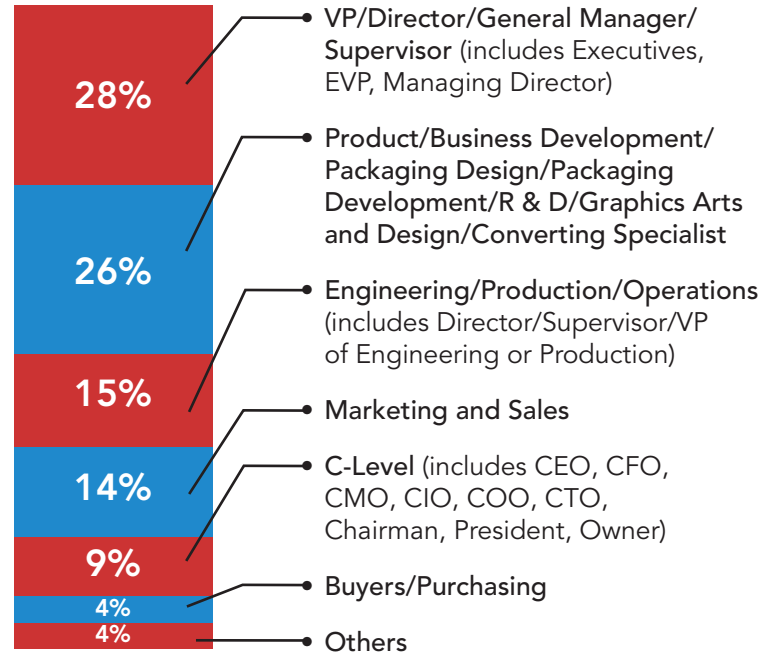
PFFC Website
15,000+ unique visitors monthly

PFFC Buyers' Guide
25,000+ page views annually

Buyers' Guide Visitors
viewed 4.21 pages per visit

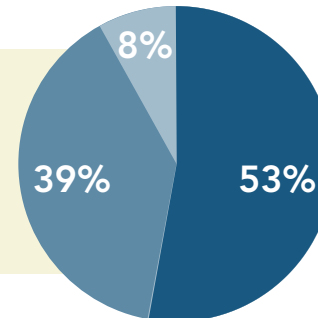


Circulation by Job Title



Company Function

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



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

NEW FOR 2023 – STORYTELLING, INTERACTIVE EFFECTS AND ANIMATIONS

Guide prospective buyers with a digital experience by storytelling, interactive effects and animations. Enhance and strengthen your relationship with your audience with a branded site page that encourages buyers to keep scrolling for more engagement.

This is a perfect way to highlight a new product (or any product/service) by telling a story and showing its features. Plus, you can have multiple links on the page. Here are a few of the features available within the page:

- Image and description of Product/Brochure/Whitepaper that moves into the screen as the end-users scroll to gain maximum attention.
- Flip boxes bring dual-sided content on information boxes that engage end users with your content bringing them to a customizable CTA (call to action) button that goes where you want it to go.
- Image Gallery: Users scroll through images of a product or products and click to get a better view. This can be paired with a text block and a call to action. You can also include your social media links.
- Video Gallery: Same as Image Gallery, but with video.
- Before/After Slider: Interactive image feature showing a before picture and an after picture that the user can slide between.
- **Example:** See the following link, you can see how we “tell our story” about our targeted advertising solutions and offerings. <https://www.workplacepub.com/advertising/display-advertising/>

Promotion:

- Use this as a sales tool, for your social media content, house on your site, etc.
- Let us **promote your content on our social media** platforms (Twitter, FB, LinkedIn).
- **We will promote it in our newsletters.**
- We will create **web ads for our site to drive traffic to what we build for you.**
- Monthly engagement metrics and leads if program includes lead generation.

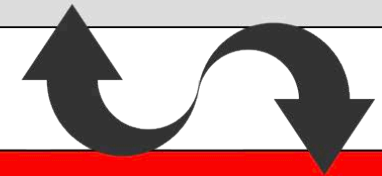
Contact us to see how we can help you tell your story in an engaging way!

Flixbbox Example



Turn Content into Storytelling

Let us create interactive content that engages your buyer!



Turn Content into Storytelling

Guide prospective buyers with a digital experience by storytelling, interactive effects and animations. Enhance and strengthen your relationship with your audience with a branded site page that encourages buyers to keep scrolling for more engagement.

Learn More

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:

- Full-page or Half page ad in November print and digital issue
- Full or Half-page HOW-TO advertorial in January print and digital issue
- Your HOW-TO advertorial featured in one newsletter
- Your HOW-TO advertorial posted on the PFFC website for 12 months
- Your HOW-TO call-out featured in one digital edition eblast

DEADLINE OCTOBER 18!

Thought Leadership Integrated Program Year-Round Exposure

PFFC's **LEADERS IN CONVERTING** program provides a perfect platform for converting and package printing suppliers to assert their expertise. This 12-month program includes full coverage with a mix of print and digital exposure at a bundled rate. You will reach 10,000 print subs, 20,000 digital subs with your ad and **LEADERS IN CONVERTING STORY PLUS**, you will reach tens of thousands of online website visitors during the year.

PFFC is a trusted resource converters and printers consistently utilize to find solutions and suppliers. Don't miss the opportunity to position your company as a **LEADER** in the industry all year long!

LEADERS IN CONVERTING PACKAGE:

- Full-page ad in January print and digital issue
- Full-page Leadership Profile in January print and digital issue
- Leadership Profile included in TWO dedicated eblasts
- Leadership Profile rotates as TOP feature on website
- Leadership Profile posted on PFFC homepage 12 months
- Leadership Profile featured in E-Clips newsletter 1X
- Video included in TWO dedicated eblasts + 12 months online
- Video featured in E-Clips enews 1X

DEADLINE DECEMBER 28, 2022!

From the Editors of Paper, Film & Foil Converter
A Property of RDG Media, Inc.

March 30, 2021

Welcome to the new look of our weekly E-Clips, we hope you like it and find it easy to navigate. Feel free to send me back any press releases, product announcements and/or company news that can appear in our E-Clips, on our website and monthly publication. We also welcome any comments on our new look, just send them to wandy@rdgmedia.net. Enjoy your new E-Clips!

PURE GOLD DESIGN FLEXIBILITY, DFX OR CAM-LOCK STYLES, FIELD-PROVEN

Make the Perfect Roll!

GOLDENROCK CORPORATION

1250CL Cam-Lock Shaft
Small Diameter
1250 DFX Shaft

Leaders in Converting, D&K Group

D&K Group is a leading manufacturer of print finishing solutions including laminating films and equipment. D&K Group products are made in the USA to high quality standards backed by over a forty year history.

FEATURED STORY

Meeting the Demand for Sustainable Packaging through Sustainable Printing

It's no secret that consumers want sustainable packaging. In fact, while sustainable products currently make up 16 percent of the market for consumer packaged goods (CPG), they account for more than half of new growth in the marketplace. That's according to the NYU Stern Center for Sustainable Business.

FULL ARTICLE

Industry News

Transparent, Certified Renewable Content, Carbon Neutral Packaging Film

Innova Films is launching a new film in its Encore range of Sustainable Polypropylene packaging films.

FULL ARTICLE

Coming Soon...

LEADERS IN CONVERTING

TENSION MEASUREMENT & CONTROL SYSTEMS

Dover Flexo Electronics - The Tension Control Specialists

STAY IN TOUCH WITH YOUR PROCESS PERFORMANCE

DPE's latest tension indicators feature an easy-to-use touchscreen HMI with flexible configuration options, built-in diagnostics and time-lapse graphs to keep you informed of your system's status.

TrueView™ 1100 Series Tension Indicators

For a quote on the new TrueView™ 1100 Series tension indicators, email or call: info@pffco.com 603.332.6162

With over 40 years of experience, Dover Flexo Electronics (DPE) is a recognized leader in tension control products. We manufacture and install a complete line of tension measurement, display and control systems for a variety of industries worldwide. Tension measurement and control systems for flexible packaging and print film and foil converting are our specialty. Our special client requirements to ensure production and reliable packaging and printing.

Our new full page ultrasonic and optical systems. These systems are designed for high speed production and are available in both 10 and 20 inch widths.

DPE's tension systems are available in a variety of configurations to meet your specific requirements. Our systems are available in a variety of configurations to meet your specific requirements. Our systems are available in a variety of configurations to meet your specific requirements.

performance with an incredible amount of flexibility and adjustment. The TrueView™ 1100 Series tension indicators are available in a variety of configurations to meet your specific requirements. Our systems are available in a variety of configurations to meet your specific requirements.

DPE's latest tension indicators feature an easy-to-use touchscreen HMI with flexible configuration options, built-in diagnostics and time-lapse graphs to keep you informed of your system's status.

All DPE manufacturing products are made in the USA and backed by industry leading 5 year warranty for warranty.

Please contact our Website: www.dpe.com

- Machined from solid 6061-T6 billet aluminum for superior strength, durability and heat dissipation
- Bright 500 nit, impact-resistant touchscreen display
- Easy to install on a panel, DIN rail or vertical column with included hardware
- Quickly set display parameters and calibrate load cells
- Diagnose circuit faults and incorrect wiring on the fly
- Simultaneous 0-10 VDC and 4-20 mA isolated outputs
- Optional Ethernet connectivity
- Industry-leading 5 year warranty
- 100% Backward compatible with all DPE tension transducers

From the Editors of Paper, Film & Foil Converter
A Property of RDG Media, Inc.

February 23, 2021

CADENCE High Precision Blades for Any Application

FEATURED STORY

HOW TO: Combine the Capabilities of a Duxor Center Winder with the Productivity Gains of a Turlet

The innovative 900MC combines the capabilities of a duplex center winder with the productivity gains of a Turlet. The 900MC can rewind to a 32" diameter and will handle materials including paper, primary films, flexible packaging laminations, pressure sensitives, and label stock.

FULL ARTICLE

Did you miss our February issue? Click here to read it.

Subscribe
View Past E-Clips
Website
Contact Us
Advertise

On-Demand Webinar: Blame the Corona Treater - The Truth About Watt Density, Dyne Level & Adhesion

When inks, coatings, adhesives and laminates fail to bond with substrates, converters are quick to blame the corona treater. Corona treaters are responsible for adhesion, right? Well, not exactly. Gain an understanding of the relationships between watt density, dyne levels and adhesion in this new & insightful webinar from Encores. This presentation is ideal for users of any make or model corona treater. [Learn more.](#)

Get Access Now

PFFC

Like us on Facebook
Follow us on Twitter
View our profile on LinkedIn

Industry News

Connecting All the Pieces: How BOBST Connect is Shaping the Future of the Packaging World

BOBST has announced its vision to shape the future of the packaging world and built a strategy based on four pillars: connectivity, digitalization, automation and sustainability.

FULL ARTICLE

Make the Perfect Roll!

Subscribe
View Past E-Clips
Website
Contact Us
Advertise

Euro Pool Recommends HERMA Self-Adhesive Materials For Reusable Boxes

Euro Pool System, the pooling service provider for reusable packaging, now recommends HERMA self-adhesive material to its customers as a tested raw material for labels.

FULL ARTICLE

Announcing Protean1-AF™ Dual-Zone Woven Nonwoven Fabric Surface Modification System

Atmospheric Pressure Plasma Treatment is considered the best method for large-scale production of cell filtration media such as PPE masks and gowns.

Protean1-AF™ modification of nonwoven fabric microfibers dramatically improves filtration efficiency through Dual-Zone surface modification technology.

PILLAR Technologies State-of-the-Art & Connected Technologies for Every Flexible Converting Application

Click Here to Request more information regarding Protean1-AF™

Mondi Steinfeld Certified as CO2 Neutral for its Manufacturing Operations

Mondi Steinfeld in Germany announced it has been certified as CO2 neutral for its manufacturing processes by Climapartner, an organization which supports companies in reducing and offsetting their CO2 emissions.

FULL ARTICLE

Wipac UK Machinery Installation is Largest of Its Kind

Wipac UK's recently announced multi-million-pound strategic investment in state-of-the-art conversion equipment is set to be the largest of its kind in the UK, according

PFFC Content Solutions:

Grow your content marketing strategies by utilizing PFFC's platforms and industry expertise.

Choose from the options below to customize your content marketing program:

- Pick your industry topics, and PFFC will provide two articles for posting on your website and social media outlets monthly
- Infographic: PFFC will create your own custom Infographic and promote this in print, social media, website and newsletters
- Post your company blogs, articles, news, or other content on PFFC Linked in, Facebook, and Twitter accounts monthly
- Post your articles, news or other content in PFFC's newsletter and website monthly
- Post your video on PFFC's website, in three social media posts (LinkedIn, Facebook and Twitter), and in one newsletter



Let us get creative
we can build an infographic and use it across all of our platforms

www.PFFC-Online.com **Print and Digital Publication** **Email Blast**

For more information contact: Lori Pisano at 814-616-8380 or lori@rdgmedia.net

WHITE PAPERS, CASE STUDIES & eBooks

Provide us with any combination of your articles, white papers, case studies and eBooks (up to three) and PFFC will promote your content.

Includes:

- Posting on our website for 12 months
- Featured in E-Clips newsletter quarterly
- Your logo and descriptions to accompany your content

eBooks – CREATE, PROMOTE, PARTICIPATE!

CREATE - Great rates on creating custom eBooks for your company

PROMOTE - Ask about our custom promotional programs to maximize exposure for your eBook

PARTICIPATE – PFFC has three eBook package opportunities for 2023:

- Leaders in Converting eBook: Thought leadership opportunity (February)
- Quality Control in Converting (June)
- Converting HOW-TO-GUIDE: Our problem / solution converter eGuide (November)

\$500 per page: Include any combination of ad(s), any content, such as, articles, videos, product images and descriptions. Promotional package includes: TWO dedicated eBook eblasts, eBook posted on PFFC's website for a year, eBook featured in E-Clips newsletter 4X



BUYERS' GUIDE

ONLINE ONLY LISTING: (Online Only): Free

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

BASIC LISTING (Online and Print)

Total: \$100 for 12 months

- ✓ Includes Company name, city, state, phone, web address in print and digital Buyers' Guide August issue, PLUS 12 months online
- ✓ Listed in up to 10 categories in print and online

ENHANCED LISTING (Online and Print)

Total: \$350 for 12 month package

- ✓ Increase SEO with link on the PFFC site linking to your website
- ✓ Listed in up to 15 categories in print and online
- ✓ Logo in print and digital edition of August Annual Buyers' Guide issue
- ✓ Includes Company name, city, state, phone, web address in print and digital Buyers' Guide August issue, PLUS 12 months online

PREMIUM LISTING (Online and Print)

Total: \$700 for 12 month package

Enhanced Listing PLUS:

- ✓ Priority Search Results (Company Name towards Top of Page 1 Category Results for ALL Categories)
- ✓ Logo and Company Profile, up to 150 words, on Company Page online
- ✓ Additional Information Tabs (product lines, distributors, locations, manufacturer reps, and territories)
- ✓ Unlimited Category Selections in print and online

PLATINUM LISTING (Online and Print)

Total: \$1200 for 12 month package

Premium Listing PLUS:

- ✓ **HIGHEST** Priority Search Results with **LOGO** and company name at **TOP** of Page 1 for ALL Category Search Results
- ✓ **TWO logos** in print and digital Buyers' Guide (company info section and adjacent one category listing)
- ✓ Logo and Company Profile, **up to 300 words**, on Company Page online
- ✓ Your company featured in E-Clips enews every quarter with link to your company listing page
- ✓ **Boldface listing in print Buyers' Guide (August issue of PFFC) - only Platinum companies have bold faced listings**
- ✓ 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



Appears in August Issue

AUGUST BUYERS' GUIDE PRINT and 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)

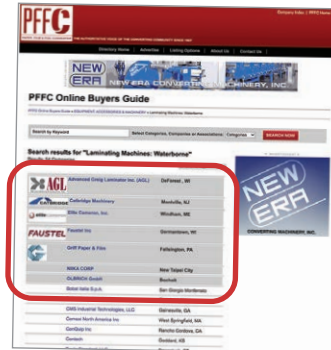
CONTRACT SERVICE DIRECTORIES

Aside from our Buyers' Guide Directory, PFFC-online also has **FOUR additional Contract Service Directories** where your company can be listed and associated with specific converting services. **STAND OUT with one of these options:**

- ✓ **Logo listing:** Company Logo, Live E-mail Address Link, Live Website Link, and Live Company PFFC Buyers' Guide Link for \$300 Total OR \$50/monthly for 12 months.
- ✓ **Bundle Listing:** All of the above in up to four PFFC Directories at only \$840 Total OR \$70/monthly for 12 months.
- ✓ **Service Directory Ownership:** Own a special directory with your banner ads appearing at the top and bottom of a directory page.

Contract Converting Service Directories (4):

1. **Coating and 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>



FEATURED PLATINUM COMPANY



PFFC BUYERS GUIDE

Pearl Technologies Inc.

Pearl Technologies is focused on bringing you top-of-the-line solutions to increase productivity, lower costs, and improve quality. We design and build standard and custom high-speed machine attachments for punching holes, perforating and slitting for the converting industry. We also offer blown film extrusion process enhancements that improve film quality at higher outputs and reduce maintenance.

As your company featured in PFFC's Buyers' Guide? Our Buyers' Guide lists more than 1,300 suppliers of equipment, accessories, materials, and services in hundreds of categories. To list your company, contact Lori at 814.384.7813.

	January	February	March	April	May	June
Advertising Deadline	December 28	January 25	February 22	March 22	April 19	May 17
Editorial Deadline	October 1	November 1	December 1	January 1	February 1	March 1
Cover Story	<div style="border: 2px solid red; border-radius: 15px; padding: 5px; display: inline-block; background-color: red; color: white; font-weight: bold; text-align: center;"> LEADERS IN CONVERTING </div> Extrusion Coating	Bags and Pouches	Web Guiding/Tension	Package Printing	Web Coating	Testing, Inspection and Quality Control
Feature Story	Slitting and Rewinding: Winder Best Practices Web Handling Rollers and Surface Treatment	Static Control Labels/Labeling Testing, Inspection and Quality Control	Unwinding/Rewinding Roller Treatment Solutions Adhesives and Coating	Surface Treatment Coating and Drying Web Slitting	Paperboard / Carton Static Control Slitting/Rewinding	Labels and Printing Surface Treatment Packaging and Pouching
Exclusive Q&A	Custom Converting	Coating and Laminating	Innovation: Lab / Pilot Centers	Automation	Sustainability in Converting	Static Control
eBooks		Leaders in Converting				Quality Control in Converting
Focused eNews	Finishing	Surface Treatment	Static Control	Coating and Laminating	Bags and Pouches	Rollers and Roll Handling
Advertiser Bonuses	Leaders in Converting Package	DOUBLE SPACE in February Issue for Jan+Feb Advertisers	Supplied Video posted on PFFC-Online	INFOFLEX Product Spotlight ad in Pre-Show eblast	Product Spotlight ad in enews	HTML eblast for Full page advertisers
Bonus Distribution	ICEC USA February 14-16	ICEC USA		INFOFLEX 2023 April 17-18	Foam Expo NA June 20-23 Adhesives and Bonding Expo	

	July	August	September	October	November	December
Advertising Deadline	June 21	July 19	August 16	September 20	October 18	November 15
Editorial Deadline	April 1	May 1	June 1	July 1	August 1	September 1
Cover Story	Coating and Laminating	 Adhesives and Coating	Controls, Test and Measurement	Static Control	 Inspection and Gauging	Surface Treatment
Feature Story	Automation Web Guiding Controls and Equipment Specialty Materials: Films	Slitting/Rewinding Solutions Static Eliminators Drying/Curing	Tapes, Labels, Liners Winding/Unwinding Embossing Web Cleaning Solutions	Adhesives and Coating Surface Treatment Coating Methods	Gravure Printing and Coating Inline Slitting Web Guiding / Sensors	Tape and Label Bags and Pouches Static Control
Exclusive Q&A	Quality Control/ Inspection	Surface Treatment	Bags and Pouches	Drying/Curing	Specialty Materials	Slitting
eBooks				Flexible Packaging: Innovations and Sustainability	HOW TO GUIDE	
Focused eNews	Labels and Labeling	Packaging Printing	Slitting	Testing/Inspection and Quality Control	Unwinding/Rewinding	Sustainability
Advertiser Bonuses	Supplied Video Posted on PFFC-online	Buyers' Guide Unlimited Listings	Product Spotlight ad in Pack Expo Pre-Show eblast	HTML eblast for Full page advertisers	HOW TO GUIDE Advertorial published in the issue and online	Case Study or Success Story Published in issue and online
Bonus Distribution	Label Expo Europe September 11-14	Pack Expo September 11-13	Pack Expo	AIMCAL R2R		

Focused eNewsletter Topics

Sponsors of content-focused newsletters get a banner or text ad AND have the option to submit an article or other content.

- January – Finishing
- February – Surface Treatment
- March – Static Control
- April – Coating and Laminating
- May – Bags and Pouches
- June – Rollers and Roll Handling

- July – Labels and Labeling
- August – Packaging Printing
- September – Slitting
- October - Testing/Inspection and Quality Control
- November – Unwinding/Rewinding
- December – Sustainability

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:

- A.** Top Banner (468X90)
- B.** Text Ad w/Photo or logo Position 1
- C.** Text Ad Position 2
- Text Ad Position 3:
- D.** Middle Banner (300X250)
- E.** Right Banner (120X240)
- Right Tower (120X600) – replaces the 120X240 ad on the right side with a larger tower ad
- Featured Video: also includes video on PFFC website
- Featured E-Book, White Paper, or Case Study: Includes 12-month lead Gen (see page 11 for details)
- Featured Platinum Company: (part of 12-month Platinum Buyers' Guide package (see page 6 for details))

The screenshot shows the E-Clips newsletter layout. At the top, there's a header with 'E-Clips' and 'PFFC' logos. Below that, there's a featured story about PennPac's expansion, a featured video about web cleaning, and an industry news section about the PFFC virtual conference. There are also several advertisements, including one for brush rolls and another for an anilox roller. The layout is clean and professional, with clear sections for content and ads.

The screenshot shows the Banner Blaster newsletter layout. It features a top banner, several text-based advertisements, and industry updates. One prominent ad is for Anilox Solutions, highlighting their 20-year history and commitment to quality. Another ad is for Maxcess, showcasing their digital wideband sensor. The layout is designed to maximize the use of space for both content and advertising.

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:
468X90 px

Imagine your company's banner ad in all 3 spots!

Banner Blaster: Exclusive E-Clips sponsorship where ONLY YOUR BANNER ads appear in one E-Clips eNewsletter

This vertical strip shows a series of E-Clips newsletters. Red circles highlight the placement of a banner ad in three different positions: at the top, in the middle, and at the bottom of the newsletter. This visualizes the 'three spots' mentioned in the text, demonstrating how a sponsor can reach their target audience throughout the entire issue.

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 and 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.



A



B



C



D

Custom Email Blasts (C)

E-Blasts reach 12,000 readers. We mail E-Blasts on Thursdays. 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

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)



E

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 to the live webinar date.
- Ad on our website 30 days prior to the live webinar.

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 adjacent to 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.

NEW PRODUCT LAUNCH?

Hit your target market hard using our multi-media tools with this New Product Launch Package:

- ✓ Print ad in the issue before (get people interested) and the month of the launch;
- ✓ Product of the Month call-out on the website for 60-90 days;
- ✓ Product of the Month call-out in our newsletters in the months you are launching;
- ✓ Product eblast consisting of multiple product images, applications for each, 50-60 words of each; and
- ✓ Q&A with our editor on why you launched these products, applications, and things you want the market to know. The Q&A appears in our magazine and is eblasted out with ads/videos from your company.

VIDEO THOUGHT LEADERSHIP INTERVIEW

Here is how this works, the process is simple:

- Start thinking about your next thought leadership interview.
- Consult with your salesperson on a topic, date and time.
- Receive 5-6 questions from our editor to get you thinking about the interview.
- Have our editor record and edit the interview.
- View your video for further edit requests and/or approvals.

How is a thought leadership video interview beneficial to you?

You can use the final video in any/all of these ways:

- Use it as a sales tool, for your social media content, house on your site, etc.
- Ask us how we can set up an eBlast to send out to tens of thousands of people.
- Let us post your video on our social media platforms.
- Have your video promoted in our newsletters.
- Web ads can be created for our site to promote this video.
- Have your interview translated into a 1-2 page story to appear in an upcoming print and digital issue.



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. Website ads are ROS and could rotate with one other ad.



TOP BANNER AD
728 x 90 pixels

Premium Upper Left Banner
180 x 240 pixels

Left Middle Banner
180 x 150 pixels
(5 available)

Left Rail Ads Positions 1-4
180 x 150 pixels

Premium Upper Right Banner
300 x 250 pixels

Video Player

Right Middle Banner
300 x 250 pixels (middle)

LOWER BANNER AD
728 x 90 pixels

Auction Calendar

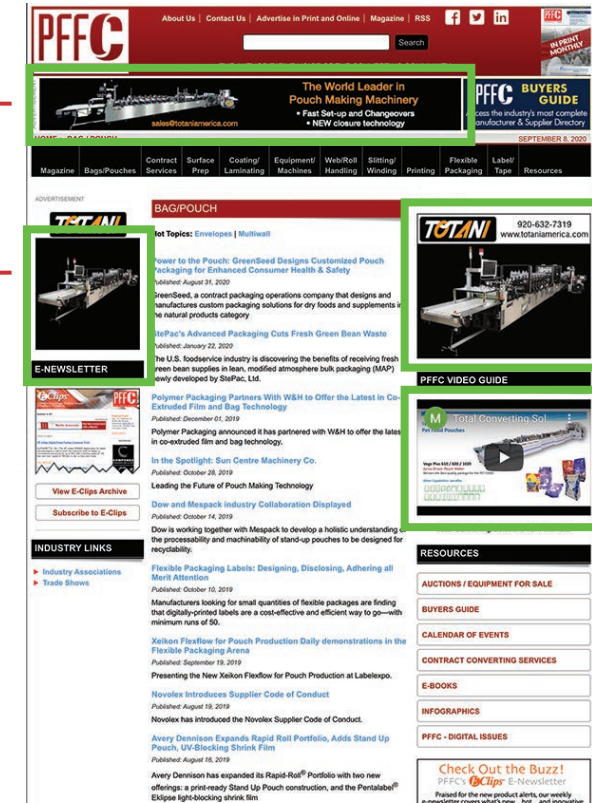
Promote your upcoming auction! We will include your company logo and a description of what is available in your auction with a direct link to your website.

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. Category content landing pages quickly connect readers with timely news, commentary, and the latest technological advances on 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

Basic Video Package:

- Video posted on PFFC's homepage for one month
- Video posted on PFFC's Video Channel for 12 months
- Video featured in two E-Clips eNewsletters within one month

Premium Video Package:

- Video posted on PFFC's homepage in PREMIUM POSITION for one month
- Video posted on PFFC's Video Channel for 12 months
- Video featured in two E-Clips eNewsletters within one month
- Video featured in ONE DIGITAL EDITION EBLAST

The screenshot shows the PFFC website homepage with a navigation bar at the top. The main content area features several featured stories and articles, including 'Roundtable Q&A: Static Control', 'Best Practices: Corona Treating Pretreated Films Prior to Converting', and 'The Benefits and Potential of Anilox Control'. There are also video thumbnails for 'Jemm-Trac' and 'Pro Tapes® Facility Overview'. The sidebar on the left includes a 'NEW RotoRepel® Release Coating' advertisement and a 'MAXCESS' logo. The bottom of the page has a 'WHITE PAPERS/CASE STUDIES' section.

The screenshot shows the PFFC Video Guide page. It features a search bar at the top and a navigation menu. The main content area is titled 'PFFC Video Guide' and lists various video categories such as 'Leaders in Converting', 'Coating & Laminating', 'Controls', 'Die Cutting', 'Printing', 'Rollers', 'Security', 'Sitting / Rewinding', 'Substrates, Films, & Resins', 'Surface Prep', 'Tapes, Labels, & Tags', 'Trade Shows & Conferences', and 'Web / Roll Handling'. There is also a section for 'ICEC 2021' with a 'REGISTER TODAY' button.

The screenshot shows the PFFC eNewsletter. It features a header with the PFFC logo and the date 'August 19, 2021'. The main content area includes a 'Filmquest' advertisement, a 'FEATURED STORY' section with 'Roundtable Q&A: Static Control', and 'Industry News' such as 'MaxDermid Graphics Solutions Breaks Ground on Second Photopolymer Plate Production Line' and 'D3 Smith Paper Mill in Georgia Saluted for Its Environmental Stewardship'. There is also a 'FEATURED VIDEO' section with a video titled 'ETI: Empowerment through Innovation'.

ONLINE IMPRESSIONS/TARGETED DIGITAL MARKETING

Targeted Display Marketing allows your company to reach potential and existing customers through laser-focused impression marketing. We can deliver your ads based on users' online activities and habits.

NEW! Targeted Advertising: Beyond "Geofencing"

We are so excited to share these new targeted solutions in 2023! While we have had success geofencing trade shows/events for customers, with shows going virtual or getting cancelled in 2020 due to COVID-19, we redirected our attention to other digital advertising abilities to help you reach your "target audience". We want to consult with you on your marketing strategy: **who you want to reach** (demographics, age, geographically, job title, industry, etc.), **what are your goals** (driving traffic, brand awareness), and **what assets you have available**. From there we will supply you with solutions from the list below that will best suit your campaign budget and needs.

- **Display ads** – send us 5 banner ads to go across different media platforms, your banner ads will follow them as they browse websites/apps we have access to (think Weather Channel, ABC News, ESPN, etc.).

- **Geofencing** (Also Addressable Geofencing) – if we have the location/physical addresses of places (or people) you'd like to target, we can deliver impressions/ads to them while they are at the property address. We can target home addresses/businesses, and once trade shows start back up we will be able to target shows/events again. This includes the 5 banner ads listed above in the display ads description.

- **Email Marketing** – you send us a finished HTML and list of the audience you'd like to target (geographically, job title, industry) and we will deploy the email out to those folks, with the ability to re-target with display ads. ****We also have the ability to re-target with any of our in house eBlasts we execute with your company.****

- **Website re-targeting** – you will place a pixel within your website (OR landing pages), and we will target those folks who visit your website and then go on to browse other sites/apps with your banner ads. This includes the 5 banner ads listed above in the display ads description.

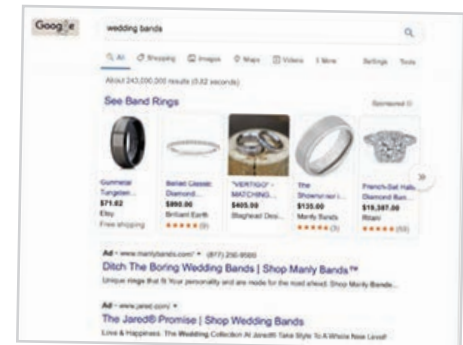
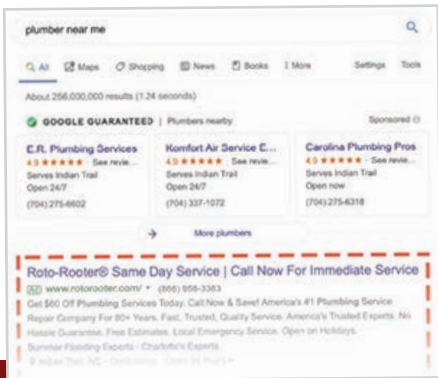
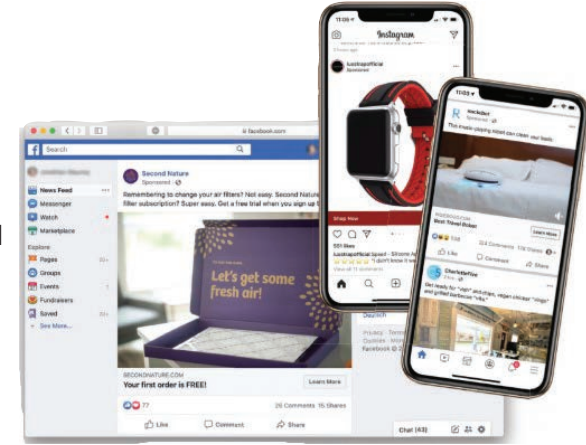
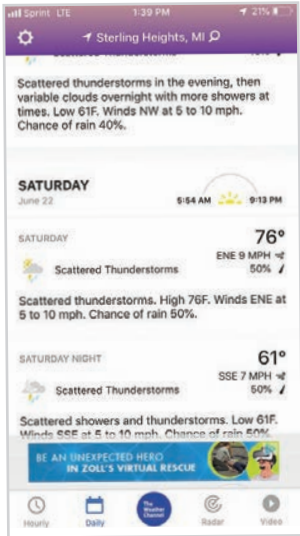
- **Video** – you send us a finished video, it can be 10-30 seconds long – and it will be seen on websites (think CNN, Weather Channel, ABC) before viewers click on videos housed on those site (pre roll), or during longer video (mid roll), or after the video is done (post roll). You can also send us a video that is finished with URL link, that will sit as a "display" ad on those websites for people to see as they scroll through the site.

- **Social Media** – you can send us content, we will create an ad that will appear on FB and Instagram, appearing as regular "posts" but will promote your products/solutions.

- **Google Shopping** – you must have a catalog or eCommerce platform on your website. We will tie it directly to Google and your product name, photo, and price with other relevant details will feed into Google to appear near the top of page 1. Ex. Type in "Running Shoes" on Google and see all the types of shoes that appear from different popular sites and retail outlets.

- **SEM (Google Adwords)** – you are paying to appear on page 1 of Google when people search for your products/solutions you offer. Your website link and brief description will be brought to the top of Google search. This is pay per click, so you only pay when someone actually clicks on your "ad" link.

ASK QUESTIONS – Reach out for consultation and further explanation on these solutions listed above. Learn more about how this targeted advertising approach can help your business grow!





We can help develop content for you!

No Marcom department? No PR team? Are your marketing people overwhelmed?

Let our industry experts and resources create content for your organization, marketing department and sales team such as:

- Best Practices
- Industry or Vertical Market specific
- Topic specific
- Trends
- Solutions specific
- Or let's brainstorm on what your organization needs

We can create content in the following ways:

- Blogs
- Edit videos
- Feature articles
- Native advertising copy
- Case studies
- Social Media Publishing
- Technical papers
- Storytelling
- Quizzes
- eBooks
- Surveys
- Presentations
- Video Interviews
- Brand Ambassador Creations
- Q&A's
- Create slide shows

Content Marketing can achieve successful results in these ways:

- Create brand awareness
- Build loyalty with existing clients/customers
- Educate audience(s)
- Drive attendance to in-person events
- Build credibility/trust
- Generate sales/revenue
- Generate demand/leads
- Nurture subscribers/leads

Benefits of using custom content include:

- Give new lift to old content.
- Attract a new audience (maybe younger!).
- Increase web traffic.
- Your organization will be viewed as a credible and trusted resource.
- Our creativity and content creation and production.
- Content marketing buy-in from the top-down is key to its success.
- Creating content can build loyalty and commitment with existing clients/customers.
- Your organization can build relationships with influencers.
- You can repurpose the content on other platforms.
- Metrics can be transparent.
- Better custom experiences if interactive.

rdgmedia

Talk to your consultative salesperson today about how we can help you with your content marketing needs!

Randy Green
randy@rdgmedia.net
Direct Line: 586-227-9344



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BEST OF THE B2B WORLD

Market and Audience Studies

- Evaluate the market before launching a new product or service.
- RDG Media designs studies to better help you gauge your target audience's current and future needs for a product or solution.
- Can be developed to assess market buying behaviors and trends, product usage and purchase intent, etc.

Custom Lead Gen Research Briefs

- A valuable information asset that is promoted to your target audience and leveraged as a credible cobranded resource and lead generation mechanism.
- Turn your Brief into Qualified Leads.
- Customized registration page captures qualified leads.
- Your 6- to 8-page research brief is posted on our Resource Center as a White Paper.
- Dedicated marketing to our subscriber list will generate numerous qualified leads.

We work with clients of all sizes on large to small projects and have exclusive access to decision-makers in our B2B audience

WE PROVIDE CLARITY THROUGHOUT YOUR LIFE CYCLE

Our expertise in quantitative and qualitative research informs, advises, and provides decisive direction across each phase of this journey.



IDEATION

Who should I target? What is the current state of the marketplace? What offerings could I create?



DEVELOPMENT

How do people want to shop and consume my category? What are the strengths of my idea and how do I position it?



MEASUREMENT

How do I know if I'm successful? What do consumers think of us? What remaining gaps do we need to solve for next?



OPTIMIZATION

How do I launch this idea in the most profitable way? With the broadest appeal and strongest reach?

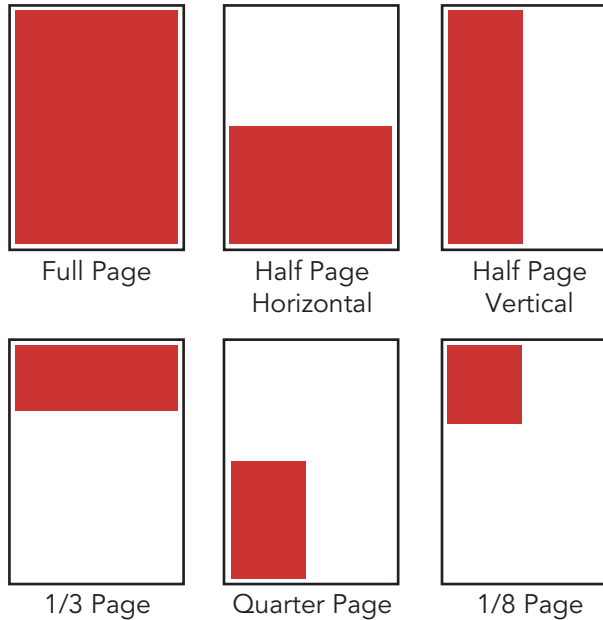
ARTWORK SPECIFICATIONS

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"
1/3 Page	7" x 2 13/16"
1/8 Page	3 3/8" x 2 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 and White Line Art: 900 dpi

Grayscale Images: 240 dpi

We Cannot Accept

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

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