



THE AUTHORITATIVE VOICE OF THE CONVERTING COMMUNITY SINCE 1927

Multimedia Kit

ONLINE. TRACKABLE LEADS. VALUABLE RESOURCES.

PFFC is the most authoritative source of information in the converting, package printing, and label printing industry. Every facet of the industry is covered by experts who assist converters around the world to become more efficient, profitable, productive, and knowledgeable in their manufacturing and business practices. PFFC coverage includes technical innovations; marketing; business and management trends; and products and services. PFFC is the top choice to reach the converting industry. Depend on our resources to provide valuable information when making key business decisions.

Welcome to PFFC—where you not only select tailored marketing options that meet your targeted needs, you become a part of our global, interactive converting community.

■ Editorial & Business Offices

YTC Media Inc.
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■ Welcome! Bienvenida! Svāgata! Willkommen! Benvenuto! Accueil! Kangei!

Regardless of your origin, whether you're new to the industry, or returning to the Paper, Film & Foil Converter website to learn what www.PFFC-online.com has added to its menu of effective marketing options, the PFFC Team welcomes you. Discover what's new at PFFC for 2014!

Like you, we want to be first in mind when it comes to locating converting information and resources for our global website visitors and weekly E-Clips E-Newsletter subscribers. Celebrating our 87th year of serving the converting community, PFFC retains its leadership position as the authoritative and now the exclusively online voice of the industry.

Likewise, to secure your company and its products as first in the minds of your potential customers, PFFC offers the following tried and true promotional favorites that produce valuable audience response to your marketing messages:

- ▶ E-Clips Text, Banner & Boom Box Ads
- ▶ Website Run of Site (ROS) Ads
- ▶ Roadblock Banner Ads
- ▶ Category Content Ads
- ▶ Custom E-Blasts
- ▶ Slide Down Banners
- ▶ List Rentals
- ▶ Podcasts
- ▶ White Papers
- ▶ Videos
- ▶ Online Jobs
- ▶ Enhancements in any/all of PFFC's five Directories, including the publication of the annual Buyers Guide

PFFC continues to expand online offerings to increase audience interactivity with its marketing partners by adding the following new options:

- ▶ Category Content Ownership + Exclusive Video Player
- ▶ Buyers Guide Platinum Package + Exclusive Video Player on Company Page
- ▶ Featured Videos in Weekly E-Clips E-Newsletter (two weeks of exposure)
- ▶ Slide-Down Banner Ads (own home page for one month)
- ▶ Calendar of Events Exclusive Ownership (your three ads + Exclusive Video Player)



Partner with PFFC to bring your innovations to the attention of our global website visitors and E-Newsletter subscribers. There's a reason PFFC has maintained its leadership presence for the last 87 years. Discover PFFC before your competition does!

—Yolanda Simonsis
President/Editorial Director



Claudia Hine
Managing Editor



Tim Janes
VP/Online Sales



Deborah Donberg
Senior Editor

■ Editorial Calendar

PFFC offers directories, special reports, trade show, and competition coverage on an annual basis. Look for informative videos featuring PFFC editors who visit on site or at venues where new products are introduced. Our expert columnists and bloggers are also featured each month on a variety of subjects of importance to the broad converting audience along with additional planned subject matter:

ANNUAL DIRECTORIES |

- ▶ [Buyers Guide: Online 24/7](#)
- ▶ [Contract Coating & Laminating Services](#)
- ▶ [Contract Converting Services](#)
- ▶ [Contract Slitting](#)
- ▶ [Lab/Pilot/Technical Facilities](#)

Any number of subjects are featured as part of PFFC's ongoing coverage of the industry as the news presents itself—this is the whole concept of “breaking” news coverage as it happens. You can always count on PFFC's subject matter to broadly include the use of paper, film, foil, paperboard, and nonwoven materials for printing; converting; tapes, labels and tags; carton and boxmaking; flexible packaging, including bag and pouch making; coated and laminated products, including unprinted rolls and sheets; electronic media; medical and pharmaceutical products; disposables; sanitary products; office products, including envelopes; and other non-packaging products.

SPECIAL WEBSITE & E-CLIPS E-NEWSLETTER FEATURE & SHOW COVERAGE |

Event Name	Event Date	Website Publication Date	E-Clips Publication Date
Slitting/Rewinding/Winding/Unwinding		Feb.	
Graphics of the Americas Expo & Conference	Feb. 27–Mar. 1	Feb.	Feb. 11
Contract Coating & Laminating Directory		Feb.	
Flexible Packaging (FPA Meeting)	Mar. 4–6	Mar.	
FTA INFO*FLEX	Apr. 28–29	Mar.	Mar. 25
Metallizing/Coating		Apr.	
UV&EB Technology Expo (RadTech)	May 12–14	Apr.	Apr. 22
Flexography		May	
Lab/Pilot/Technical Facilities Directory		May	
Slitting/Rewinding/Winding/Unwinding		Jun.	
Sleeve Labels		Jun.	
Labelexpo	Sept. 9–11	Aug.	Aug. 19
Slitting/Rewinding/Winding/Unwinding		Sept.	
Graph Expo/CPP EXPO	Sept. 28–Oct. 1	Sept.	Sept. 9
Sustainability		Sept.	
Pack Expo Intl	Nov. 2–5	Oct.	Oct. 14
Slitting Directory		Oct.	

■ Continuing Coverage on Web Handling, Static Control, Coating/Laminating, Printing, Marketing/PR, and Polymer Processing



WEB HANDLING: “WEB LINES”

Tim Walker, TJWalker+Assoc. (www.webhandling.com), is author of PFFC’s “Web Lines” column and blog, which cover material properties, tension control, roller design, nipped processes, web guiding, winding, and more.

- ▶ Column: www.PFFC-online.com/web-lines
- ▶ Blog: www.PFFC-online.com/blog/walker



ELECTROSTATIC ISSUES: “STATIC BEAT”

Dr. Kelly Robinson, Electrostatic Answers (www.electrostaticanswers.com), is author of PFFC’s “Static Beat” column and blog, providing 27 years of experience in problem-solving and consulting addressing static control.

- ▶ Column: www.PFFC-online.com/static-beat
- ▶ Blog: www.PFFC-online.com/blog/kelly



COATING & LAMINATING: “COATING MATTERS”

Mark Miller, Coating Tech Service (www.coatingtechservice.com), is author of PFFC’s “Coating Matters” column and blog, offering process improvement expertise for high precision roll-to-roll coating applications.

- ▶ Column: www.PFFC-online.com/coating-matters
- ▶ Blog: www.PFFC-online.com/blog/miller



PRINTING: “ON PRINT”

Dr. Dene Taylor of SPF-Inc. (www.spf-inc.com) and author of PFFC’s “On Print” column offers consulting expertise with insight and advice that impact the paper, film, coating, and printing industries.

- ▶ Column: www.PFFC-online.com/on-print



LABEL CONVERTING: “LABEL PROMOTION”

Mark Lusky, Lusky Enterprises Inc. (www.luskyenterprises.com), is author of PFFC’s “Label PRomotion” column, offering common-sense ideas grounded in doing what’s real and right for managing and enhancing label converters’ public images.

- ▶ Column: www.pffc-online.com/label-promotion
- ▶ Column: www.PFFC-online.com



MARKETING: “MARKETING MOJO”

Stephanie Millman, senior marketer and author of PFFC’s “Marketing Mojo” blog, reveals how to harness the evolution in social media, advertising, direct marketing, and trade shows.

- ▶ Blog: www.PFFC-online.com/blog/millman



POLYMER PROCESSING: “TOM’S POLY PLOYS”

Tom Bezigian is author of PFFC’s “Tom’s Poly Ploys” blog, bringing R&D, quality assurance, manufacturing, and operations experience in the blown film, cast film, orienting, and polymer processing.

- ▶ Blog: www.PFFC-online.com/blog/bezigian

■ Network With PFFC

- ▶ www.youtube.com/user/pffc1
- ▶ www.facebook.com/PFFCConverter
- ▶ www.twitter.com/YoPFFC
- ▶ <http://pffc-online.com/news?format=feed&type=rss>
- ▶ www.linkedin.com/pub/yolanda-simonsis/14/599/ba3
- ▶ www.PFFC-online.com/blog/yolanda



■ Question to marketers: How would you project your company’s b-to-b marketing budget in the coming 12 months to change in each of these specific areas?



Website Ads

Ads on www.PFFC-online.com combine IAB-certified placements and advanced ad management technology to provide maximum visibility throughout the PFFC site or within exclusive pages, owned by one advertiser. Our sponsorship opportunities combine the trust and authority of PFFC with action—the **RESPONSES you want** (*ads positioned near related content*), **WHERE you want them** (*link your ad to specific pages*), **WHEN you need it** (*online ads are perfect for timely announcements*).

With more than 27,500 page views each month,* now is the time to take full advantage of advertising at www.PFFC-online.com to see trackable leads to your marketing program. PFFC has the flexibility to shape your integrated advertising program and exceed your marketing goals.

- ▶ **TOP BANNER AD** | 728 x 90
\$50 net/CPM (max. file size: 35k)
- ▶ **PREMIUM UPPER LEFT AD** | 180 x 240
\$55 net/CPM (max. file size: 30k)
- ▶ **PREMIUM UPPER RIGHT AD** | 300 x 250
\$60 net/CPM (max. file size: 30k)
- ▶ **LEFT RAIL ADS** | 180 x 150 Ads (5 available)
\$45 net/CPM for Top Position (max. file size: 20k)
- ▶ **BEST AVAILABLE ADS** | 180 x 150 (below Left Rail Ads)
\$35 net/CPM (max. file size: 20k)
- ▶ **RIGHT RAIL AD** | 300 x 250 (middle)
\$40 net/CPM (max. file size: 30k)
- ▶ **LOWER BANNER AD** | 728 x 90
\$35 net/CPM (max. file size: 35k)

*Source: Google Analytics from January 1—July 31, 2013



Category Content Ownership BE THE SOLE OWNER OF A CONTENT LANDING PAGE

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-traffic pages are designed to draw traffic from search engines relating to specific content.

You can be the sole owner of **ALL THREE (top of page) advertising positions** on EVERY page within your specific category, exclusively positioning your brand alongside related content. No other ads appear on your category pages. Includes **your own Video Player** on your category home page (can update at any time). Plus, as a category owner, you will receive **one Custom E-Blast** when you schedule 12 months. \$1,200 net/month (per category).

INCLUDES | [CLICK HERE TO VIEW SAMPLE](#)

- ▶ **TOP BANNER AD** | 728x90
- ▶ **PREMIUM UPPER LEFT AD** | 180 x 240
- ▶ **PREMIUM UPPER RIGHT AD** | 300 x 250
- ▶ **VIDEO PLAYER**

CATEGORY CONTENT TOPICS |

- ▶ Surface Prep
- ▶ Carton/Box
- ▶ Coating/Laminating
- ▶ Controls
- ▶ Web/Roll Handling
- ▶ Slitting
- ▶ Printing
- ▶ Flexpack
- ▶ Label/Tape
- ▶ Bag/Pouch
- ▶ Die-Cutting
- ▶ Trends/Management

Roadblocks

\$3,000 net



Peel-Back/Dog-Ears

\$3,000 net

Slide Down Banners

\$2,000 net



White Papers

\$750/12 months



Buyers Guide

Basic Listing is FREE



Online Jobs

\$150/30 days



EClips®

Get your message
out in our weekly
E-Clips E-Newsletter

E-Newsletters

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 11,300 subscribers. Each issue contains timely, concise news and information covering all aspects of the converting industry.

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.

*Months that have a 5th week will not have a newsletter.

- ▶ **PREMIUM TOP BANNER AD*** | 390 x 50, \$1,000 net/cycle
- ▶ **1ST TEXT AD WITH IMAGE** | 75 words + photo, \$1,000 net/cycle
- ▶ **BEST AVAILABLE TEXT AD WITH IMAGE** | \$900 net/cycle (4 additional positions available)
- ▶ **MIDDLE BANNER AD*** | 390 x 50, \$800 net/cycle
- ▶ **MIDDLE 300 x 250 AD*** | \$750 net/cycle
- ▶ **RIGHT RAIL AD*** | 120 x 240, \$750 net/cycle (top)
- ▶ **BEST AVAILABLE** | 120 x 240, \$650 net/cycle (2 additional positions available)

▶ **FEATURED VIDEO** | \$400

Includes two consecutive mailings of E-Clips, 50 word description with website link, photo of video with play button linking to video, AND included on PFFC home page as Featured Video for same two weeks it appears in E-Clips.

*These ads can be animated to rotate with three different images (rotating continuously).



List Rental

We rent our mailing lists (traditional print mail and E-Mail lists) through a company called Merit Direct. With Merit Direct you can target a specific demographic within the PFFC readership to rent a mailing list. The mailing list rental is the best way to target a specific segment of our readership. Contact Pat Bishop, Merit Direct at: 914-368-1133; pbishop@meritdirect.com.

Custom E-Blasts

E-Blasts reach 11,300 readers (all opted in to receive industry E-Mails from PFFC). We limit E-Blasts to four per month so we don't target our readers with announcements too often to maintain the value of our mailing lists. All we need is an HTML file and we'll send you a test mailing to make sure it looks and works as you intend. \$1,250 net/per mailing. **NOTE:** \$50 Cancellation Fee for Custom E-Blasts if cancelled within two weeks of scheduled E-Blast date.

CAMPAIGNS INCLUDE |

- ▶ Tailored message to subscribers
- ▶ Your ready-to-deploy HTML
- ▶ Subject line
- ▶ Suppression file
- ▶ Detailed metrics: Deliveries, Open rate, Click-throughs by URL

Enter Here

PFFC Buyers Guide

Access the industry's most complete
Manufacturer & Supplier Directory

Buyers Guide

- ▶ **BASIC LISTING** | Company name, address and phone number in up to 10 categories is free.
- ▶ **ENHANCED LISTING** | Basic listing plus unlimited category listings, and active Web Address link: \$12/month for 12 months.
- ▶ **PREMIUM** | Basic and enhanced listing plus Logo on company page, 150-word company profile, Top of Page 1 category search results: \$35/month for 12 months.
- ▶ **PLATINUM** | All of the above plus Featured Company on Buyers Guide home page, 300-word company profile, Top of first page of category search results, Full Media Package (Video Player on your company address page, PDF files of Product Brochures and links to product pages on your website): \$50/month for 12 months.

E-Prints

To purchase quality custom E-Prints of articles appearing on PFFC's website, contact [Yolanda Simonsis](#) at 773-916-PFFC (7332).

Online Jobs

DOUBLE EXPOSURE | \$150/30 days on website or place ad in E-Clips E-Newsletter \$250/ mailing

White Papers

UP TO 3 WHITE PAPERS | \$750/12 months. Includes logo and quarterly E-Clips E-Newsletter mention.

List Rentals

Contact Pat Bishop, Merit Direct at: 914-368-1133; pbishop@meritdirect.com.

Online Ad Specifications

FORMATS CURRENTLY ACCEPTED | GIF, Animated GIF, JPEG, HTML, Flash, Unicast, PointRoll, Eyeblaster, Enliven.
WILL ACCEPT FOR TESTING | DHTML, Audio, Real, Shoshkeles, Tomboy.
NON-ACCEPTED FORMATS | Java, Java Applet, Video.
3RD PARTY AD SERVING | PFFC will accept most 3rd party ad tags, including DART (internal redirect), Bluestreak, MediaPlex, and Atlas. All 3PAS must be accompanied by anti-caching documentation.
FRAMES & LOOPING | Maximum frames: 3; looping: 3 times.
MATERIALS DUE | 3 business days prior to posting for banner and rich media ads. Include referring URL and alternate text with instructions.

NEW FOR 2014

You can Sponsor **Any Specific Page** on the PFFC website as the exclusive sponsor with three ads appearing "above the fold" on your exclusive page (same three ads as the "Category Content Ownership" positions noted on [page 4](#), so your company saturates the top of the page you would sponsor). Your cost is \$600 net per month as the Exclusive Sponsor. Our "Calendar of Events" is a popular page for Trade Shows and Conferences, as well as companies exhibiting at Trade Shows in a specific month.

▶ \$600 net per month.



Look for PFFC at the next trade show you attend... and visit us [online](#) today!

Online Advertising Questions, Concerns, Contracts, Insertion Orders & Materials |

Tim Janes
VP/Online Sales
27117 Sun Ridge Dr.
Evergreen, CO 80439
303-674-0577
tjanes@PFFC-online.com

■ Contract Rules & Specs

RATE POLICY & CONTRACT PROVISIONS | All advertisements are accepted and published entirely on the representation that the Advertising Agency and/or Advertiser are properly authorized to publish the entire contents and subject matter thereof. It is understood that, in consideration of the publication of advertisements, the Advertiser and/or Advertising Agency will indemnify and hold the Publisher harmless from and against any claims or suits for libel, violation of rights of privacy, plagiarism, trademark, patent and copyright infringements (including the text and photographs within the advertisements), and other claims based on the contents or subject matter of such publication. The Publisher reserves the right to reject any and all advertising, which the Publisher feels is not in keeping with its standards, policies, and principles. The Publisher reserves the right to add the word "Advertisement" at the top and/or bottom of any ad that, in the Publisher's sole judgment, too closely resembles editorial. The Publisher will not be bound by any conditions, printed or otherwise appearing on any order blank, insertion order or contract when they conflict with the terms or conditions of the publication's rate card, or any amendment thereof. The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of the publication issue or issues due to strikes, work stoppages, accidents, fires, acts of God or any circumstance not within control of the Publisher. The Publisher is not responsible for the accuracy of any corrections or changes made to any Advertiser's materials.

AGENCY COMMISSION | 15% of the gross billing allowed to recognized advertising agencies on space and position only, provided account is paid within 30 (thirty) days of invoice date. Advertiser's material must be prepared in accordance with production specifications to qualify for agency commission. No cash discounts allowed.

SEQUENTIAL LIABILITY | Advertiser and Advertising Agency are jointly and severally liable for payment. Publisher will not release the Advertising Agency from liability even if a sequential liability clause is included in the contract, insertion order, purchase order, etc.

CANCELLATION POLICY | Neither the Advertiser nor its Advertising Agency may cancel advertising after closing date. Cancellations prior to closing must be in writing. Verbal cancellations will not be accepted. Banners, sponsorships, and E-Newsletters require a 2-week written cancellation notice. \$50 Cancellation Fee for Custom E-Blasts if cancelled within two weeks of scheduled E-Blast date.

ERROR LIABILITY LIMIT | The Publisher's liability for any error will not exceed the charge for the advertisement in question. The Publisher assumes no liability for errors in any type set by the Publisher. The Publisher is not responsible for the accuracy of any corrections or changes made to the Advertiser's copy/materials.

SHORT RATE PROTECTION | Advertisers billed at special contract rates based on frequency, but who fail to fulfill the contract, will be billed at the Publisher's sole discretion for the difference to reflect the rate that is actually earned. For example, Advertisers will be billed for lost frequency discounts if, within a twelve (12) month period (or written contract period) from date of the first insertion, they do not use the amount of advertising space upon which their billing rate was based.

RATE CARD IN EFFECT | Advertising rates, terms and conditions set forth in the rate cards shall govern all transactions and supersede any other information published in previous rate cards, directories, media guides or rate and data services whether in print or online. Publisher will not honor rates or data derived from these other sources unless it is in conformance with this rate card. Publisher has the right to increase rates with prior notification to advertiser.

TERMS OF SALE | Terms of sale are Net 30 (thirty) days from date of invoice. No cash discounts allowed. Publisher will not accept any form of payment, which contains any limitations or conditions on payment such as short paid checks noted as representing payment in full of a disputed balance.

LINE OF CREDIT | Advertiser's line of credit may increase or decrease from time to time. Such changes will be made at the sole discretion of Publisher, and no advanced notification is promised or implied.

PAST DUE ACCOUNTS | Orders may be held at the Publisher's sole discretion.

COLLECTION RELATED ISSUES | If Publisher must refer Advertiser's delinquent account to an attorney or collection agency, Advertiser agrees to pay all reasonable attorneys' or collection agency's fees, court costs, and other collection costs in connection with the Publisher's collection efforts.

JURISDICTION | Advertising Agencies and/or Advertisers agree that any legal action arising between Publisher and Advertising Agency and/or Advertiser must be brought in the courts of the state of Illinois, Cook County, and that Advertising Agency and/or Advertiser agrees to submit all claims to the jurisdiction of these courts regardless of any conflict of jurisdiction which may arise.

NOTIFICATION TO PUBLISHER | If the Advertising Agency and/or Advertiser changes their address or there is a change of ownership or control of their company, please notify the Publisher of this change within ten (10) working days.

DEFINITIONS | As used in this section and this rate card, the term "Publisher" shall refer to PFFC and its parent company, YTC Media Inc.

Contract Rules & Specs Comments, Questions or Concerns?

CONTACT: PRESIDENT/EDITORIAL DIRECTOR | Yolanda Simonsis

Phone: 773-916-PFFC (7332)

YTC Media Inc.

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