



88
YEARS

See us. Hear us. Watch us. Follow us.



All Digital
∨

THE AUTHORITATIVE VOICE OF THE CONVERTING COMMUNITY SINCE 1927

Multimedia Kit

ONLINE. TRACKABLE LEADS. INSTANT 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 position tailored marketing options that meet your targeted needs, AND you become a part of our global, interactive converting community.

■ Editorial & Business Offices

YTC Media Inc.
5624 W. Wilson Ave., Chicago, IL 60630
773-916-PFFC (7332)

PRESIDENT/EDITORIAL DIRECTOR | Yolanda Simonsis |
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VP/ONLINE SALES | Tim Janes | tjanes@PFFC-online.com | 303-674-0577

■ Earning Your Trust Today & Yesterday for 88 Authoritative Years

How often have you heard a member of your team complain about customers who say, "What you did for me yesterday was fine, but what have you done for me today?" The truth is, both complaints are valid. Customers are demanding and vendors feel pressure to perform almost on a continuous basis. We feel your pain. That's why a monthly printed magazine simply can't keep up with the constant changes of both our industry and your marketing needs that must respond quickly to continuously changing customer demands. Being effective in the electronic age has made print

that much harder to compete. This year we're continuing to offer you proven and effective marketing tools to produce valuable audience response:

- ▶ E-Clips Text & Banner Ads
- ▶ Website Run of Site (ROS) Ads
- ▶ Roadblock Banner Ads
- ▶ Category Content Ads
- ▶ Custom E-Blasts
- ▶ Slide Down Banners
- ▶ List Rentals
- ▶ Podcasts
- ▶ White Papers
- ▶ Webinars
- ▶ Videos
- ▶ Online Jobs
- ▶ Enhancements in any of PFFC's five Directories, including the flagship Buyers Guide (over 1,000 companies)

As well, we're expanding our offerings to help your company further increase converter audience interactivity.

- ▶ Webinar Programs: PFFC Partner Webinars and Webinar Ad Program
- ▶ Category Content Ownership + Exclusive Video Player + Custom E-blast
- ▶ Buyers Guide Platinum Package + E-Clips "Featured Company"
- ▶ Featured Videos in Weekly E-Clips E-Newsletter (two weeks of exposure)
- ▶ Slide-Down Banner Ads (own home page for one month)
- ▶ PFFC Video Guide—Own a category with your Four Ads!

In 2011 PFFC spearheaded a jump into the future with an exclusively online global presence that addresses your continuously changing and demanding



needs, providing responsiveness, an abundance of tailored solutions, and accountability as frequently as your needs require. Discover why our visitors and subscribers value the accessibility of PFFC's rich, authoritative content 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 regularly offers directories, special reports, trade show, and competition coverage. Look for informative videos featuring PFFC editors who visit on site or at venues where new products are introduced. Expert columnists and bloggers address various topics appealing to a broad converting audience along with additional planned subject matter:

ANNUAL DIRECTORIES |

- ▶ [Buyers Guide \(over 1,000 listings\)](#)
- ▶ [Contract Converting Services](#)
- ▶ [Contract Slitting](#)
- ▶ [Contract Coating & Laminating Services](#)
- ▶ [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 and/or converting of 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 Date	E-Clips Date
ICE USA	Feb. 10-12	Jan.	Jan. 13
Flexible Packaging (FPA Meeting/Awards)	Mar. 3-5	Mar.	Mar. 10
uv.eb WEST (RadTech)	Mar. 10-11	Feb.	Feb. 17
Assn. of Intl. Metallizers, Coaters & Laminators (AIMCAL Meeting/Awards)	Mar. 19-21	Mar.	Mar. 24
NPE	Mar. 23-27	Mar.	Feb. 24
SVC TechCon	Apr. 25-30	Apr.	Mar. 24
Intl. Sleeve Label Conference & Exhibition & Sleeve Label Competition (AWA Alexander Watson Assoc.)	Apr. 29-30	May	May 5
Flexographic Technical Assn. Annual Forum & INFO*FLEX (FTA Meeting/Awards)	May 3-6	Apr./May	May 12
Odyssey (IADD-FSEA Meeting)	May 13-15	Apr.	Apr. 14
Awards for Packaging Innovation (DuPont)		May	
In-Mold Decorating Assn. Awards		Aug.	Aug. 18
DiTrollo Flexographic Technical Awards	Sept. 1-3	Sept.	Sept. 8
Graph Expo/CPP EXPO	Sept. 13-15	Aug.	Aug. 11
Tag & Label Mfrs. Inst. (TLMI Meeting/Awards)	Oct. 7-11	Oct.	Oct. 13
Paperboard Packaging Council (PPC Meeting/Awards)	Oct. 29-31	Nov.	Nov. 3

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



WEB HANDLING: “WEB LINES”

Tim Walker, TWalker+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

“Mark, this is yet another fantastic article for us to better understand coating sciences. Thanks.”—Mike Budai, Coating and Laminating Manager, ITW Dynatec



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



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

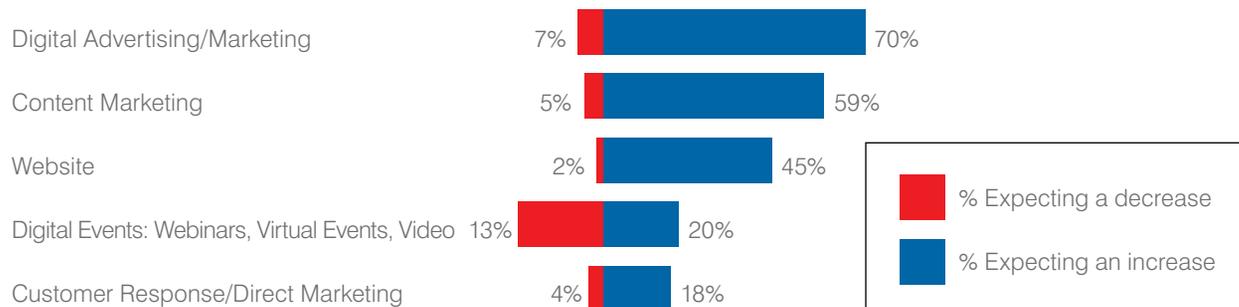


POLYMER PROCESSING: “TOM’S POLY PLOYS”

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

■ Question to marketers: Do you plan to increase/decrease spending on any of the following in 2014?



Source: Q3 2013 North American B2B Marketing Budget Online Survey. Forrester Research Inc.



■ Network With PFFC

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

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 25,600 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
\$55 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
\$65 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)
\$40 net/CPM (max. file size: 20k)
- ▶ **RIGHT RAIL AD** | 300 x 250 (middle)
\$45 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, 2014



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-interest 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

\$700/12 months



Buyers Guide

Basic Listing is FREE



Online Jobs

\$75/30 days



EClips®

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

■ **E-Newsletter** [CLICK HERE TO VIEW E-CLIPS SAMPLE](#)

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. 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.

*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, \$1,100 net/cycle
- ▶ **BEST AVAILABLE TEXT AD WITH IMAGE** | \$950 net/cycle (4 additional positions available)
- ▶ **MIDDLE BANNER AD*** | 390 x 50, \$800 net/cycle
- ▶ **MIDDLE 300 x 250 AD*** | \$800 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).



NEW

■ **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. \$1,350 net/per mailing. **NOTE:** \$50 Cancellation Fee for Custom E-Blasts if cancelled within two weeks of scheduled E-Blast date.

“Great job with PFFC E-Clips; it’s a great resource, and in this age of information overload, it’s still one of the few weekly industry newsletters I subscribe to for relevant technical information and timely industry news.”
—Dante Ferrari, Celplast Metallized Products Ltd

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

Enter Here

PFFC Buyers GuideAccess the industry's most complete
Manufacturer & Supplier Directory

Over 2,000 page views/month AND
over 5-1/2 minutes average time online
searching Buyers Guide pages.*

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: \$15/month for 12 months.
- ▶ **PREMIUM** | Basic and enhanced listing plus Logo on company page, 150-word company profile, Page 1 category search results: \$40/month for 12 months.
- ▶ **PLATINUM** | All of the above plus Featured Company on Buyers Guide home page, 300-word company profile, Top of Page 1 category search results, Full Media Package (Video Player on your company page and links to product pages on your website), and listed as a "Featured Company" in E-Clips e-newsletter four times a year: \$55/month for 12 months.

*Source: Google Analytics from
January 1 - July 31, 2014.

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 | \$75/30 days on website or place ad in E-Clips E-Newsletter \$200/ mailing

White Papers

UP TO 3 WHITE PAPERS | \$700/12 months. Includes: Lead Generation Form, Company Logo, Paragraph Intro, and listed as a "Featured White Paper" in E-Clips E-newsletter four times a year.

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.

PFFC Webinar Programs

- ▶ **WEBINAR AD PROGRAM** | Promotes your recorded or existing webinar with your Company Logo on our [Webinar page](#). Cost is \$700 net for 12 months of exposure with a Lead Generation Form to complete before viewing the webinar + listed as a "Featured Webinar" in E-Clips e-newsletter four times a year.
- ▶ **WEBINAR PARTNER PROGRAM** | Your company brand is shown as a partner with PFFC for a webinar program, and you keep all registration contact information gathered before the webinar. It is heavily promoted in our Partner Program to drive our visitors to the webinar. It takes two months to plan and market this webinar. The Partner Program rate is based on the marketing options you select. The minimum cost is \$2,950 net. After the live webinar, it will be hosted for 12 months on our [Webinar page](#), and you will receive leads throughout the year. Plus, it will be promoted every quarter in our E-Clips e-newsletter as a "Featured Webinar."

"I regularly participate in various webinars, and I have to say, I have seen a fair cross section over the years. So when I say this was one of the best organized and moderated webinars, that is a pretty strong statement!"—
Steven D. Smith, VP, Filmquest Group Inc.

PFFC Video Guide

Extensive PFFC Video Guide (<http://www.pffc-online.com/video>)-sorted by category—can be updated to include your videos at any time. For maximum exposure, your company can be an Exclusive Sponsor of any specific video category! The cost is \$300 net per month and includes 4 Ads! (2) 728 X 90 Banner ads (top and bottom) + (2) 300 X 250 ads on your specific Video Category (no other ads would appear on your category page).

Online Advertising Questions, 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.

5624 W. Wilson Ave., Chicago, IL 60630

Phone: 773-916-PFFC (7332)