

PFFC Launches
pouches
& printing
FOCUS

In 2024

THREE Special Editions
Focused Entirely on
Flexible Packaging

rdgmedia
PUBLICATION

2024

Integrated Media Kit



Media Kit Highlights:

- *Pouches & Printing Focus* – page 3
- *Leaders in Converting* – page 4
- *Storytelling, Interactive Program* – page 5

- *Content Marketing Solutions* – page 5
- *Thought Leadership Packages* – page 10
- *and more!*

www.pffc-online.com

PAPER, FILM and FOIL CONVERTER (PFFC) COVERS ALL ASPECTS 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.

Our robust and resourceful website averaging 10,000 NEW users monthly in addition to active users, consistently refreshing our audience base.

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
15,000 monthly

E-Clips
12,000/weekly

PFFC Website
10,000 NEW Users
monthly

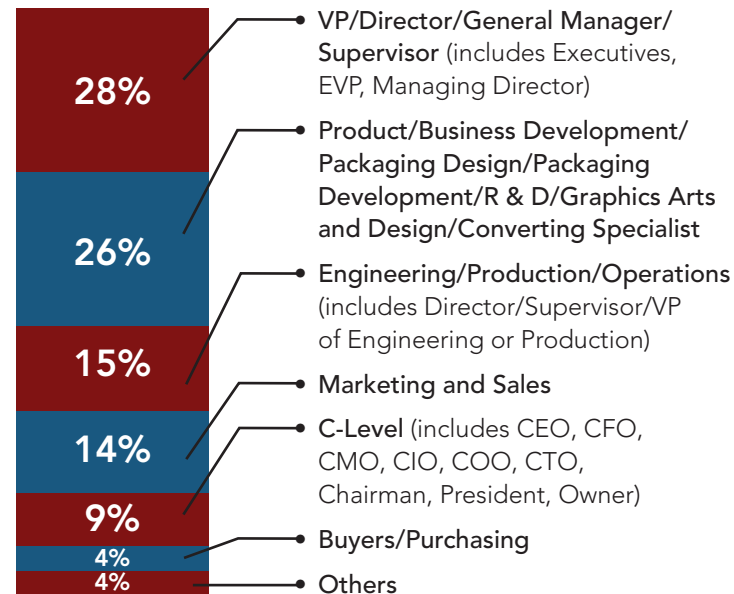
20,000 visitors monthly

PFFC Buyers' Guide
25,000+ page views
annually

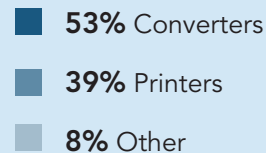
Buyers' Guide Visitors
viewed 4.21 pages
per visit



Circulation by Job Title



Company Function



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%

PFFC LAUNCHES **pouches & printing** in 2024! FOCUS

Three Special Editions
Dedicated to
Flexible Packaging
March, June & November

PFFC is introducing three special editions in 2024 dedicated ENTIRELY to flexible packaging topics most important to converters and package printers. Innovation and sustainability are key focuses as demand grows for flexible packaged products. Advances in machinery, automation, materials and processes are some of the topics that will be covered. We're excited to open up these new and exciting opportunities in 2024!

POUCHES & PRINTING Thought Leadership Interview Package:

With this content marketing project, you can assert your expertise in flexible packaging. **PFFC** will interview your representative and develop this into an article that we will publish and promote on several platforms:

- Print & digital publication
- Dedicated eblast
- E-Clips enewsletter
- PFFC-online.com
- Facebook, Twitter & Youtube
- Digital edition eblast

POUCHES & PRINTING Gold Package

- Flexible Packaging Leadership Package
- Full page ads in all three **POUCHES & PRINTING** issues
- Full page ads in all three **POUCHES & PRINTING** eBooks
- Banner or text ads in all three **POUCHES & PRINTING** newsletters

POUCHES & PRINTING Silver Package

- Half page ads in all three **POUCHES & PRINTING** issues
- Half page ads in all three **POUCHES & PRINTING** eBooks
- Banner or text ads in all three **POUCHES & PRINTING** newsletters

POUCHES & PRINTING eBooks: April, July, October

- Sponsorship includes full page or half page ad in eBook, logo, and option to submit article or advertorial in eBook.
- April: Advances in Flexible Packaging Materials
- July: Innovation in Flexible Packaging
- October: Sustainability in Flexible Packaging

POUCHES & PRINTING Newsletters: February, August & December

- Sponsorship includes banner or text ad, and option to submit PR, article or advertorial in newsletter.

POUCHES & PRINTING TOPICS:

- Equipment & Innovation in Flexible Packaging
- Flexible Films
- Inks & Printing
- Paper Packaging Solutions
- Custom Converting
- Substrates: Films, Foils & Paper
- Recyclable Packaging
- Printing & Coating
- Packaging Film & Laminating
- Advances in Flexible Packaging
- Sustainable Materials
- Machine Automation
- Bags & Pouches



Leaders in Converting January

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.

[Click Here for Example](#)

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 posted on **PFFC** homepage for 12 months
- Leadership Profile promoted on **PFFC** social media platforms
- 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 27, 2023!

LEADERS IN CONVERTING

A leader in bag converting equipment

Hudson Sharp, part of BPT Converting Solutions, is a global leader in the design, manufacture, and service of quality bag-making equipment. With over 100 years of experience, Hudson Sharp has the ability to design and manufacture equipment for a wide range of applications. Our equipment is designed to be reliable, efficient, and easy to operate. Our equipment is designed to be reliable, efficient, and easy to operate. Our equipment is designed to be reliable, efficient, and easy to operate.

ARES 400-DUP

Hudson Sharp has been leading the way in bag-making equipment for over 100 years. The ARES 400-DUP is a state-of-the-art bag-making machine that is designed to be reliable, efficient, and easy to operate. Our equipment is designed to be reliable, efficient, and easy to operate. Our equipment is designed to be reliable, efficient, and easy to operate.

INDUOLINE/STANLEY POUCH & LID

Hudson Sharp has been leading the way in bag-making equipment for over 100 years. The INDUOLINE/STANLEY POUCH & LID is a state-of-the-art bag-making machine that is designed to be reliable, efficient, and easy to operate. Our equipment is designed to be reliable, efficient, and easy to operate. Our equipment is designed to be reliable, efficient, and easy to operate.

INDUSTRY 4.0

Hudson Sharp has been leading the way in bag-making equipment for over 100 years. The INDUSTRY 4.0 is a state-of-the-art bag-making machine that is designed to be reliable, efficient, and easy to operate. Our equipment is designed to be reliable, efficient, and easy to operate. Our equipment is designed to be reliable, efficient, and easy to operate.

HUDSON SHARP

Hudson Sharp has been leading the way in bag-making equipment for over 100 years. The HUDSON SHARP is a state-of-the-art bag-making machine that is designed to be reliable, efficient, and easy to operate. Our equipment is designed to be reliable, efficient, and easy to operate. Our equipment is designed to be reliable, efficient, and easy to operate.

They're not machines, they're solutions.

Built for speed, flexibility and high output

The AFOLLO series of wicket machines

Easy to operate, quick changes, and ideal for recycle-ready pouches

The ARES series of stand-up pouch machines

Equipment designed to help solve problems

Let us help you maximize efficiency, reduce waste, deliver quality, increase productivity, and ease the strain of labor shortages.

WICKET MACHINES | BAG & POUCH-MAKING MACHINES | RECLOSABLE SOLUTIONS

HUDSON SHARP

hudsonsharp.com | bptconverting.com

The How-To-Guide May

Establish yourself as an industry expert. Share your converting & printing solutions with readers in print, digital and online formats:

- TWO Full pages in the print & digital publication (your ad + HOW-TO Combo)
- Your HOW-TO spotlight featured in one newsletter
- Your HOW-TO spotlight posted on the **PFFC** website for 12 months
- Your HOW-TO spotlight promoted on **PFFC** social media platforms (we'll tag you!)

[Click Here for Example](#)

HOW TO GUIDE

HOW TO: Mark Defects Safely and Automatically

While the industry is working to automate the process of marking defects, it's important to ensure that the process is safe and efficient. This guide provides a step-by-step process for marking defects safely and automatically.

Step 1: Identify the Defect

The first step in the process is to identify the defect. This can be done by visually inspecting the material or by using a sensor. Once the defect is identified, the next step is to mark it.

Step 2: Mark the Defect

The next step is to mark the defect. This can be done by using a marker or by using a sensor. Once the defect is marked, the next step is to remove it.

Step 3: Remove the Defect

The final step in the process is to remove the defect. This can be done by using a marker or by using a sensor. Once the defect is removed, the next step is to inspect the material.



Diagram illustrating the process of marking defects safely and automatically.



Image showing a marking machine in operation.

HOW TO GUIDE

HOW TO: Properly Handle Tri-Ply Adhesive Lamination

Proper handling of tri-ply adhesive lamination is crucial for ensuring the quality and safety of the final product. This guide provides a step-by-step process for properly handling tri-ply adhesive lamination.

Step 1: Prepare the Surface

The first step in the process is to prepare the surface. This can be done by cleaning the surface and ensuring that it is dry and free of contaminants.

Step 2: Apply the Adhesive

The next step is to apply the adhesive. This can be done by using a brush or by using a roller. Once the adhesive is applied, the next step is to press the material onto the surface.

Step 3: Press the Material

The final step in the process is to press the material. This can be done by using a roller or by using a press. Once the material is pressed, the next step is to inspect the final product.



Diagram illustrating the process of properly handling tri-ply adhesive lamination.



Image showing a lamination machine in operation.

HOW TO GUIDE

HOW TO: Know When It's Too Late to Buy QC Equipment

Knowing when it's too late to buy QC equipment is a critical decision for any business. This guide provides a step-by-step process for knowing when it's too late to buy QC equipment.

Step 1: Assess the Current Situation

The first step in the process is to assess the current situation. This can be done by reviewing the current QC equipment and determining if it is still effective.

Step 2: Determine the Need for New Equipment

The next step is to determine the need for new equipment. This can be done by reviewing the current QC equipment and determining if it is still effective.

Step 3: Purchase the New Equipment

The final step in the process is to purchase the new equipment. This can be done by contacting a supplier and placing an order.



Diagram illustrating the process of knowing when it's too late to buy QC equipment.



Image showing a QC machine in operation.

Storytelling, Interactive Effects and Animations

Take prospective buyers on a digital experience through 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.

[Click Here for Storytelling Example](#)

Storytelling Promotional Package:

- Two dedicated eblasts
- Digital edition eblast promotional ad
- **PFFC** social media platforms (Twitter, FB, LinkedIn).
- Enewsletters 6X
- Web ads for 3 months
- Use this as a sales tool, for your social media content, house on your site, etc.

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

Flixbbox Example



Content Marketing Solutions

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

Custom Q&A's:

- Pick your industry topic, and **PFFC** will provide questions for your experts to field.
- Promotion Includes:
 - Published in print & digital issue along with a headshot of your expert
 - Top feature rotation on **PFFC's** homepage and is archived & searchable
 - Top feature rotation in one enewsletter
 - Pushed out via social media platforms
 - Post on your website too!

Social Media BOOST:

- Post your company blogs, articles, news, videos or other content on **PFFC** LinkedIn, Facebook, and Twitter accounts MONTHLY.

White Papers, Case Studies & eBooks:

- Provide us with any combination of up to 3 articles, white papers, case studies & eBooks.

Program Includes:

- Posting on our website for 12 months (keywords tagged & searchable)
- Featured in E-Clips enewsletter quarterly
- Your logo & descriptions to accompany your content

eBooks:

- Include any combination of ad(s), content, videos, product images and descriptions.
- Quality Control in Converting (May)
- **POUCHES & PRINTING** (April, July, October)

Promotional package includes:

- Dedicated eBook eblast
- Posted on website for year
- Featured in E-Clips enews

[Click Here for eBook Example](#)



Buyers' Guide 12 months online & in Print & Digital August Issue

Stand out in front of **ACTIVE** buyers with a PFFC Buyers' Guide listing:

BASIC LISTING: \$100

- Listed in up to 10 categories in print and online

Enhanced Listing: \$350

- Live link on company online listing page
- Listed in up to 15 categories in print and online
- Logo in print and digital edition of August Annual Buyers' Guide issue

Premium Listing: \$700

Enhanced Listing PLUS:

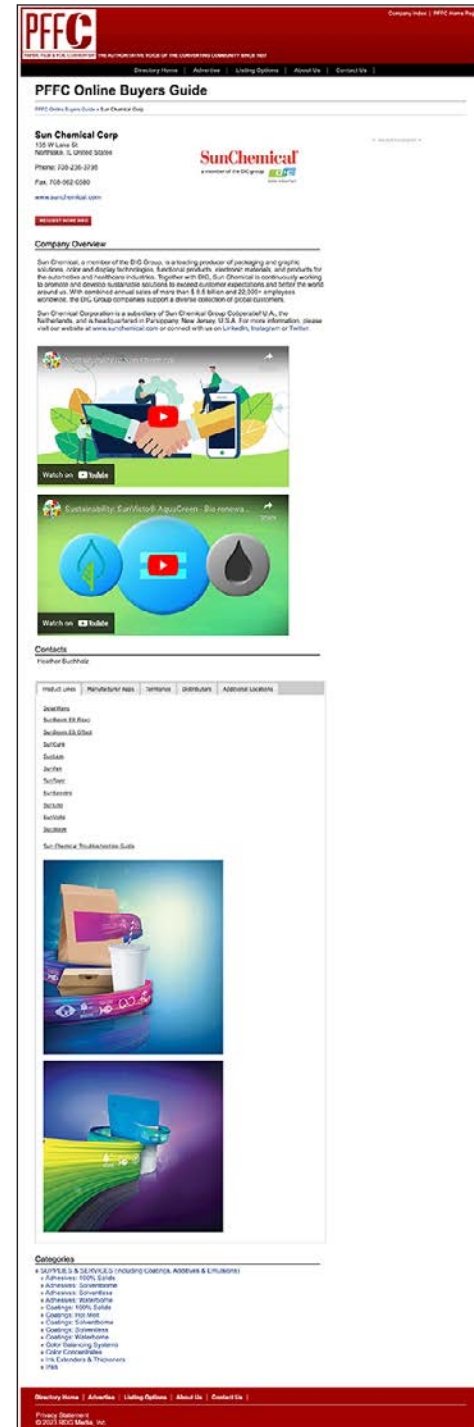
- Priority Search Results (Company Name towards Top of Page 1 Category Results for ALL Categories)
- Logo and Company Profile, up to 150 words, on Company Page online
- Additional Information Tabs (product lines, distributors, locations, reps, and territories)
- Unlimited Category Selections in print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

Platinum Listing: \$1200





Premium Listing PLUS:

- HIGHEST Priority Search Results
- LOGO and company name at TOP of Page 1 for ALL Category Search Results
- Featured company in E-Clips enews with description & link to your online listing
- Boldface listing in print Buyers' Guide
- **TWO logos** in print and digital Buyers' Guide
- Logo & Company Profile, up to 300 words, on Company Page online
- 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

All packages Include company name, city, state, phone, web address in print and digital & Buyers' Guide August issue & online. **Ask about additional upgrades in the print & digital Buyers' Guide issue.**







2024 Editorial Calendar & Advertising Opportunities

	January	February	March	April	May	June
Advertising Deadline	December 27	January 24	February 21	March 20	April 17	May 15
Editorial Deadline	October 1	November 1	December 1	January 1	February 1	March 1
Cover Story	Labels & Labeling 	Inspection, Testing Equipment	Equipment & Innovation in Flexible Packaging 	Recyclable & Sustainable Materials 	Quality Control	Substrates in Flexible Packaging 
Feature Story	Surface Treatment Automation Die Cutting	Web Slitting/Rewinding Coating & Laminating Static Control Battery Design	Flexible Films Inks & Printing Paper Packaging Solutions	Extrusion Coating Narrow Web Converting Guiding & Tension Control Thermal Challenges/ EV Batteries	Static Control Surface Treatment Web Handling	Recyclable Packaging Printing & Coating Packaging Film & Laminating
eBooks & Pouches & Printing Focus enews		Pouches & Printing Focus enewsletter		Pouches & Printing Focus eBook: Advances in Flexible Packaging Materials	eBook: Quality Control in Converting	
Q&A Advertiser Exclusive	Web Handling	Rollers	Static Control	Inks & Printing	Bags & Pouches	Converting Equipment
Product Focused eNews	Drying/Curing	Surface Treatment	Slitting, Winding, Unwinding	Knives/Doctor Blades	Rollers/Roll Handling	Battery Production
Advertiser Bonuses	Leaders in Converting Package	Product Spotlight Converters Expo Pre-Show eblast	Product Spotlight NPE Pre-Show eblast	HOW TO Full page Advertorial	Quality Control eBook Package	Product Spotlight ADHESIVES & BONDING Pre-Show eblast
Bonus Distribution & Show Issues		Converters Expo South February 20	Converters Expo April 17-18 & NPE2024	NPE2024 The Plastics Show May 6-10 INFOFLEX May 5-8	Global Pouch Forum May 29-31	ADHESIVES & BONDING EXPO June 25-27

Editor: Angel Morris / angelm@rdgmedia.net

2024 Editorial Calendar & Advertising Opportunities

	July	August	September	October	November	December
Advertising Deadline	June 19	July 17	August 14	September 18	October 16	November 13
Editorial Deadline	April 1	May 1	June 1	July 1	August 1	September 1
Cover Story	Drying/Curing	Static Eliminators 	Adhesives & Coatings 	Blades/Knives 	Advances in Flexible Packaging 	Extrusion Coating
Feature Story	Bags & Pouches Die Cutting Automation	Labels/Labeling Inks & Printing Slitting, Winding, Unwinding	Surface Treatment Drying/Curing Labels/Labeling Printing & Inks	Converting Equipment Automation Advances Die Cutting Controls/Sensors	Sustainable Materials Machine Automation Bags & Pouches Static Control	Web Guiding/Tension Roll Treatment Converting Equipment: Slitting, Rewinding, Unwinding
eBooks & Pouches & Printing Focus enews	Pouches & Printing Focus eBook: Innovation in Flexible Packaging	Pouches & Printing Focus enewsletter		Pouches & Printing Focus eBook: Sustainability in Flexible Packaging		Pouches & Printing Focus enewsletter
Q&A Advertiser Exclusive	Sustainable Materials	Sensors/Controls/Inspection	Sustainability in Converting & Printing	Quality Control	Labels & Labeling	Custom Converting Solutions
Product Focused eNews	Paper & Paperboard	Bags & Pouches	Coating & Laminating	Battery Production & Roll to Roll	Advances in Converting Equipment	Static Control
Advertiser Bonuses	Video Posting on PFFC-online.com	Unlimited Listings in Buyers' Guide	Product Spotlight in LABLEXPO Pre-Show eblast	Product Spotlight in Pack Expo Pre-Show eblast	Video Posting on PFFC-online.com	HTML Eblast
Bonus Distribution & Show Issues		Distribution at Industry Events for a year	LABLEXPO AMERICAS 2024 September 10-12	Pack Expo November 4-6		

Editor: Angel Morris / angelm@rdgmedia.net

eBlasts & Lead Generation

Custom Eblasts

E-Blasts reach 12,000 readers. Custom eblasts are exclusive to your company, and can include any combination of assets, such as, products, video, articles and more.

Campaigns Include:

- Exclusive Message to subscribers
- Your ready-to-deploy HTML
- Subject line
- Analytics provided

Editorial Eblast

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)

Product Eblast Showcase

Showcase up to four products or equipment in this dedicated eblast to 12,000.

Supply us with:

- 4 product images
- Subject line
- 75 word description and up to 4 links for each product

Show Packages

Our show package includes all of the following:

- Display print & digital ads the month before and the month of the event
- Banner ad in Pre-Show eblast the week prior to event
- Banner ad on **PFFC's** website 60 days (before, during & after event)
- Geo-Fencing and Event Retargeting campaign with targeted digital ads before, during and after the event (250,000 impressions)

Event eNewsletter Sponsorship

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 own all of the ad units each day(s) the newsletter deploys.

- 728 x 90 ad with a link
- Up to (3) product images, 50 word description for each and link for each

eNewsletters

Focused eNewsletters

Surround your brand with content related to your brand, by sponsoring a content-focused enewsletter.

Sponsorship options include:

- Banner ads
- Video
- Text ad
- Company content (article, advertorial, PR)

January — Drying/Curing

February — Surface Treatment

March — Slitting, Winding, Unwinding

April — Knives/Doctor Blades

May — Rollers/Roll Handling

June — Battery Production

July — Paper & Paperboard

August — Bags & Pouches

September — Coating & Laminating

October — Battery Production & Roll to Roll

November — Advances in Converting Equipment

December — Static Control

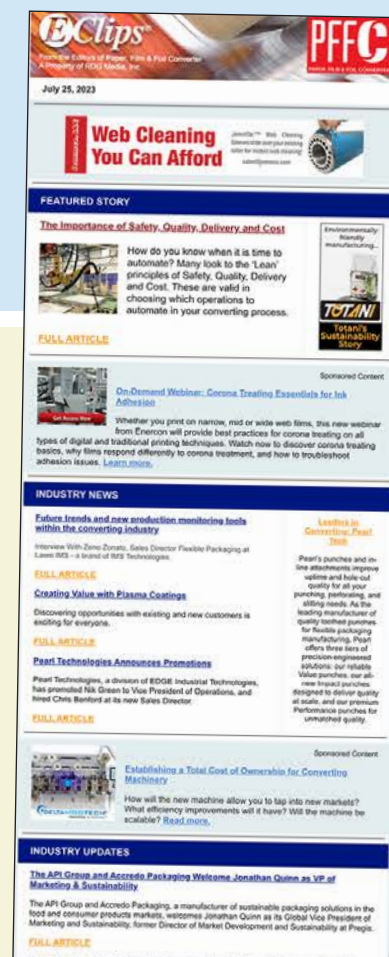
E-Clips Weekly eNewsletter

E-Clips enewsletters include the latest news, events, articles and other timely content and reach 12,000 subscribers weekly.

This is a perfect product to utilize for consistent advertising throughout the year.

Advertising Options:

- Banner ads
- Text ads
- Premium Text & Banner Positions
- Video
- White Papers (See content marketing packages)



Webinars

Sponsored Webinars

Assert your industry leadership with a 30-60 minute presentation to our audience. Generate high quality leads from industry professionals looking to learn more about your topic.

- Your logo on all promotions: eblasts, newsletters, website ads, print ads
- Your logo on the 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!

Utilize **PFFC** to promote your own webinar to 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 30-60 days prior to the live event

Digital Publication

Digital Edition Sponsorship

Get maximum visibility with an exclusive digital edition sponsorship. Sponsor a monthly issue of **PFFC** with a full page ad adjacent to the digital edition cover, and a super wide banner at the top and on EVERY page of the issue.



Digital Edition Video

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
- 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

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
- **PFFC** will record and edit

The Benefits of Thought Leadership Interviews

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

- Your custom sales tool for social media content, house on your site, etc.
- Repurpose the video through eBlasts
- 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/Online Solutions

PFFC-online.com:

- 100,000 impressions monthly
- 10,000 NEW users monthly
- 20,000 users monthly

Website Ads

Ads on [PFFC-online.com](https://www.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.

Website Positions:

- A.** Top Banner: 728X90
- B.** Premium Upper Left Banner: 180X240
- C.** Premium Upper Right Banner: 300X250
- D.** Premium Video Position
- E.** Left Rail positions: 180X150
- F.** Right Middle: 300X250

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.

Videos

Basic Video Package:

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

Premium Video Package:

- Includes Basic Video Package PLUS:
- Video featured in your own exclusive eblast to 12,000
- Video featured in one digital edition eblast to 15,000

The screenshot shows the PFFC website homepage. At the top is a navigation bar with links: About Us, Contact Us, Advertise in Print and Online, Magazine, RSS, and social media icons. A search bar is also present. Below the navigation bar is a banner for the 'Fife GUIDELINE Sensor' with the tagline 'Accuracy You Can Touch'. To the right of this banner is a 'PFFC BUYERS GUIDE' section. Below the banner is a horizontal menu with categories: Magazine, Contract Services, Bags/Pouches, Surface Prep, Coating/Laminating, Equipment/Machines, Web/Roll Handling, Slitting/Winding, Printing, Flexible Packaging, Label/Tape, and Resources. The main content area is divided into several sections. On the left is an 'ADVERTISEMENT' section featuring a 'PERFECT ADHESION WITH VETAPHONE' ad. Below this is an 'E-Newsletter' section with 'View Archive' and 'Subscribe' buttons. Further down is a 'Digital Magazine' section with 'View Archive' and 'Subscribe' buttons. On the right is a 'FEATURED STORIES' section with three articles: 'How Barrier Properties Impact Your Barbecue and Beyond', 'Unwind and Rewind Web Guides', and 'The Importance of Safety, Quality, Delivery and Cost'. To the right of the featured stories is a 'JemmTron' advertisement. Below the featured stories is a 'NEWS | NEW PRODUCTS' section with several news items. At the bottom right is a 'Resources' section with links to 'BUYERS GUIDE', 'CONTRACT CONVERTING SERVICES', 'CALENDAR OF EVENTS', 'AUCTIONS / EQUIPMENT FOR SALE', and 'E-BOOKS'. At the bottom left is a 'Videos' section with a 'FIND YOUR EDGE' video. At the bottom right is a 'Totani' advertisement. Various ad positions are labeled with letters A through F: A is the top banner, B is the premium upper left banner, C is the premium upper right banner, D is the premium video position, E is the left rail positions, and F is the right middle position.

Online Impressions/Targeted Digital Marketing

Beyond "Geofencing"

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.

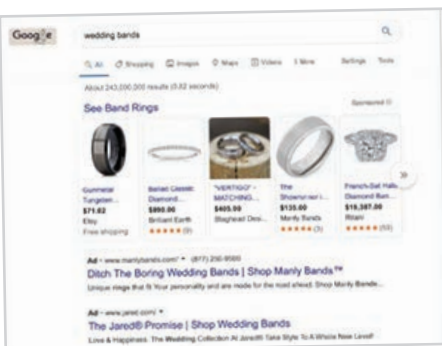
We are so excited to share these personalized targeted solutions in 2024!

We want to consult with you on your marketing strategy:

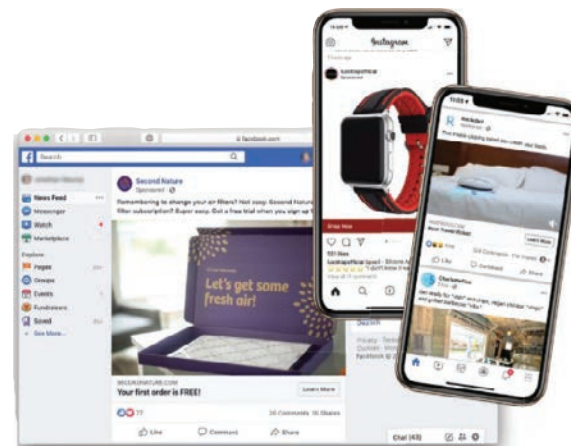
- **Who is your target audience?**
- **What are your goals?**
- **What assets do you have available?**

From there we will supply you with solutions from the list below that will best suit your campaign budget & needs.

- **Display ads** – 5 banner ads to push out across different media platforms. Your banner ads will follow your targeted viewers as they browse a variety of websites/apps.
- **Geofencing (also Addressable Geofencing)** – You decide on a location/physical addresses of places (or people) you'd like to target. We deliver impressions/ads to this people in this specific location.
- **Email Marketing** – Send us your HTML file, and a list of the audience you'd like to target (geographically, job title, industry) and we will deploy the email out to those people, with the ability to re-target with display ads. *We also have the ability to retarget with any of our inhouse 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 people 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** – Send us a finished video, 10-30 seconds long – and we will push this out across websites (such as, 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** – Send us content, and we will create an ad that will appear on FB and Instagram, appearing as regular "posts" but will promote your products/solutions.
- **Google Shopping** – If you have a catalog or eCommerce platform on your website, we can 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)** – This gives you an opportunity 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
- Topic specific
- Solutions specific
- Industry or Vertical Market specific
- Trends
- Or let's brainstorm on what your organization needs

We can create content in the following ways:

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

Content Marketing can achieve successful results in these ways:

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

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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Market Research Capabilities



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

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

Bleed: Bleed ads, extend bleed to 1/8" beyond trim on all sides.

Live Area: Headlines, body copy, logos, and other critical elements should remain inside the live area to minimize any chance of being trimmed off. Keep live matter 1/4" inside trim dimensions on all sides.

Full Page No 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"
Business Card	3 3/8" x 1 13/16"

All above dimensions are width x height

Camera-ready Art Specifications

Software

Adobe Creative Cloud (InDesign, Photoshop)

Supported Formats

PDF, TIFF, EPS and JPG

PDFs: When preparing your PDF, distill the PDF at 240 dpi, embed all fonts

Images

Photos should be processed at a resolution of no less than 240 dpi and at 100% of the printing size.

Recommended Resolutions of Original Scans

Color Images - cmyk: 240-300 dpi

Black & White Line Art: 900 dpi

Grayscale Images: 240 dpi

We Can Not Accept

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



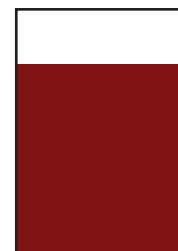
Full Page With Bleed

Bleed: 7.875" x 11"

Trim: 7.625" x 10.75"

Live: 7.12" x 10.2"

[Download Detailed Specs Sheet Here](#)



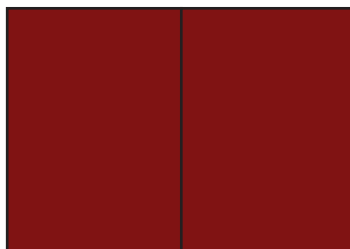
Back Cover

Bleed: 7.875" x 7.875"

Trim: 7.625" x 7.625"

Live: 7.12" x 7.08"

[Download Detailed Specs Sheet Here](#)



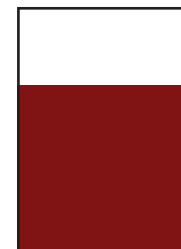
2 Page Spread

Bleed: 15.5" x 11"

Trim: 15.25" x 10.75"

Live: 14.75" x 10.2"

[Download Detailed Specs Sheet Here](#)



Front Cover

Bleed: 7.875" x 6.875"

Trim: 7.625" x 6.75"

[Download Detailed Spec Sheet Here](#)

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 representative for details.

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