

**NEW IN 2025!**

## SUSTAINABILITY IN CONVERTING

Thought Leadership Opportunities



**pouches  
& printing**  
FOCUS

Three Issues Dedicated to Flexible Packaging



**rdgmedia**  
PUBLICATION

# 2025 Integrated Media Kit

### Highlights:

- Sustainability Movers & Shakers – page 3
- Pouches & Printing Focus – page 4
- Leaders in Converting Year Long Integrated Package – page 4
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- Storytelling & Interactive Marketing – page 5
- AND MORE...

[www.pffc-online.com](http://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 eNewsletter receive weekly updates covering newsworthy information on technology, products and services, and marketing and management trends.

Our robust and resourceful website averages 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

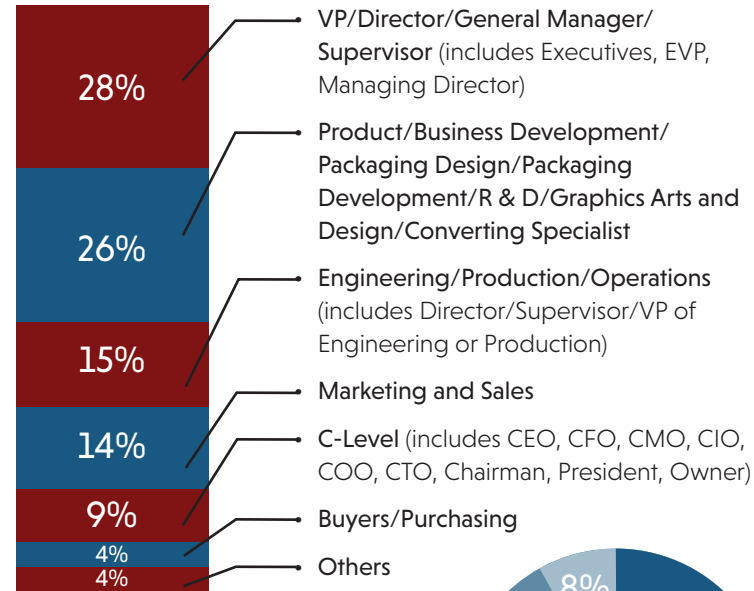
20,000 visitors monthly

**PFFC Buyers' Guide**  
25,000+ page  
views annually

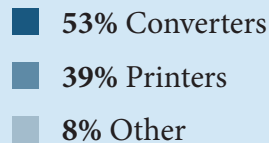
**Buyers' Guide Visitors**  
viewed 4.21 pages  
per visit



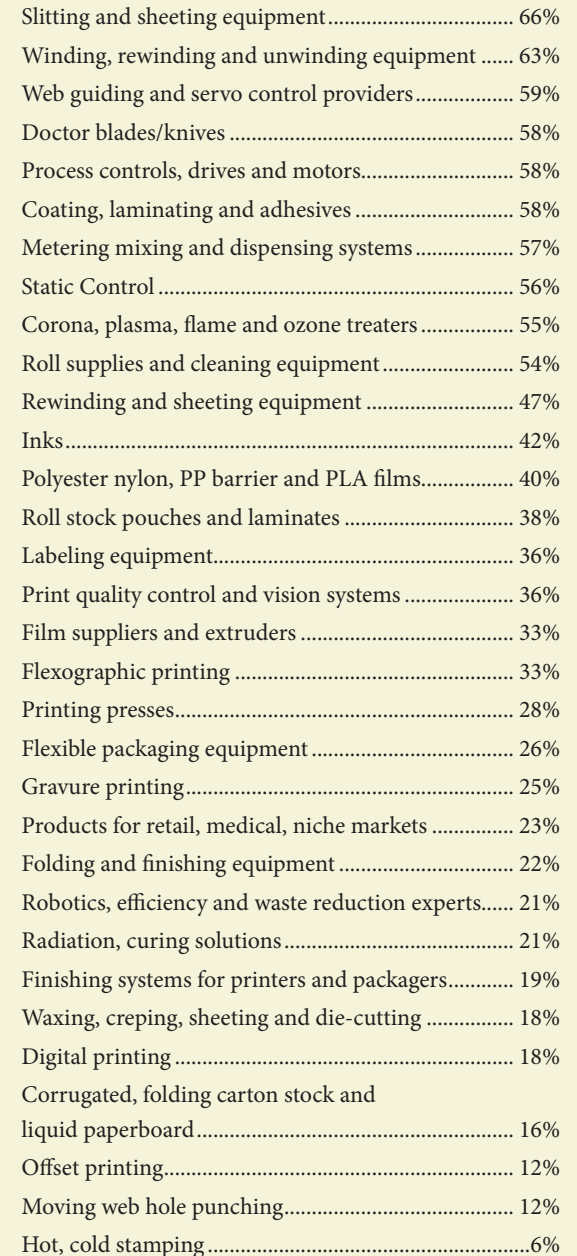
## Circulation by Job Title



## Company Function



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



# NEW IN 2025! SUSTAINABILITY IN CONVERTING

## Thought Leadership Opportunities

The majority of manufacturers and suppliers in the converting industry are making efforts toward achieving sustainability goals, but also sophisticated partnerships have formed and continue to grow in order to bring forward collaborative solutions in every area of converting.

Thought leaders convert challenges into opportunities and have made tremendous strides already in this area. We want to hear about those, and most importantly, we want to follow the progress as we continuously chart new goals and paths to achieve them.

### Sustainability: MOVERS & SHAKERS

*Spotlight your company's sustainability efforts & goals in this Thought Leadership Opportunity.*

*Talk about challenges, achievements, company leaders, future goals, partnerships etc.*

- Full page spotlight in May print & digital issue accompanied by your full page ad
- Spotlight included on PFFC-online.com
- Spotlight included in a dedicated sustainability eBlast to 10k

### Sustainability Focused eNewsletters:

In May & September, reach PFFC's digital audience in this focused eNewsletter.

Sponsorships include:

- Banner ad
- Content submission option: article, video, advertorial or PR

### Sustainability: Solutions in Converting

#### THREE EXCLUSIVE EDITORIAL OPPORTUNITIES

*Pick your EXCLUSIVE sustainability topic as it relates to your area of expertise.*

*Your company will submit two informative, feature articles in 2025, PLUS contribute to the Sustainability Review in the December issue.*

Submissions will be published:

- In the May, September & December print & digital issues
- In E-Clips eNewsletter
- On PFFC-online.com

**Ask Lori for details: [lori@rdgmedia.net](mailto:lori@rdgmedia.net)**

# 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 eNewsletter 1X
- Video included in TWO dedicated eBlasts + 12 months online
- Video featured in E-Clips eNewsletter 1X
- NEW! Social Media Post: Your leadership profile & video promoted on PFFC's outlets

**DEADLINE: December 23, 2024!**

**LEADERS IN CONVERTING**

**A leader in bag converting equipment**

Hudson Sharp, part of B&B Converting Solutions, is a global leader in the design, manufacture, and service of plant, line, and finishing equipment, including bag converting equipment, pouch-making equipment, and flexible packaging equipment. Our high-performance equipment, including roll-to-roll and stand-up pouch machines, as well as industry-leading technology and innovation, are demonstrated in our state-of-the-art PFD2 and PFD3 LDC™ machines. Our PFD2 and PFD3 LDC™ machines are designed to meet the unique needs of your flexible packaging applications and our dedicated support staff is here to provide world-class customer service.

**ARES 400-GUP**

Hudson Sharp has been leading the way in pouch-making machines and pouch-making solutions for years and continues to do so with our innovative ARES 400-GUP pouch machine. It was created from listening to our clients' changing needs and the gaps they experienced in their own in-house solutions. The ARES 400-GUP stand-up pouch machine is compact, efficient, easy to set-up, and offers high-quality results designed for short to medium production runs. And, in today's customer-driven market, the gaps and needs are more complex, requiring 100% uptime and flexibility. In addition to increased flow, with less and more space.

**INDU-LONEX STAND-UP POUCH & LDC™**

Innovative flexible packaging solutions are a hallmark of Hudson Sharp's success, as demonstrated by our INDU-LONEX, LDC STAND-UP POUCH & LDC™ conversions. Our INDU-LONEX machine provides the flexibility to create sustainable and high-quality rigid packaging from a wide range of additional virgin polypropylene. Our INDU-LONEX conversion is a one-of-a-kind conversion process that allows you to produce

stand-up pouches on a VPE machine. The LDC STAND-UP pouch is made by utilizing an INDU-LONEX machine along with a standard application which allows PFFC customers to stand up with the same efficiency and economy. And our highly innovative PFD2 & LDC3 feature modern, readable, color-governed tags and pouches, ideal for pet food, baby and grocery, and more applications. Standing roll pouch with pre-applied liners creates value by providing higher production rates, no material in process, no scrap, less waste, and less down time.

**INDUSTRY 4.0**

Though known for their traditionalism and care in creating our Anubus™ series, we've been clear on our commitment around the world. We offer maintenance, safety, quality, response times, and immediate recommendations that our present and future customers value.

**SERVICE & SUPPORT**

We know you rely on our machines to keep your business moving forward and we extend that to our equipment. We offer a variety of services including installation, start-up, training, and maintenance performed by a global team of highly trained service technicians. We also have multiple spare parts stocking locations around the world to keep your business up and running.

**HUDSON SHARP**

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**They're not machines, they're solutions.**

**Built for speed, flexibility and high output**  
The APOLLO series of wetset 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** | **W**  
hudsonsharp.com | btoconverting@hudsonsharp.com

# Flexible Packaging in 2025 March, July & November



## Three Special Editions Dedicated to Flexible Packaging

There is a lot to cover related to the challenges and exciting evolution of flexible packaging. *PFFC* will continue to focus on this increasingly important industry in 2025 with dedicated issues and eNewsletters.

### Advertising Opportunities:

- Print & Digital Display ads in *POUCHES & PRINTING* Focus issues (March, July & November)
  - › Option to include your own success story (250 words + image)
- Digital edition Sponsorship of *POUCHES & PRINTING* issues (March, July & November)
  - › Top banner on every page of digital edition
  - › Full page ad adjacent digital edition cover page
  - › Full page ad in print & digital edition
- *POUCHES & PRINTING* Focus eNewsletter (March, July & November)
  - › Banner ad (468x90)
  - › Content submission option (PR, article, advertorial)

THE AUTHORITATIVE VOICE OF THE CONVERTING COMMUNITY

**PFFC**  
PAPER, FILM & FOIL CONVERTER

**pouches & printing FOCUS**

**BARBERS IN PRINTING, COATING** 8  
**ALSO IN THIS ISSUE**  
PCR PLASTICS DEMAND 12  
FIBRILS INCREASED EMISSION 14  
SUSTAINABLE COATING LAMINATION AND MORE 20

**Are you dealing with sticky BUILD-UP ON YOUR ROLLERS?**

**URGENT TO DO:**  
Call Jimmie for a FREE SAMPLE of the "DuraGrip" #52,000 High Release Sleeve!

- ✓ eliminates sticky build-up on rollers
- ✓ cost-effective alternative to hard coats/layers
- ✓ easily installed in most
- ✓ no more slipping out rollers for rollers (S)

**Jimmieco, LLC** 202.212.9559 • sales@jimmieco.com

# 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 (X (formerly 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!

## Flixbox 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](#)

# Content Marketing Solutions

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

- Q&A's, Success Stories & How To's: Publish in print & digital issues, eNewsletter, social media & online
- Social Media Boost: Your content assets (including video), pushed out regularly on PFFC's social media outlets
- Content Marketing Package: Combo 12 month program pushes out your content assets online and in eNewsletters
- Sponsored Content: Spotlights your company's article or advertorial in print & digital issues, online and in your own dedicated eblast
- Sustainability in Converting: ([see page 3](#)): Highlight your sustainability efforts in partnership with PFFC
- Leaders in Converting ([see page 4](#)): Assert your leadership with our year-long integrated package
- Focused eNewsletters ([see page 9](#)): Sponsorships include banner ads, and content submission opportunities throughout the year



# 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: \$150

- 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:

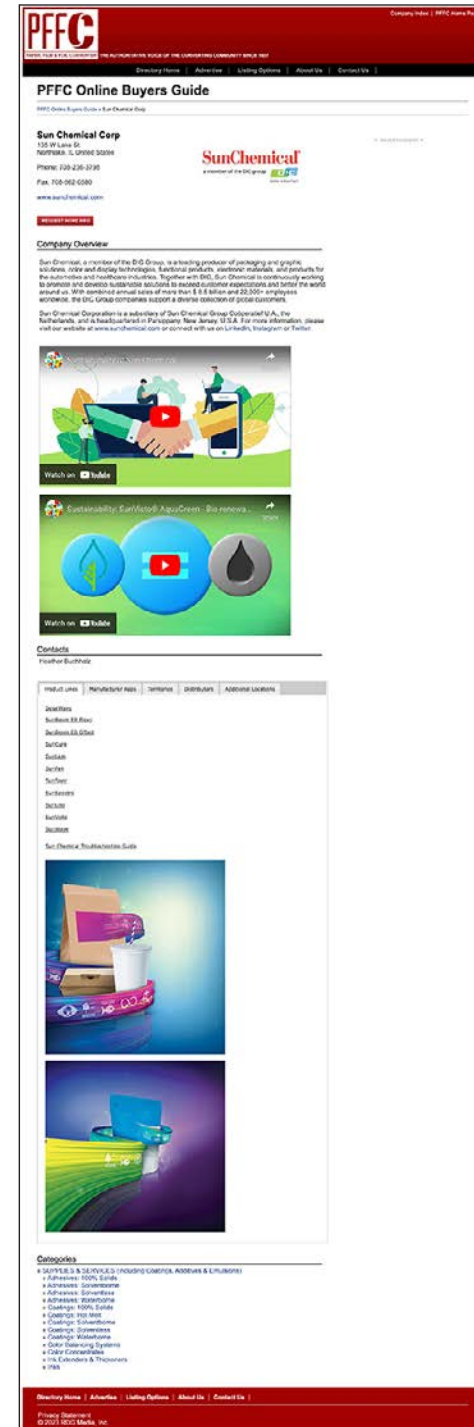
- Priority Search Results (Company Name towards Top of Page 1 Category Results for ALL Categories)
- Logo and Company Profile, up to 150 words, on Company Page online
- Additional Information Tabs (product lines, distributors, locations, reps, and territories)
- Unlimited Category Selections in print 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 eNewsletter 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
- **NEW! Social Media Post highlighting your company, profile & video**

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.**



# Editorial Calendar & Advertising Opportunities

Editor: Angel Morris / angelm@rdgmedia.net

Publisher: Lori Pisano / lori@rdgmedia.net

	2025	January	February	March	April	May	June
Advertising Deadline		December 23	January 20	February 17	March 17	April 21	May 19
Editorial Deadline		October 1	November 1	December 1	January 2	February 3	March 3
Cover Story		Labels & Printing <b>LEADERS IN CONVERTING</b>	R2R Battery Production	Innovation in Flexible Packaging <b>pouches &amp; printing FOCUS</b>	Digital Printing	Films <b>SUSTAINABILITY: MOVERS &amp; SHAKERS</b>	Inspection & Testing
Features		Surface Treatment Sustainable Materials Narrow Web Converting	Paper & Board Inspection & Testing Static Control	Films & Flexible Packaging Inks & Printing Package Pouching	Coating Web Slitting Guiding & Tension Control	Paper Substrates Sustainable Coatings Recyclable Materials	Static Control Web Handling Fuel Cell Production
Content Marketing	Q&A Advertiser Exclusive	Web Handling	Fuel Cell Production	Quality Control	Inks & Printing	Bags & Pouches	Inspection & Testing
	Product Focused eNewsletter	Paper & Board Focused eNewsletter	Battery Focused eNewsletter	Pouches & Printing Focus eNewsletter	Films Focused eNewsletter	Sustainable Converting Focused eNewsletter	Quality Control Focused eNewsletter
Advertiser Bonuses		Leaders in Converting Package	Exhibitor Spotlight Converters Expo eBlast	Video Posting	Exhibitor Spotlight INFOFLEX eBlast	Exhibitor Spotlight Converters Expo eBlast	Converting Supplier Spotlight
Show Issues & Distribution			Converters Expo South February 19		INFOFLEX May 5-6	Converters Expo Green Bay May 20-21	Global Pouch Forum June 18-20

# Editorial Calendar & Advertising Opportunities

Editor: Angel Morris / angelm@rdgmedia.net

Publisher: Lori Pisano / lori@rdgmedia.net

	2025	July	August	September	October	November	December
Advertising Deadline		June 16	July 14	August 18	September 15	October 13	November 17
Editorial Deadline		April 2	May 1	June 2	July 1	August 1	September 1
Cover Story		Substrates in Flexible Packaging <b>pouches &amp; printing FOCUS</b>	Surface Treatment <b>ANNUAL BUYERS' GUIDE</b>	Flexible Packaging Solutions <b>SUSTAINABILITY FOCUS</b>	Narrow Web Converting	Advances in Flexible Packaging <b>pouches &amp; printing FOCUS</b>	Sustainable Materials <b>SUSTAINABILITY REVIEW</b>
Features		Bags & Pouches Adhesives & Laminating Labels & Finishing	Unwinding, Rewinding, Slitting Static Eliminators Vacuum Coating	Sustainable Films Recyclability in Converting Adhesives & Coating Printing & Inks	R2R Battery Production Static Control Web Slitting Quality Control/Testing Inspection	UV Curing Coating & Laminating Bags & Pouches	Fuel Cell Production Paper & Board Adhesives & Laminating
Content Marketing	Q&A Advertiser Exclusive	Sustainable Materials	Surface Treatment	Sustainability in Converting & Printing	Quality Control	Labels & Labeling	Paper & Paperboard
	Product Focused eNewsletter	Pouches & Printing Focus eNewsletter	Coating & Laminating Focused eNewsletter	Sustainable Converting Focused eNewsletter	Battery Focused eNewsletter	Pouches & Printing Focus eNewsletter	Roll Handling/Cleaning Focused eNewsletter
	Advertiser Bonuses	Video Posting	Unlimited Listings in Buyers' Guide	Exhibitor Spotlight in Pack Expo eBlast	Product Spotlight in Show eBlast	Converting Supplier Spotlight	HTML eBlast
Show Issues & Distribution		Distribution at Industry Events 12 for Year	Pack Expo Sept 29-Oct 2 LABLEXPO EUROPE Sept 16-19	The Battery Show Oct 7-10 R2R USA Printing United Oct 22-24			



# eBlasts & Lead Generation

## Custom eBlasts

eBlasts 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 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 eNewsletter deploys.

- 728 x 90 ad with a link
- Up to (3) product images, 50 word description 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
- Company content (article, advertorial, PR)

**January** — Paper & Board

**February** — Battery Production in Converting

**March** — Pouches & Printing (Flexible Packaging)

**April** — Films

**May** — Sustainable Converting

**June** — Quality Control

**July** — Pouches & Printing: Innovation in Flexible Packaging

**August** — Coating & Laminating

**September** — Sustainable Converting

**October** — R2R Battery Production

**November** — Pouches & Printing: Flexible Packaging Materials

**December** — Roll Handling & Cleaning

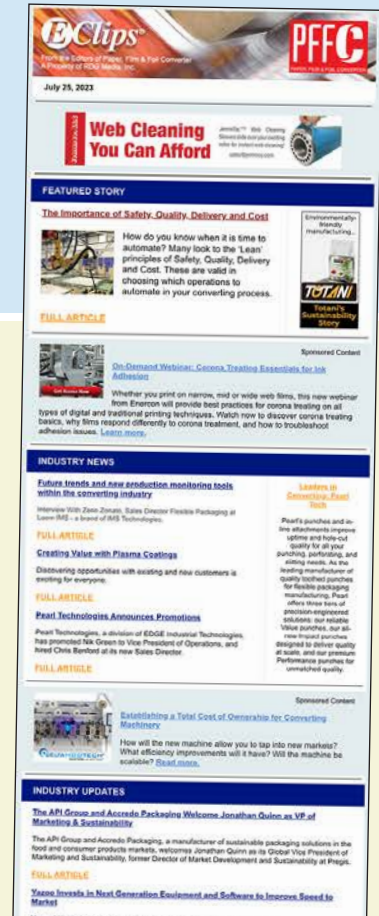
## E-Clips Weekly eNewsletter

E-Clips eNewsletters include the latest eNewsletter, 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, eNewsletters, 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 eNewsletters 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 eNewsletters 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 eNewsletters
- 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](http://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 the PFFC logo and navigation links. Below is a search bar and a featured article about the Fife GUIDELINE Sensor. A navigation menu lists various industry topics. The main content area includes featured stories, an e-newsletter subscription, a digital magazine, and a contract services section. On the right, there are banners for JemmTron and a video player for a Hi-Tech packaging video. At the bottom, there are industry links, a sustainability forum, and a news section with articles about manufacturing operations, TNA's capacity increase, and Glenroy's leadership transition. A video advertisement for 'FINDER ROLLER' is also visible.

**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

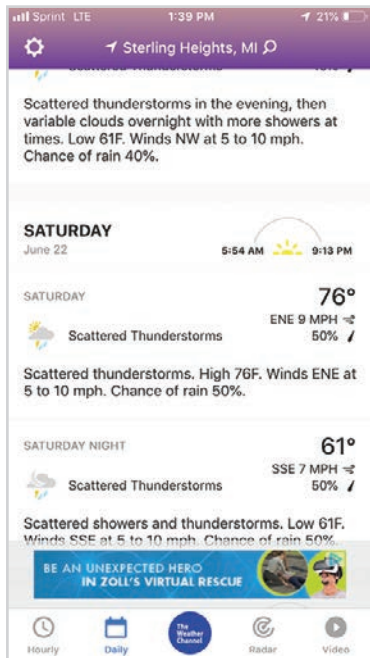
**F** Right Middle: 300X250

# Online Impressions/Targeted Digital Marketing Ideal for Tradeshows

**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.

## Targeted Advertising: Beyond "Geofencing"

We are so excited to share these targeted solutions! We want to consult with you on your marketing strategy: *who you want to reach* (demographics, age, geography, 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 readers as they browse websites/apps we have access to (think Weather Channel, ABC News, ESPN, etc.).

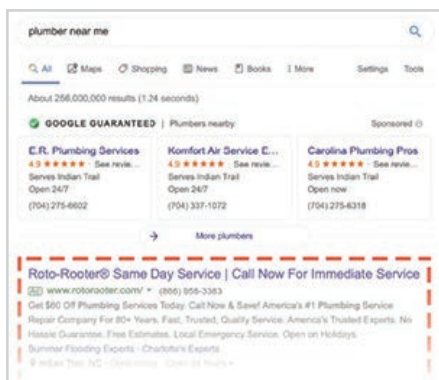
- **Geofencing** (Also Addressable Geofencing) – if we have the location/physical addresses of places (or people) you'd like to target, we can deliver impressions/ads to them while they are at the property address. We can target home addresses/businesses, and now that trade shows have started back up 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.

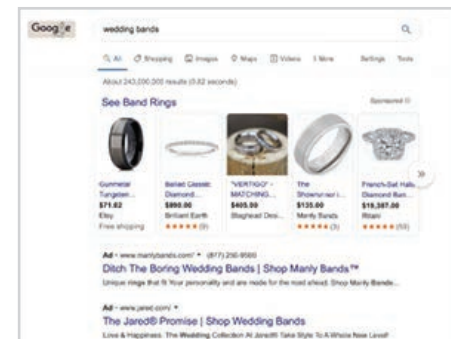
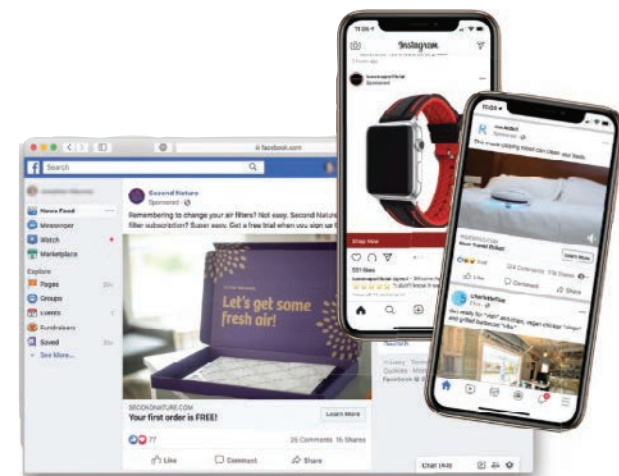
- **Social Media** – you can send us content, we will create an ad that will appear on FB and Instagram, appearing as regular "posts" but will promote your products/solutions.



- **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
- 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, 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](mailto:randy@rdgmedia.net)

Direct Line: 586-227-9344

# 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

CorelDRAW, WordPerfect, Canva, PowerPoint, Excel, Microsoft Publisher, TrueType fonts, or Windows 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"

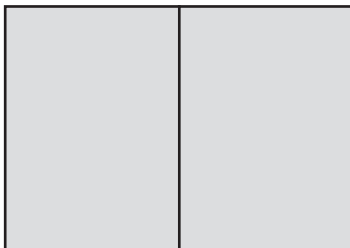
[Download Detailed Specs Sheet Here](#)



### Front Cover

Bleed: 7.875" x 6.875"  
Trim: 7.625" x 6.75"

[Download Detailed Spec 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](#)

# Contact Us

**PAPER, FILM and FOIL**

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PUBLICATION



**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.