



2019 Integrated Media Kit for Packaging TECHNOLOGY TODAY

www.PackagingTechToday.com



New in 2019:

- Loyalty Frequency Program - page 2
- Buyer's Guide - page 3
- Special Topic eNewsletter - page 3
- Special Reports/eBooks - page 3
- White Paper eBlasts - page 6
- Trade show eNewsletter Sponsorships - page 6
- Webinars - page 8
- Product & Video eBlasts - page 8
- Impression Based Advertising - page 9



ABOUT *PACKAGING TECHNOLOGY TODAY*

Packaging Technology Today is a premier business-to-business publication designed specifically to address the information needs of the busy buyer of packaging equipment. It is written for the professionals whose primary objective is to buy or sell packaging equipment, materials and services. *Packaging Technology Today* uses print and digital publications to communicate monthly with professionals who are ready to buy products. Innovative product offerings for 2019 include eBlasts, show packages, special sections, website advertising, social media and videos to deliver your promotional message in a manner guaranteed to get the results you are looking for.

LOYALTY FREQUENCY PROGRAM (AT RATE CARD RATES)

- Buy 4 ads, Receive a 5th ad for **FREE**
- Buy 6 ads, Receive a 7th and 8th ad for **FREE**
- Buy 9 ads, Receive a 10th 11th and 12th ad for **FREE**

PRINT & DIGITAL RATES

Priority Positions

Position	4/Color
Front Cover	\$2,395
Back Cover	\$1,995
Inside Front Cover	\$1,695
Inside Back Cover	\$1,695
Priority Page 3	\$1,529
Priority Pages: 5, 7, 9, 11	\$1,287
Priority Pages: 4, 6, 8, 10	\$1,232
Center Spread	\$2,255

4/Color Rates

(per insertion rate)

Size	1 issue	3 issues	6 issues	12 issues
Full page	\$1006.50	\$962.50	\$924	\$874.50
1/2 page	\$715	\$693	\$671	\$621.50
1/4 page	\$539	\$506	\$478.50	\$456.50
1/8 page	\$374	\$363	\$357.50	\$335.50
Business Card	\$308	\$302.50	\$297	\$280.50

All Rates Include Print & Digital Editions

CIRCULATION BY TYPE OF INDUSTRY



BUYERS GUIDE

The July 2019 issue of *Packaging Technology Today*, will feature an in print Buyers Guide along with suppliers and products listed online. The Buyers Guide will have a one-year shelf life and will be a quick and easy-to-use source of information for customers looking for suppliers and products. There will be a nominal fee to get listed with many affordable upgrade options in both print and online.



Basic Listing \$50

- Company Name, Address, Phone Numbers, Fax Number, Email Address, Website
- Listed in up to (3) Product Categories

Deluxe Listing \$195

Basic listing plus:

- Company logo in print and linked from our buyer's guide online
- Unlimited Product Categories (or suggested ones to add)

Premium Listing \$395 or \$35/month

- Basic and Deluxe listing plus:
- Boldface in print and online
- List of shows you are exhibiting at in 2019
- Social media linked graphics in your listing with links
- Company Description (up to 100 words)

Featured Listing \$695 or \$65/month Basic, Deluxe & Premium listing plus:

- Appear at the top of all buyer's guide categories
- 2 product images online
- 2 spec sheets online
- 2 videos online

Optional Print Upgrades:

Logo under product categories - \$195 (additional categories \$125 each)

- 2" mini-ad - \$225 per (3 or more \$175 per)
- 3" mini-ad - \$300 per (3 or more - \$225 per)

SPECIAL TOPIC eNEWSLETTER SPONSORSHIP (SEE EDITORIAL CALENDAR)

Promote a product that ties to the editorial content in these monthly newsletters with an image, 60 word description and link.

SPECIAL REPORTS/BOOKS (SEE EDITORIAL CALENDAR)

Align yourself with relevant content that our editors write. Great way to tell your story as sponsors receive these deliverables:

- Logo/link on cover
- Full page ad
- Advertorial up to 600 words talking about how you align with the topic

2019 EDITORIAL CALENDAR AND ADVERTISING OPPORTUNITIES

	January	February	March	April	May	June
Ad Close/ Materials Due	November 28	January 9	February 6	March 6	April 3	May 1
Cover Story	Labeling, Coding, Marking	Palletizing, Stretch Wrapping, End of Line	Inspection Detection/	Robotics, Automation Checkweighing/ Machine Vision	Craft Beer Packaging/ Beverage Packaging & Industry 4.0	Flexible Packaging Pouches/Closures/ Fitments
Features	Coding, Marking, Labeling, Cartoning	Conveying Inspection/ Detection	Multipacking/ Shrink Bundling Palletizing,	Weighing/Filling Filling, Capping, Sealing Stretchwrapping	Flexible Packaging/ Pouches Closures &	Coding, Marking, Labeling Blisters & Cards Fitments
Markets	Cannabis	ecommerce Packaging	Snack Food Packaging	Dairy	Beverage Packaging	Produce
Special Reports/ eBooks		Sustainable Packaging	Automation & Controls	Robotics	Labeling/Coding/ Marking	Automation & Controls
Special Topic eNewsletter	Poultry/Meat	Automation	Snack Food	Dairy	Inspection/ Detection/Vision	Bags & Pouches
Bonus Show Distribution	The Packaging Conference	West Pack FPA Annual Mtg	Snaxpo ProFood Tech Wisconsin Cheese Industry Conference Industrial Pack	Automate/Promat Papercon		United Fresh
Value-Added	Supplier Showcase Buy One, Get One	West Pack Package 1/2 & Full Page Ads Receive: Booth Spotlight in Issue Product eBlast Before Show	ProFood Tech Package 1/2 & Full Page Ads Receive: Booth Spotlight in Issue Product eBlast Before Show	Special Mailing To: <ul style="list-style-type: none"> • Top 100 Food Packaging • Top 100 Beverage Packaging • Top 100 Pharmaceutical Packaging • Top 100 Contract Packagers 	Buy Full Page at 1/2 Page Rate	HTML eBlast to 2,500 Emails

2019 EDITORIAL CALENDAR AND ADVERTISING OPPORTUNITIES

	July	August	September	October	November	December
Ad Close/ Materials Due	June 5	July 10	August 7	September 4	October 2	October 30
Cover Story	Annual Buyers Guide	Previewing PACK EXPO	Labeling/Coding/ Marking	Palletizing/ Stretch Wrapping/ End of Line	Dairy/Snack Food/ Grab N' Go	Robotics, Automation & Industry 4.0
Features	Adhesives & Tape End of Line	Conveying Printers & Labels	Films Form, Fill & Seal	Flexible Packaging/ Pouches	Coding & Marking Case Packing Inspection/Detection	Inspection/Vision Checkweighing
Markets	Pharmaceutical Packaging	Frozen Foods	Dairy	Beverage Packaging	Household Packaging	Snack Food
Special Reports/ eBooks		Robotics	Automation & Controls	Sustainable Packaging	Labeling/ Coding/Marking	
Special Topic eNewsletter	Coding, Marking, Labeling	End of Line	Snack Food	Beverages	End of Line	Bags & Pouches
Bonus Show Distribution		PACK EXPO Preview Issue	PACK EXPO Show Issue			
Value-Added	Logo in Alpha Section	PACK EXPO 2019 Show Package: of Buyers Guide Ads Receive Booth Spotlight in issue Product eBlast Before Show Web Ad in August	PACK EXPO 2019 Show Package: 1/2 & Full Page Ads Receive Booth Spotlight in Issue Product eBlast Before Show Web Ad in September	Supplied Video to be Posted 1/2 & Full page & Blasted Out During Month Web Ad in October	1/2 Page/Full page BOGO on our Site	HTML eBlast to 2,500 emails

Product eBlast Showcase (A)

Showcase up to four products or equipment that will get blasted out! With the Product eBlast, you promote your products and equipment in a dedicated eBlast. You send us up to 4 product images along with a headline, a 75 word description and up to 4 links for each product.

Machinery in Action Videos!

Showcase up to four videos showing your equipment or machinery in action! These videos help educate your target market and demonstrates your leadership in providing solutions. This eBlast is sent to all subscribers featuring up to 4 supplied videos.

You just send us the following:

- Up to 4 video images
- Headline for each
- Up to a 75 word description for each
- Up to 4 links for video (including one for where it lives on your site)

Support the Trade Shows you Attend! (B)

Sponsor our On the Floor eNewsletter eBlast for West Pack, Snaxpo, ProFood Tech, Automate, United Fresh, Pack Expo. Dominate any day(s) exclusively of a trade show you exhibit at with our On The Floor eNewsletter. We will write content on the trends, must-sees and seminars. You would own all of the ad units in each day(s) newsletter that will get deployed to 30,000 emails early in the morning each day of the show.

728 x 90 ad with a link

Up to (3) product images, 50 word description for each and link for each

Case Study & White Paper Sponsorships (C)

Do you have a white paper or case study you want to get in the hands of new leads? Send us your case study or white paper with a subject line, headline, 50-75 word description and a link and we will blast it out and generate leads for you.

Custom Email Blasts

We will email out your sales message to our quality email list. Your blast can include links to your website and email. We can design your blast if needed. Cost is only \$250 per thousand with a 2,000 name minimum. Email List Opportunities exist in the following areas: Metal Working, Printing & Graphics, Construction, Electrical Contractors, Converting, Packaging, Plastics, Material Handling, Heating, Plumbing, Air Conditioning, Refrigeration, Woodworking, Trucking, Farming, and Auto Restoration.

Group Email Blast (D)

Reach thousands of buyers at once and get a faster response then you would through most other marketing campaigns. Includes a brief description of your company, your phone number and links to your email and website. Only \$500.

Digital Email Blast (E)

An e-mail that notifies subscribers of the latest digital edition. It offers the following options:

- Banner - 4 available per issue. Cost: \$750 per issue.
- Video - 2 spots available. Only \$1000 each.
- Product Spotlight - 4 spots available. List your company/product information, your company logo OR product image, as well as a link directly to your website. Only \$750 per mo.

Show Packages

Package includes:

- Run a print the month before and the month of the show
- Be part of a product eblast the week before the show (image, product name, 50 words, link)
- Have an ad on our website for any 90 day period from 60 days prior to the show till 60 days after the show ends
- Be part of our Geo-Fencing at the show





Banner Ads

Available in many high traffic locations on our website, each banner provides a direct link to your website.

Header Banner

One 728 pixel x 90 pixel on top of the page. (A)

Sponsor Ads in Side Bar

Four 125pixels x 125pixels and one 300pixels x 250pixels. Will show up on all on Pages (not posts) except auction page and advertising. (B)

Homepage Banner Bottom

Banner showing on homepage only. 587pixels x 90pixels or 468pixel x 60pixels. (C)

Auction Page Banners

Four 125pixels x 125pixels banners on side bar and one 587pixels x 90pixels or 468pixel x 60pixels on top of page. (D)

Product & Industry News

Spotlight your company news, press releases, and articles on our online industry news page. Buyers look to this page for information on new products, technology and company profiles. (E)

Featured Products

Two products are featured on the homepage per week. It is an article about a product that can include a product video, product pictures, links to spec sheet pdf, etc. The articles will remain on the featured product page after it is removed from the homepage. (F)

Featured Advertisers

12 homepage spots per month. Dimensions are 125 x 125. Links to a page on our website with the content of your choosing. (G)

Social Media

Team up with Packaging Technology Today to create a social media strategy that communicates with buyers. Broadcast your company's message to our customer base while driving traffic to your website, reaching potential customers and expanding your audience! Partner with Packaging Technology Today to build your brand!

Auction Calendar

Includes your company logo, a brief description of your auction with a direct link to your website. The five with the closest sale date will be listed on the sidebar. (H)





Make Use of the Investment you Spent on developing Videos:

Let us make use of the investment you made in developing videos.

Here are all the different places we can make use of your videos:

- Appears on our website homepage and on video page for 90 days
- Monthly eNewsletter
- 3x Facebook & Twitter post
- Posted on our YouTube page for a year
- Video eBlast – we will blast it out (February, June, September and November) to our 70,000 digital subs
- Digital Edition – promote your videos in our digital edition eBlast each month

WEBINARS

Exclusive Sponsored Webinars

Be looked at as a thought leader by doing a 30-60 minute presentation to a captive audience. Generate high quality leads from industry professionals looking to learn more about the webinar topic.

- Your logo on all promotions: HTML eblasts, newsletters, our website and in print ads promoting your webinar
- Your logo on registration page
- Full contact info of all registrations
- You can use the sales promotion to send to your database
- Webinar available On-Demand for three months

Sponsor A Lead Generating Webinar Today!

Sponsor a 30-60 minute webinar exclusive topic to your company. We find the speakers and we do all the work driving registrations.

Sponsors Receive:

- Your logo on all promotions: HTML eblasts, eNewsletters, our website and print ads in the magazine
- Your logo on registration page
- Professionally narrated intro with 20 second commercial at the beginning and end of the webinar
- Full contact info of all registrations
- You can use the sales promotion to send to your database
- Webinar available On-Demand for three months

DIGITAL PUBLICATION

Digital Edition Sponsorship

Sponsor a monthly issue of *Packaging Technology Today*. You receive a banner ad with a link on the eBlast that goes to 70,000 readers.

Digital Issue Add-Ons

• Sponsor Banner

We can place an ad to the left of the cover and at the top of the page that is exclusively owned by your company. Contact your account executive for specifications and availability.

• Video over Ad

Turn your ad in our digital edition into a live interactive experience by placing your video over your ad. When users flip the page the video will start to play automatically.



TARGETED DIGITAL MARKETING

Targeted Digital Marketing allows your company to reach potential and existing customers through laser-focused digital advertising. We can deliver your ads to users based on their online activities and habits.

Targeted Digital Marketing is an impression-based advertising campaign that deploys digital ads through any combination of:

Geo-Fencing
Event Targeting
Keyword Targeting

Site Re-Targeting
Search Re-Targeting
Contextual Targeting

Geo-Targeting
Email Marketing



What is geo-fencing? Geo-fencing targets your ideal consumer on their mobile device based on a geographic location. *Partner with us to geo-fence ALL of your trade shows, conferences, TOP PROSPECTS!*

What is event targeting? Event targeting compliments the geo-fencing campaign. Re-target prospects that were captured during a specified event for up to 30 days following the event.

What is keyword targeting? Keyword targeting targets users viewing content relevant to what you offer based on specific words and terms.

What is site re-targeting? Site re-targeting is marketing to those who have been to your website. This is the most common type of re-targeting.

What is search re-targeting? Search re-targeting allows you to target users who have recently searched keywords and phrases relevant to your brand.

What is contextual targeting? Contextual targeting allows you to target your ideal consumer based on habitual tendencies.

What is geo-targeting? Geo-targeting uses IP addresses to match the geographic location and target addresses mapped to a country, state, city, zip or a specific radius.

Check out our digital marketing at <http://rdgdigitalsolutions.com>

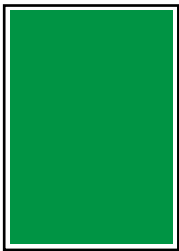
ARTWORK SPECIFICATIONS

Full Page bleed	7-7/8" x 11"
Full Page non-bleed	7" x 9-13/16"
Half Page Horizontal	7" x 4 13/16"
Half Page Vertical	3 3/8" x 9 13/16"
Quarter Page	3 3/8" x 4 13/16"
2x4	3 3/8" x 3 13/16"
2x3	3 3/8" x 2 13/16"

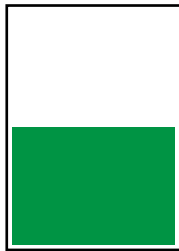
Front Cover	Ask your sales associate for specs
Back Cover	Ask your sales associate for specs

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

Keep all live matter 1/4" from all trim edges on bleed pages.



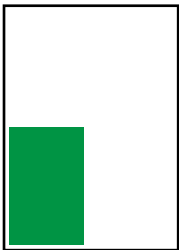
Full Page



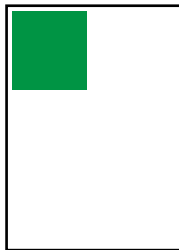
Half Page Horizontal



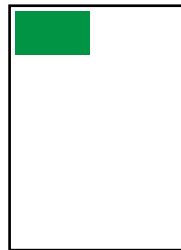
Half Page Vertical



Quarter Page



2x3



Business Card

2x3	3 3/8" x 2 13/16"
2x2	3 3/8" x 1 13/16"
2x1	3 3/8" x 13/16"
1x4	1 5/8" x 3 13/16"
1x3	1 5/8" x 2 13/16"
1x2	1 5/8" x 2 13/16"

Camera-ready Art Specifications

Software

Adobe Creative Cloud (InDesign, Photoshop)

Supported Formats

PDF, TIFF, EPS and JPG

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

Images

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

Recommended Resolutions of Original Scans

Color Images - cmyk: 240-300 dpi

Black & 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.

Artwork Submission

Email: barb@rdgmedia.net

FTP: myftp.oxen.tech

Username: upload

Password: UploadAlpha2@

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