

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](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 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

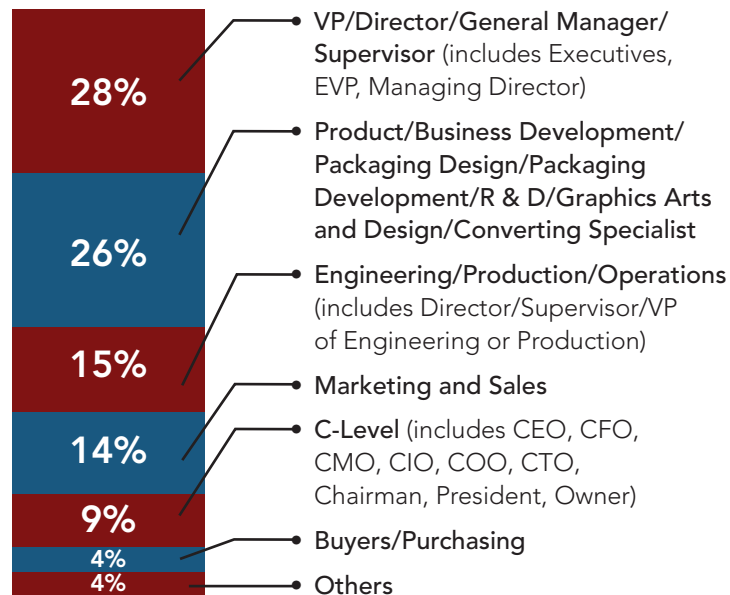
20,000 visitors monthly

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

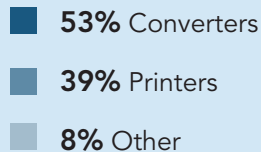
**Buyers' Guide Visitors**  
viewed 4.21 pages  
per visit



## 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 newsletter
- [PFFC-online.com](http://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 Shearp is a global leader in the design, manufacture, and service of flexible packaging equipment. With more than 100 years of experience, Hudson Shearp has the expertise to deliver high-performance equipment, including bag-making and recycling machines, as well as various bagging, weighing and packaging solutions. Our equipment is designed for the highest productivity and lowest cost of ownership. We offer a wide range of solutions for all your flexible packaging applications and our dedicated support staff helps to ensure successful customer outcomes.

### ARES 400-DUP

Hudson Shearp has been leading the way in bag-making equipment and packaging solutions for years and continues to do so with the ARES 400-DUP. This machine has been selected for the 2023 Best of Show award for its ability to convert a wide range of materials. The ARES 400-DUP stands out for its speed, accuracy and reliability. It is designed for high-speed production and is easy to operate and maintain. It is also highly flexible, allowing you to produce a wide range of bag sizes and shapes. The ARES 400-DUP is a true workhorse that will help you increase your productivity and reduce your costs.

### INDUSTRY 4.0

Through systems like data collection and analysis, you can optimize your production process. This is a key to success in the competitive market. Hudson Shearp offers a range of solutions to help you achieve your goals. Our solutions are designed to help you improve your productivity and reduce your costs. We offer a wide range of solutions for all your flexible packaging applications and our dedicated support staff helps to ensure successful customer outcomes.

### SERVICE & SUPPORT

We have you covered from start to finish. Our service team is ready to help you with any issues you may have. We offer a wide range of services, including installation, training, and maintenance. We also offer a range of spare parts and accessories. Our service team is always available to help you with any issues you may have. We offer a wide range of services for all your flexible packaging applications and our dedicated support staff helps to ensure successful customer outcomes.

### HUDSON SHEARP

2000 State Street, North Andover, MA 01855  
+1 978 491 4333 | +1 978 340 3075

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

**Built for speed, flexibility and high output**

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

**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 SHEARP**

[hudsonshearp.com](http://hudsonshearp.com) | [becominginnovations.com](http://becominginnovations.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: Mark Defects Safely and Automatically

Let's face it: Display your best efforts to eliminate it, stop bags. And when it does, you need to always know where it happened so you can find and remove it to make your customer happy. Maybe you insert a slip of paper into the webbing roll, or hand apply a pressure sensitive label to the converting roll, or possibly use a felt pen. These three other used manual practices are extremely dangerous and not ideal in conversion setups. As a result, many lines are now equipped with printing and detection-making it impossible for operators to access the moving web. Not only is hand marking with an outside practice, but it is inaccurate and costly as well. By the time a defect is noticed and the web is hand marked, the web is wasted time and money. These errors result in lost material downstream.

Maybe you "remember" where scrap is with digital tags which are used to mark and identify scrap. These errors result in lost material to be recovered from the roll. If you do it all, damaged material on the results of the roll you remove scrap.

Novation AP3 WebTagger can apply custom or standard tags for marking and tracking.

**novationonline.com**

### HOW TO: Properly Handle Tri-Ply Adhesive Lamination

While the industry is working to establish solutions to solve the flexible packaging industry, the demand for conventional growth. The driver is mainly the need to reduce lead times by extending shelf life. This is an act the drive for the growth in volume of 3-ply laminates single pass web lamination equipment. This is a significant challenge for the industry to address. The key to success is to approach a web lamination process with a clear understanding of the equipment. Tri-Ply Conversion SL uses the inline set up that allowed to convert the web since 1978. The machine set up that allowed to convert the web since 1978. The machine set up that allowed to convert the web since 1978. The machine set up that allowed to convert the web since 1978.

**novationonline.com**

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

Why do so many converters look at quality control problems for years before they finally solve them? As a manufacturer of web guiding and QC inspection systems, we frequently receive calls only after the damage has occurred, resulting in a substantial financial loss and a significant delay in your company's revenue. This has often been referred to as a "delicate purchase." Delicate because you either cannot afford another costly QC issue or you cannot afford to lose your customer's trust. For more information on BST web guiding systems, please contact Doug Becker at [DB@BSTGroup.com](mailto:DB@BSTGroup.com) and for more information on inspection systems, please contact Emma Schindler at [ES@BSTGroup.com](mailto:ES@BSTGroup.com).

**perfecting your performance**

**WIDE ARRAY**

Your One Partner for Innovative Quality Assurance

[www.bst-electra.com](http://www.bst-electra.com)

**novationonline.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 (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:

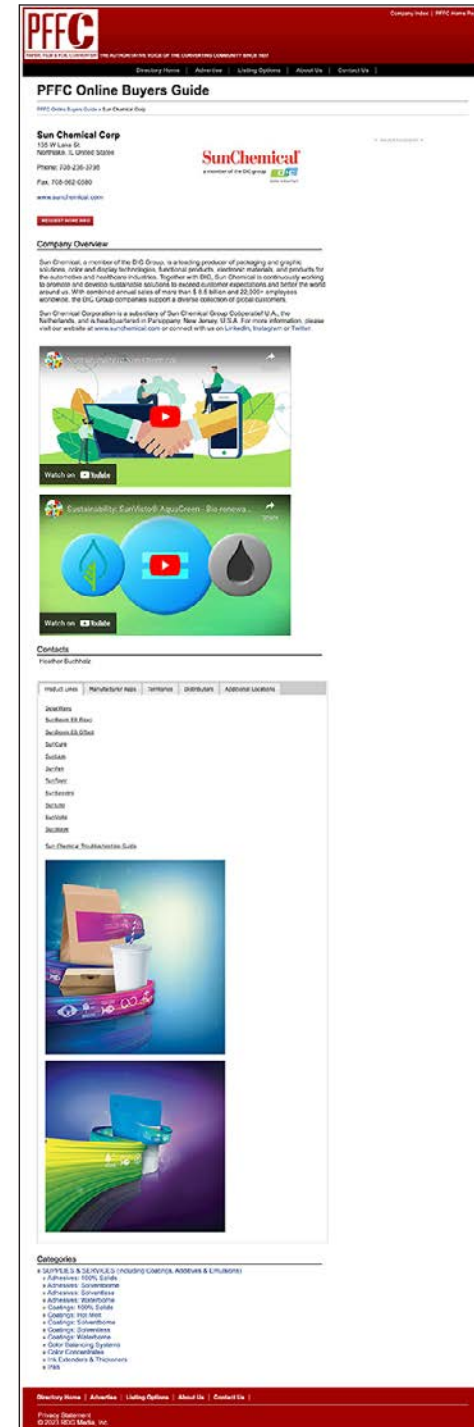
- Priority Search Results (Company Name towards Top of Page 1 Category Results for ALL Categories)
- Logo and Company Profile, up to 150 words, on Company Page online
- Additional Information Tabs (product lines, distributors, locations, reps, and territories)
- Unlimited Category Selections in print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

# 2024 Editorial Calendar & Advertising Opportunities

	July	August	September	October	November	December
<b>Advertising Deadline</b>	June 19	July 17	August 14	September 18	October 16	November 13
<b>Editorial Deadline</b>	April 1	May 1	June 1	July 1	August 1	September 1
<b>Cover Story</b>	Drying/Curing	Static Eliminators <b>ANNUAL BUYERS' GUIDE</b>	Adhesives & Coatings <b>LABELXPO SHOW ISSUE</b>	Blades/Knives <b>PACK EXPO SHOW ISSUE</b>	Advances in Flexible Packaging <b>pouches &amp; printing FOCUS</b>	Extrusion Coating
<b>Feature Story</b>	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
<b>eBooks &amp; Pouches &amp; Printing Focus enews</b>	Pouches & Printing Focus eBook: Innovation in Flexible Packaging	Pouches & Printing Focus enewsletter		Pouches & Printing Focus eBook: Sustainability in Flexible Packaging		Pouches & Printing Focus enewsletter
<b>Q&amp;A Advertiser Exclusive</b>	Sustainable Materials	Sensors/Controls/Inspection	Sustainability in Converting & Printing	Quality Control	Labels & Labeling	Custom Converting Solutions
<b>Product Focused eNews</b>	Paper & Paperboard	Bags & Pouches	Coating & Laminating	Battery Production & Roll to Roll	Advances in Converting Equipment	Static Control
<b>Advertiser Bonuses</b>	Video Posting on PFFC-online.com	Unlimited Listings in Buyers' Guide	Product Spotlight in LABELXPO Pre-Show eblast	Product Spotlight in Pack Expo Pre-Show eblast	Video Posting on PFFC-online.com	HTML Eblast
<b>Bonus Distribution &amp; Show Issues</b>		Distribution at Industry Events for a year	LABELXPO AMERICAS 2024 September 10-12 R2R USA Conference September 24-26	Pack Expo November 3-6 The Battery Show October 7-10		

Editor: Angel Morris / [angelm@rdgmedia.net](mailto: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 newsletter.

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

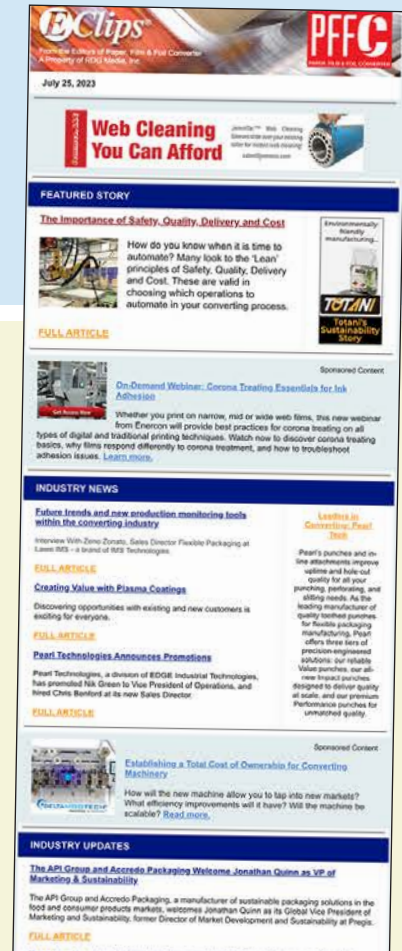
## E-Clips Weekly eNewsletter

E-Clips newsletters 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.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 for 'About Us', 'Contact Us', 'Advertise in Print and Online', 'Magazine', and 'RSS'. There are also social media icons for Facebook, Twitter, LinkedIn, and YouTube. A search bar is located on the right side of the navigation bar. Below the navigation bar is a large banner advertisement for 'Fife GUIDELINE Sensor Accuracy You Can Touch' with a 'Learn More' button. 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: 'FEATURED STORIES' with articles like 'How Barrier Properties Impact Your Barbecue and Beyond', 'Unwind and Rewind Web Guides', and 'The Importance of Safety, Quality, Delivery and Cost'; 'E-Newsletter' section with 'E-Clips' and 'Digital Magazine' options; 'Contract Services' section with links for 'White Papers/Case Studies', 'Sustainability Forum', 'Coating and Laminating', 'Contract Converting Services', 'Contract Slitting', and 'Lab/Pilot/Technical Facilities'; 'Industry Links' section with links for 'Industry Associations' and 'Trade Shows'; 'NEWS | NEW PRODUCTS' section with articles about 'Anderson & Vreeland, Inc.', 'TNA feeding ambitions', 'Karim Rashid and Jum Nakao', 'Glenroy®', 'At Pack Expo Las Vegas, HERMA US', and 'At Pack Expo Las Vegas, IWK'; 'Resources' section with links for 'BUYERS GUIDE', 'CONTRACT CONVERTING SERVICES', 'CALENDAR OF EVENTS', 'AUCTIONS / EQUIPMENT FOR SALE', and 'E-BOOKS'; and 'Videos' section with a video player for 'Hi-Tech, highly customized, totally reliable.' Callout boxes A-F are placed on the page to indicate advertising positions: A (Top Banner), B (Premium Upper Left Banner), C (Premium Upper Right Banner), D (Premium Video Position), E (Left Rail positions), and F (Right Middle).

# 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.**

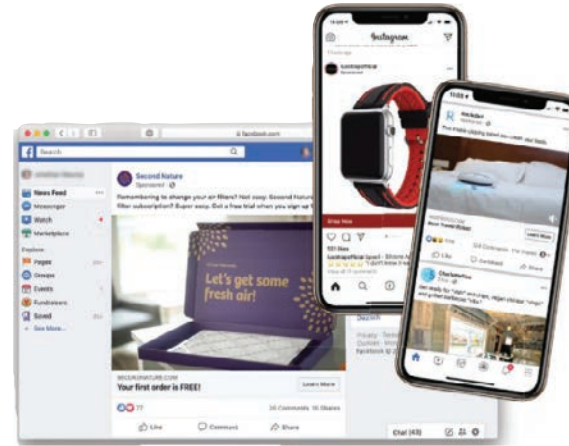
We are so excited to share these personalized targeted solutions in 2024!

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?**

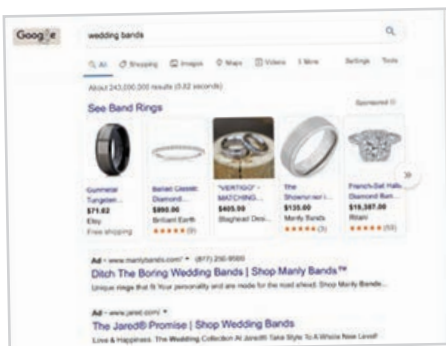
From there we will supply you with solutions from the list below that will best suit your campaign budget & needs.

- **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.



### 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!



- **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.



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

### **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](mailto:randy@rdgmedia.net)  
Direct Line: 586-227-9344



**rdgmedia**

# 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](#)



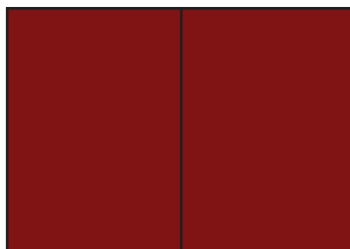
### Back Cover

Bleed: 7.875" x 7.875"

Trim: 7.625" x 7.625"

Live: 7.12" x 7.08"

[Download Detailed Specs Sheet Here](#)



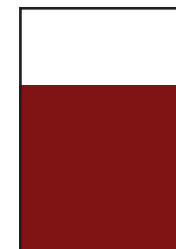
### 2 Page Spread

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.

## Contact Us

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