

2021 Integrated Media Kit

www.pffc-online.com



- *Our Popular Leaders in Converting – page 3*
- *New Ideas for 2021 – page 4*
- *Ideas to Promote YOUR Videos – page 5*
- *Our Comprehensive Buyers Guide Packages – page 6*
- *ICEC USA Show Issues – page 8*

- *Lead Gen Ideas – pages 10-11*
- *PFFC's Legendary Website Solutions – page 12*
- *Impression/Targeted Marketing – page 13*
- *We Can Develop Content for You – page 14*

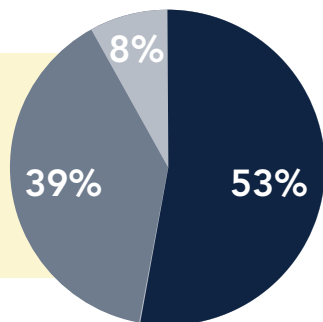
PAPER, FILM & FOIL CONVERTER (PFFC) COVERS EVERY PART OF THE CONVERTING AND PACKAGE PRINTING INDUSTRY! **PFFC** is a monthly print & digital publication AND an all-electronic, on-demand, 24/7 resource in which recognized experts and experienced staff assist converters around the world to become more 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.

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.

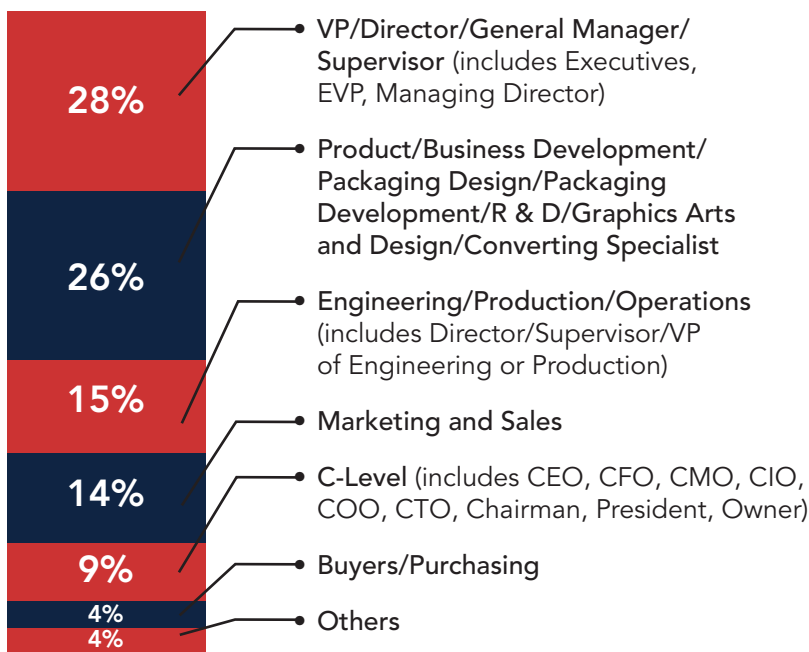
With a global perspective and commitment to editorial quality, no other resource covers the converting and package printing market with the same expertise and analysis as **PFFC**.

Company Function

- 53% Converters
- 39% Printers
- 8% Other



Circulation by Job Title



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%

PLATFORMS

Print Issue
10,000 monthly



Digital Issue
20,000 monthly



E-Clips
14,000+/weekly



PFFC Website
15,000+ unique visitors monthly

PFFC Buyers Guide
25,000+ page views annually

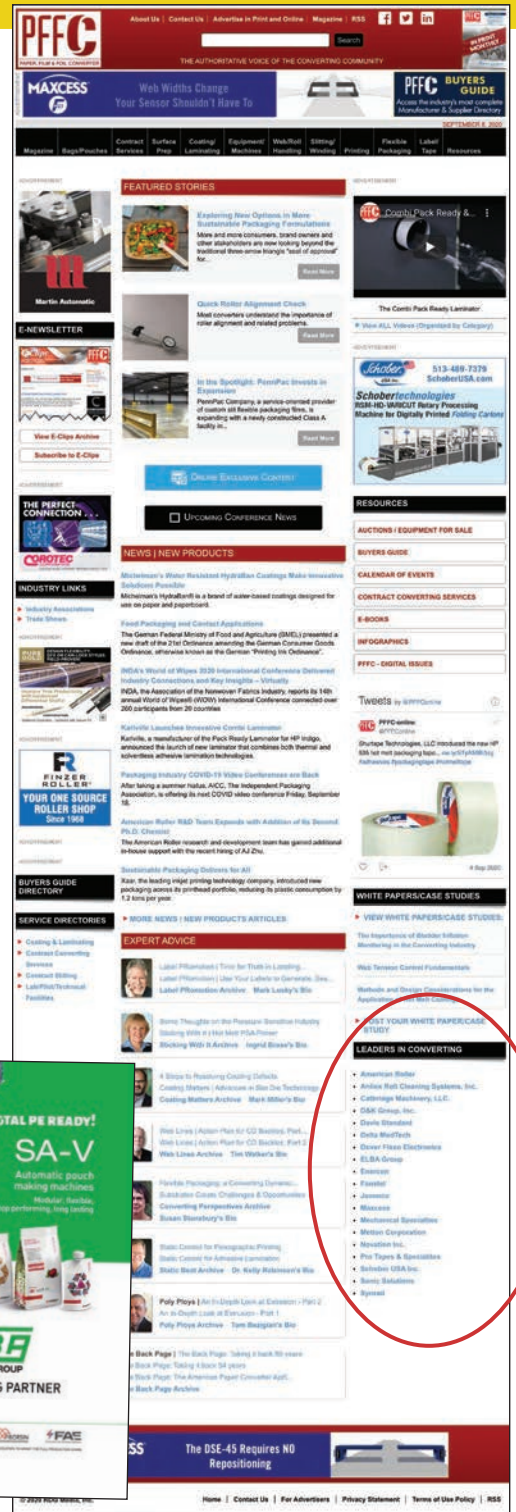
Buyers Guide Visitors
viewed 4.21 pages per visit

PFFC is doing something very unique and exciting again in our January issue for you! You have a chance to participate from the beginning of 2021 for year-round exposure with the print and digital components of this program.

We have created a special package and section in our January issue called **"LEADERS IN CONVERTING."** You receive year-round coverage with a mix of print, video exposure, and an enhanced Buyer's Guide profile - all for a great bundled price. You will reach 10,000 print subs, 20,000 digital subs with your ad and **LEADERS IN CONVERTING STORY** plus tens of thousands of visitors to our website during the year to see your video and online profile.

Be part of our **LEADERS IN CONVERTING**, our signature supplier branding program. Don't miss this opportunity to position your company as a leader to all types of converters when they are searching for solution providers. This supplier branding program begins with January Web and print exposure. Included in this program are the following:

- Full page or ½ page ad in January;
- Full page or ½ page profile in January talking about how your company is a Leader in Converting;
- We will be creating a special print supplement of your Leaders in Converting profile and distribute them at the Label Expo show and ICEC USA;
- Your video to put up on our website all year;
- Recognition on our homepage with your company name and link which goes directly to your online profile; and
- Company name and link on the **LEADERS IN CONVERTING** homepage that links to your online profile in our Buyer's Guide (100 word company description, 2 product images, one video).
- Your Leadership article ebroadcast out 2X in 2021 with a link to your video.



THE HOW-TO-GUIDE - NOVEMBER

Establish yourself as a thought leader and converting or package printing expert. Share your tips, wisdom, what makes your organization an expert with the ability to convert or print more efficient, more cost-effective, faster, or better in some way. Your two-page-spread will come with these benefits:

- You can decide if you want to supply a 2-page advertorial spread or a 1-page advertorial and 1-page display ad;
- This Guide will live on our website and emailed out 2x in the next twelve months.

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 e-newsletters in the months you are launching;
- ✓ Product eblast consisting of multiple product images, applications for each, 50-60 words of each; and
- ✓ 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

Here is how this works, 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.
- Have our editor record and edit the interview.
- View your video for further edit requests and/or approvals.

How is a thought leadership video interview beneficial to you?

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

- Use it as a sales tool, for your social media content, house on your site, etc.
- Ask us how we can set up an eBlast to send out to tens of thousands of people.
- Let us post your video on our social media platforms
- Have your video promoted in our e-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.



CONVERTER SPOTLIGHT SPONSORSHIP

PFFC will spotlight an individual converter in March, June, September & December issues. This is an opportunity for converters to showcase their capabilities & an excellent content marketing sponsorship option for converting suppliers. As a sponsor, you would have the opportunity to recommend a specific converter for us to spotlight.

The sponsorship package includes:

- 1/3 page sponsorship ad in the print & digital issue
- Your company logo "Sponsored by..." in E-Clips eNewsletter where the spotlight will be featured
- Banner ad + company logo "Sponsored by..." in the Converter Spotlight E-Blast
- Converter Spotlight will be posted on the PFFC website and archived with our RESOURCES where you logo will accompany your sponsored article (will be archived & searchable)

Featured Video Push

Include your video as a "Featured Video" within our weekly e-newsletter, E-Clips, pushing the video out to our 12,000 readers. This includes an image of the video with a play button, a 50-word description about the video with a website link. And your video will be the "Featured Video" on the PFFC website Home Page for the same two weeks as it appears within E-Clips. We will send you the click results to your website link and the video link to show how responsive our readers were to your Featured Video within E-Clips.

Video Guide

Extensive PFFC Video Guide is sorted by industry category. We will include your video at any time. For maximum exposure, your company can be an Exclusive Sponsor of any specific video category!

We include "Featured Videos" in our E-Clips e-newsletter at least twice a month driving our subscribers directly to the Video Guide. As an exclusive Video Category sponsor, our readers would see ONLY your ads when they are viewing your category (even if they are viewing a competitor's videos).




Additional ways for us to make use of your videos:

- Appear in our Video Guide for a full year
- Interview at a trade show (or take one of your supplied videos) – appears in our video guide on our website, can coincide with a Feature Story in our digital edition and/or get blasted out
- Appears on our website homepage and on video page for 30 days
- Appear in our weekly eNewsletter for a month
- Posted on our YouTube page for a year
- Video eBlast – promote up to four videos with descriptions and links
- Digital Edition – promote your videos in our digital edition eBlast each month

Advertisement

FEATURED VIDEO

Goldenrod Corporation: Who We Are



This video is a short introduction to Goldenrod Corporation, our key staff, and our central values. We are proud of our culture and our history here, and we invite you to watch and enjoy the video and then to contact us after at goldenrodcorp.com/pages/contact-us/ to learn even more!

WATCH VIDEO

BUYERS GUIDE

Appears in August Issue

ONLINE ONLY LISTING: (Online Only): Free

- ✓ Includes Company name, city, state, phone, URL
- ✓ Listed in up to 5 categories

BASIC LISTING (Online & Print)

Total: \$50 for 12 months

- ✓ Includes Company name, city, state, phone, URL in print & online
- ✓ Listed in up to 5 categories in print & online

ENHANCED LISTING (Online & Print)

Total: \$300 for month package

- ✓ Increase SEO with link on the PFFC site linking to your website
- ✓ Listed in up to 10 categories in print & online
- ✓ Logo in print & digital edition of August Annual Buyers' Guide issue
- ✓ Includes Company name, city, state, phone, URL

[Click to View Sample](#)

PREMIUM LISTING (Online & Print)

Total: \$700 for 12 month package

- ✓ Priority Search Results (Company Name towards Top of Page 1 Category Results for ALL Categories)
- ✓ Increase SEO with link on the PFFC site linking to your website
- ✓ Logo and Company Profile, up to 150 words, on Company Page online
- ✓ Logo in print & digital Buyers' Guide issue in company contact information section (unless otherwise specified)
- ✓ Additional Information Tabs (product lines, distributors, locations, manufacturer reps, and territories)
- ✓ Unlimited Category Selections in print & online
- ✓ Includes Company name, city, state, phone, URL

[Click to View Sample](#)

PLATINUM LISTING (Online & Print)

Total: \$1000 for 12 month package

- ✓ Highest Priority Search Results (Logo and Company Name appear AT Top of Page 1 for ALL Category Search Results)
- ✓ Increase SEO with link on the PFFC site linking to your website
- ✓ TWO logos in print & digital Buyers' Guide (company info section & adjacent one category listing)
- ✓ Logo and Company Profile, up to 300 words, on Company Page online



AUGUST BUYERS GUIDE PRINT & DIGITAL EDITION UPGRADE OPTIONS:

- ✓ Logo in product categories or Alpha section by Company Name - \$195 (each add'l one is \$75)
- ✓ 2" mini-ad in product categories - \$225 (each add'l one is \$175)
- ✓ 3" mini-ad in product categories - \$300 (each add'l one is \$250)

[Click to View Logo Sample](#)

[Click to View Mini Ad Samples](#)

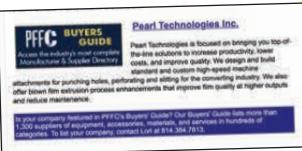
CONTRACT SERVICE DIRECTORIES

Aside from our Buyers' Guide Directory, PFFC-online also has **FOUR additional Contract Service Directories** where your company can be listed and associated with specific converting services. Once you have completed your PFFC Buyers' Guide Listings, check out even more specific directories that may apply. Basic listings are FREE. **STAND OUT with an upgrade option below:**

- 1. Coating & Laminating**
<https://www.pffc-online.com/coating-and-laminating-services-directory>
- 2. Contract Converting Services**
<https://www.pffc-online.com/contract-converting-services-directory>
- 3. Contract Slitting**
<https://www.pffc-online.com/contract-slitting-directory>
- 4. Lab/Pilot/Technical Facilities**
<https://www.pffc-online.com/lab-pilot-technical-facilities-directory>

CONTRACT SERVICE DIRECTORIES UPGRADES:

- ✓ **Logo listing:** Company Logo, Live E-mail Address Link, Live Website Link, and Live Company PFFC Buyers' Guide Link for \$300 Total OR \$50/monthly for 12 months.
- ✓ **Bundle Listing:** All of the above in up to four PFFC Directories at only \$840 Total OR \$70/monthly for 12 months.
- ✓ **Service Directory Ownership:** Own a special directory with your banner ads appearing at the top & bottom of a directory page.



✓ Every quarter, Your Company, Logo and Company Profile intro listed as a "Featured Company" in our E-Clips e-newsletter (mailed to 12,000 readers)

- ✓ 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 and Links to Product Pages on your website
- ✓ Boldface listing in print Buyers' Guide (August issue of PFFC)
- ✓ Additional Information Tabs (product lines, distributors, locations, manufacturer reps, and territories)
- ✓ Unlimited Category Selections in print & online
- ✓ Includes Company name, city, state, phone, URL

[Click to View Sample](#)

2021 EDITORIAL CALENDAR AND ADVERTISING OPPORTUNITIES

	January	February	March	April	May	June
Ad Close/ Materials Due	December 30	January 27	February 24	March 24	April 21	May 19
Cover Story	LEADERS IN CONVERTING Narrow Web Converting Equipment	Extrusion Coating & Laminating	Finishing & Converting Systems	Flexo Printing	Testing, Inspection & Quality Control	Web Guiding & Tension Control
Feature Story	Slitting Static Control	Surface Treatment Roll Supplies and Cleaning Equipment	Coating & Laminating Adhesives	Industrial Knives/Blades Vacuum Coating INFOFLEX at-a-glance	Inks & Coatings Digital Printing Static Control	Pouch Making Machinery Films & Resins
Advertorial Q&A	Bags & Pouches	Slitting, Winding, & Rewinding	Rollers, Covers & Cleaning Equipment	Web Guiding & Tension Control	Coating, Laminating & Metallizing	Testing, Inspection & Quality Control
Product Focused eNewsletter	Extrusion Coating	Films & Adhesives	Slitters	Flexo Printing	Bags & Pouches	Web Handling & Tension Control
Topic Focused Directories			Contract Converting Services			Contract Coating & Laminating
eBooks		Best Practices on Coating, Laminating, & Metallizing	Best Practices on Flexible Packaging			Best Practices on Static Control
Value-added <i>(for rate card advertisers)</i>	Leaders in Converting	Double Ad Space (for Jan + Feb advertisers)	Supplied Video posted on pffc-online.com + Video eblast	Product Spotlight & INFOFLEX eblast	Product Spotlight & Labelexpo eblast (Full Page Advertisers)	HTML eblast to 2,500 emails (Full page advertisers)
Bonus Distribution				DRUPA INFOFLEX Label Expo	Label Expo NPE 2021	

2021 EDITORIAL CALENDAR AND ADVERTISING OPPORTUNITIES

	July	August	September	October	November	December
Ad Close/ Materials Due	June 23	July 21	August 18	September 22	October 20	November 17
Cover Story	Surface Treatment & Prep	ANNUAL BUYERS GUIDE Web Converting Equipment	Flexible Packaging Equipment & Innovations ICEC USA Preview Issue	Custom Converting Equipment ICEC USA Show Issue	Non-Wovens: Expansions/ New Markets HOW-TO-GUIDE	POST-SHOW ROUND-UP Newer Applications/ Products Converted ICEC USA Post-Show Round-Up
Feature Story	Labels & Labeling Roll Supplies and Cleaning Equipment	Doctor Blades / Knives Adhesives	Custom Converting Solutions Inspection, Testing & Quality Control Pack Expo at-a-glance	Static Control Slitting & Rewinding What's Rollin' in Roll Handling NEW SOLUTIONS AT ICEC USA	What's New in Films & Resins Inspection & Testing Equipment Advancements in Coating, Laminating & Metallizing	Surface Prep Die-Cutting
Advertorial Q&A	Static Control	Flexo Printing	Laminates	Coating & Laminating	Doctor Blades / Knives	Surface Prep
Product Focused eNewsletter	Cutters	Coating, Laminating & Metallizing	Paperboard Converting	Rollers & Roll Cleaning Equipment	Custom Converting Solutions	Material Handling
Topic Focused Directories	Corona Treaters & Surface Prep		Contract Slitting			Contract Services: Lab/ Pilot & Tech Facilities
eBooks				All Things Converting/ Converting How-To-Guide		
Value-added (for rate card advertisers)	Supplied Video posted on pffc-online.com + Video eblast	Bold faced listings in buyers guide	Pack Expo Product Spotlight & eblast	ICEC USA Product Spotlight & eblast	How to advertorial + eblast	HTML eblast to 2,500 emails (Full page advertisers)
Bonus Distribution		Pack Expo	Pack expo ICEC USA	ICEC USA AIMCAL R2R		

Banner Blaster in E-Clips

Dominate any E-Clips by running THREE ads - you can own the Top, Middle, and Lower ads to saturate the newsletter from top to bottom with your message.

Banner Sizes:
460 x 90 px

Imagine your companies banner ad in all 3 spots!

Banner Blaster: Exclusive E-Clips sponsorship where ONLY YOUR BANNER ads appear in one E-Clips eNewsletter



Focused eNewsletter Topics

Align your company by being a sponsor of our various eNewsletter topics throughout the year.

- January** – Bags & Pouches
- February** – Slitting & Rewinding
- March** – Coating, Laminating & Metallizing
- April** – Flexo Printing
- May** – Quality Control & Testing
- June** – Flexible Packaging
- July** – Web Guiding & Tension Control
- August** – Films & Adhesives
- September** – Contract Converting Equipment
- October** – Coating & Laminating
- November** – Surface Treating
- December** – Paperboard Packaging

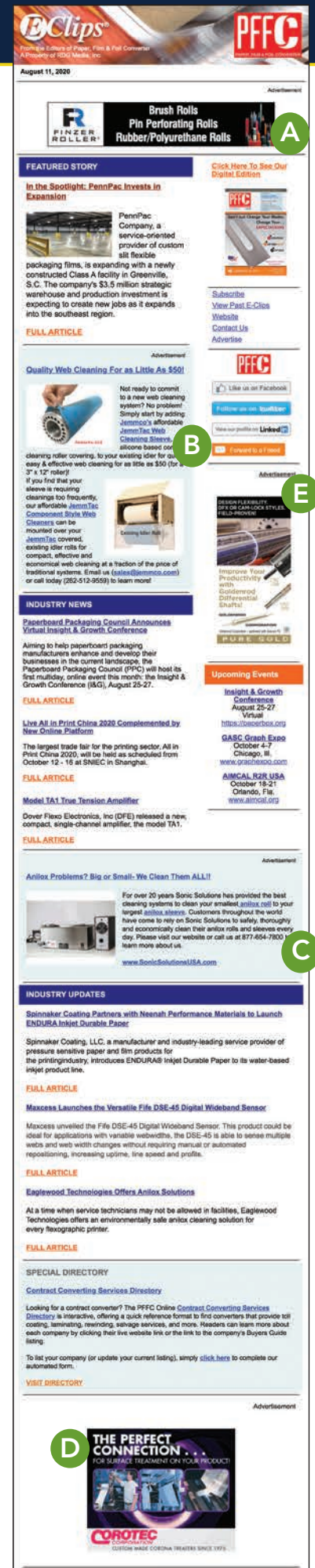
E-Clips

Identify and capture the attention of subscribers who need your products and services and drive traffic to your website with a targeted message in this newsletter that reaches 12,000 subscribers. E-Clips contains timely, concise news, new products, feature stories, blog posts, videos, white papers, and more. E-Clips is delivered to subscribers weekly.

Sponsors can choose to advertise in Cycle 1 (Weeks 1 and 3) or Cycle 2 (Weeks 2 and 4) of each month. Pricing is based on one cycle (two issues) and sponsors have the option to purchase both cycles in a month. Space reservations close Monday, one week prior to deployment.

Participate with any of these materials:

- Top Banner (460X90) (A)
- Text Ad w/Photo or logo Position 1 (B)
- Text Ad Position 2 (C)
- Text Ad Position 3:
- Middle Banner (300X250) (D)
- Right Banner (120X240) (E)
- Right Tower (120X600) – replaces the 120X240 ad on the right side with a larger tower ad
- Featured Video: also includes video on PFFC website
- Featured E-Book, White Paper, or Case Study: Includes 12-month lead Gen (see page 11 for details)
- Featured Platinum Company: (part of 12 month Platinum Buyers' Guide package (see page 6 for details)



LEAD GENERATION

Show Packages

Our show package includes all of the following:

- A print ad 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

Support Your Trade Shows! (A)

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 would own all of the ad units in each day(s) newsletter that will get deployed to our emails early in the morning.

- 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 (B)

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

E-Blasts reach 12,000 readers. We mail E-Blasts on Thursdays. We'll send you a test mailing to make sure it looks and works as you intend.

Campaigns Include:

- Exclusive Message to subscribers
- Your ready-to-deploy HTML
- Subject line
- Detailed metrics | Deliveries, Open rate, Click-throughs by URL, and Total Clicks

PFFC Quiz (C)

Test the knowledge of our subscribers, supply the questions/answers, generate leads, offer an incentive, great way to be looked at as a thought leader! We will market these for a month.

Product eBlast Showcase (D)

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.

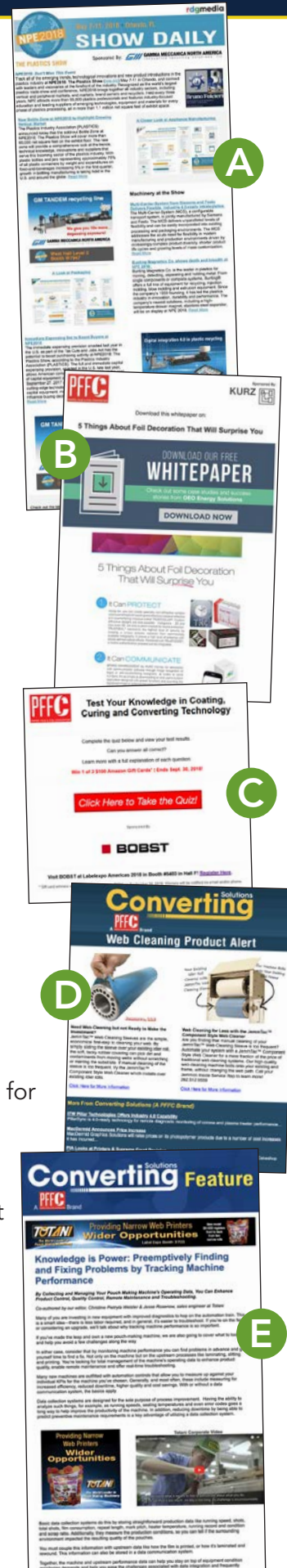
You send us up to 4 product images along with a headline, a 75 word description and up to 4 links for each product.

Editorial Eblast (E)

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)



WHITE PAPERS & EBOOKS WITH LEAD GEN

White Paper/Case Studies

Provide us up to three white papers or case studies that we will house on our site and drive attention to it.

Includes:

- Lead Generation Form
- Company Logo
- Paragraph Intro
- Listing as a "Featured White Paper" in E-Clips E-newsletter four times a year

E-Books *(see editorial calendar)*

Be a sponsor of an all-inclusive topic focused eBook that will generate lots of leads from deploying it out to our 12,000 email.

Includes:

- Lead generation form
- Your logo on the cover of the eBook
- Full page ad in the eBook
- 600 word advertorial submitted by you
- Listing as "Featured eBook in E-Clips newsletter 4x during the year.

Topics will include:

- Coating, Laminating & Metallizing
- Flexible Packaging/ Bags/Pouches
- How-to-Guide
- Best Practices in Static Control

WEBINARS

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

Let Us Help Promote Your Webinar!

PFFC can help you promote a webinar you are hosting to help 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 the live webinar date.
- Ad on our website 30 days prior to the live webinar.

COMPANY OF THE WEEK

This new and exciting offering gives you exposure across our weekly newsletter, our website and our social media followers. It includes:

- "Company of the Week" mention in E-Clips with company logo + 50 words + website link + link to NEWS Item headline (appearing on PFFC home page)
- Receive "Top of Home Page" News item on PFFC website on the same day your company appears in E-Clips as "Company of the Week."
- "Company of the Week" mention on PFFC Social Media Pages - highlighting your brand and NEWS item.

NEW OFFERING

DIGITAL PUBLICATION

Digital Edition Sponsorship

Sponsor a monthly issue of PFFC. You receive a banner ad with a link on the eBlast that goes to 20,000 readers. In addition, a banner linking to your website will be included in our digital publication – all for one very low price.

Digital Issue Add-Ons

• Sponsor Banners

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.



Website Ads

Ads on 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.

TOP BANNER AD
728 x 90 pixels

Premium Upper Left Banner
180 x 240 pixels

Left Middle Banner
180 x 150 pixels (5 available)

Left Rail Ads Positions 1-4
180 x 150 pixels

Premium Upper Right Banner
300 x 250 pixels

Right Middle Banner
300 x 250 pixels (middle)

LOWER BANNER AD
728 x 90 pixels

Category Content Ownership

Category content landing pages quickly connect our readers with timely news, commentary, and the latest technological advances on the most important converting topics. These high-interest pages are designed to draw traffic from search engines relating to specific content. Category content landing pages quickly connect readers with timely news, commentary, and the latest technological advances on important converting topics. These high-interest pages are designed to draw traffic from search engines relating to specific content.

TOP BANNER AD
728x90

PREMIUM UPPER LEFT AD
180 x 240

PREMIUM UPPER RIGHT AD
300 x 250

VIDEO PLAYER

Auction Calendar

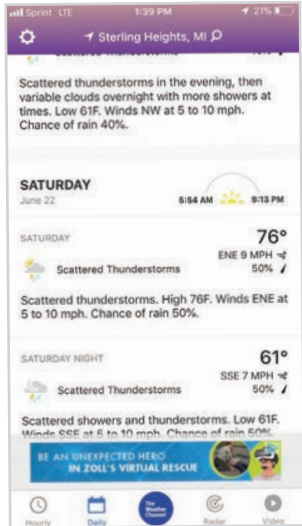
Promote your upcoming auction! We will include your company logo, a description of what is available in your auction with a direct link to your website.

ONLINE IMPRESSIONS/TARGETED DIGITAL MARKETING

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.

NEW! Targeted Advertising: Beyond "Geofencing"

We are so excited to share these new targeted solutions in 2021! While we have had success geofencing trade shows/ events for customers, with shows going virtual or getting cancelled in 2020 due to COVID-19; we redirected our attention to other digital advertising abilities to help you reach your "target audience". We want to consult with you on your marketing strategy: **who you want to reach** (demographics, age, geographically, 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 & needs.



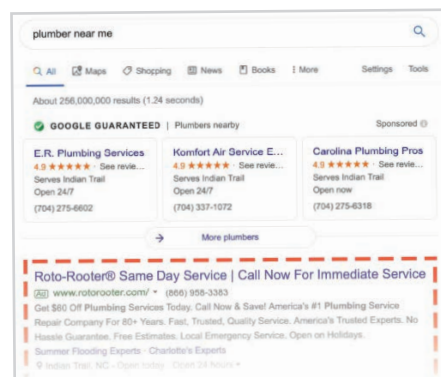
- **Display ads** – send us 5 banner ads to go across different media platforms, your banner ads will follow them as they browse websites/apps we have access to (think Weather Channel, ABC News, ESPN, etc.)

- **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 once trade shows start 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 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 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.

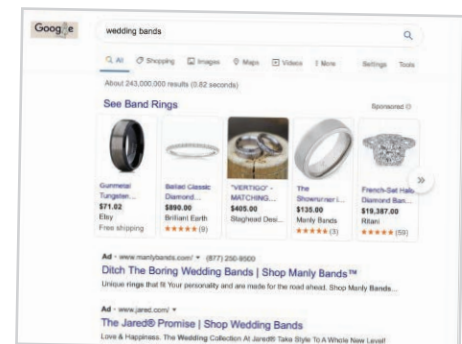
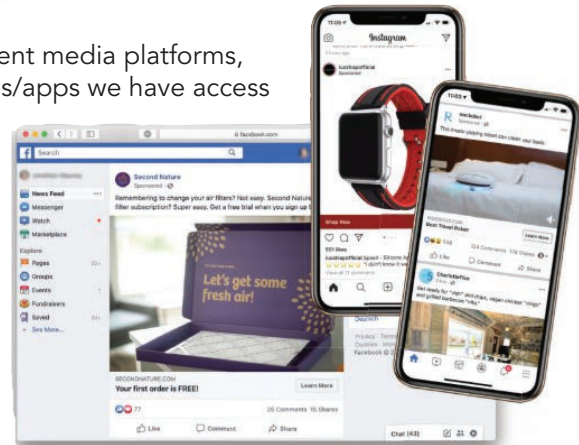
- **Video** – you send us a finished video, it can be 10-30 seconds long – and they will be seen on websites (think CNN, Weather Channel, ABC) before viewers click on videos housed on those site (pre roll), or during longer video (mid roll), or after the video is done (post roll). You can also send us 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!

rdgmedia

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
- Nurture subscribers/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.
- You organization can build relationships with influencers.
- You can repurpose the content on other platforms.
- Metrics can be transparent.
- Better custom experiences if interactive.

Talk to your consultative salesperson today about how we can help you with your content marketing needs!

Randy Green
randy@rdgmedia.net
Direct Line: 586-227-9344



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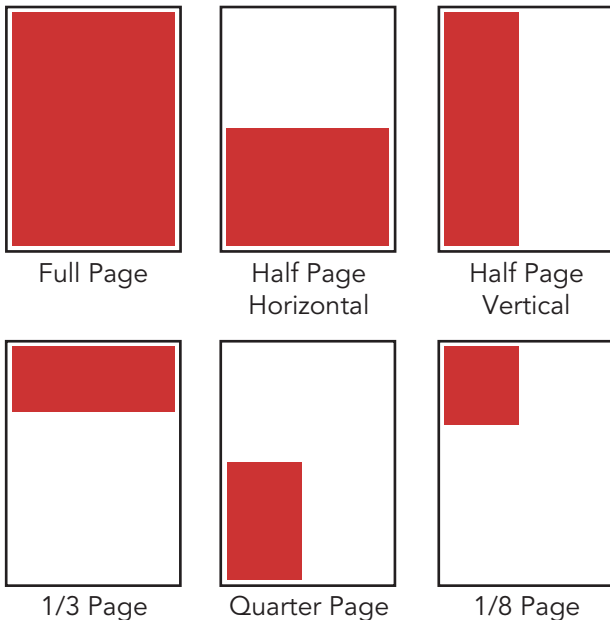
ARTWORK SPECIFICATIONS

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"
1/3 Page	7" x 2 13/16"
1/8 Page	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.

All above dimensions are width x height.



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 consultant for details.

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

FTP: myftp.oxen.tech

Username: upload

Password: UploadAlpha2@

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