

NEW IN 2025!

SUSTAINABILITY IN CONVERTING

Thought Leadership Opportunities



**pouches
& printing**
FOCUS

Three Issues Dedicated to Flexible Packaging



rdgmedia
PUBLICATION

2025 Integrated Media Kit

Highlights:

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

www.pffc-online.com

PAPER, FILM and FOIL CONVERTER (PFFC) COVERS ALL ASPECTS OF THE CONVERTING AND PACKAGE PRINTING INDUSTRY!

PFFC is a monthly print and digital publication AND an all-electronic, on-demand, 24/7 resource in which recognized experts and experienced staff assist converters around the world to become more efficient and profitable in their manufacturing and business practices. Subscribers to our E-Clips eNewsletter receive weekly updates covering newsworthy information on technology, products and services, and marketing and management trends.

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

Since 1927, PFFC has provided an unbiased perspective on the business trends and technical innovations shaping the converting industry. In 2018, PFFC became a property of RDG Media, Inc., which is led by publishing veteran Randy Green.

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

Platforms

Print Issue
10,000 monthly

Digital Issue
15,000 monthly

E-Clips
12,000/weekly

PFFC Website
10,000 NEW
Users monthly

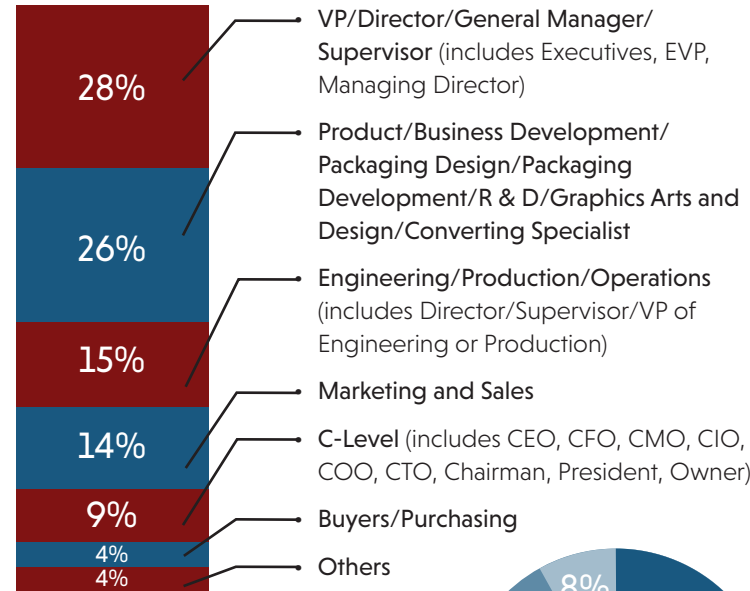
20,000 visitors monthly

PFFC Buyers' Guide
25,000+ page
views annually

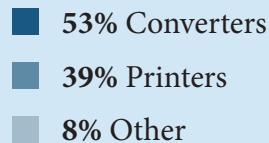
Buyers' Guide Visitors
viewed 4.21 pages
per visit



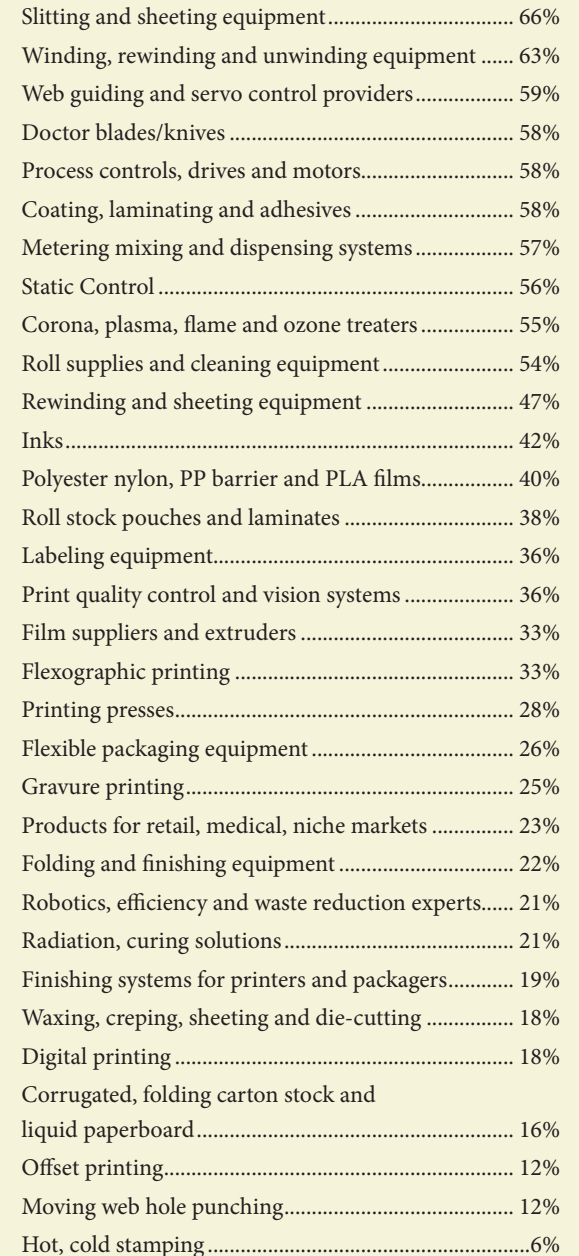
Circulation by Job Title



Company Function



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



NEW IN 2025! SUSTAINABILITY IN CONVERTING

Thought Leadership Opportunities

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

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

Sustainability: MOVERS & SHAKERS

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

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

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

Sustainability Focused eNewsletters:

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

Sponsorships include:

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

Sustainability: Solutions in Converting THREE EXCLUSIVE EDITORIAL OPPORTUNITIES

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

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

Submissions will be published:

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

Ask Lori for details: lori@rdgmedia.net

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 PFPC homepage for 12 months
- Leadership Profile promoted on PFPC social media platforms
- Leadership Profile featured in E-Clips eNewsletter 1X
- Video included in TWO dedicated eBlasts + 12 months online
- Video featured in E-Clips eNewsletter 1X
- NEW! Social Media Post: Your leadership profile & video promoted on PFPC's outlets

DEADLINE: December 23, 2024!

LEADERS IN CONVERTING

A leader in bag converting equipment

Hudson Sharp, part of B&B Converting Solutions, is a global leader in the design, manufacture, and service of plant, bag-making equipment, pouch-making equipment, and flexible materials for the high-converting world. With more than 100 years of experience, Hudson Sharp has the reputation for high-performance equipment, including solutions and stand-up pouch machines, as well as industry-leading technology and innovation. Our equipment is designed for our customers' needs and our equipment is designed for our customers' needs. Our equipment is designed for our customers' needs.

ARES 400-GUP

Hudson Sharp has been leading the way in pouch-making machines for over 100 years. The ARES 400-GUP stand-up pouch machine is a compact, efficient, easy-to-use, quick-to-change machine designed for stand-up pouch production. And, in today's customer market, the gear and materials, it uses are easy to find, easy to use, and easy to maintain. It's a machine that's built to last.

INDU-LONEX STAND-UP POUCH & LOGIC™

Intuitive flexible packaging solutions are a hallmark of Hudson Sharp's name, as demonstrated by our INDU-LONEX, SE STAND-UP POUCH & LOGIC™ conversion. Our INDU-LONEX machine provides the flexibility to run either standard or high-speed bag-making lines without additional capital expenditures. Our SE STAND-UP POUCH & LOGIC™ is a one-of-a-kind, turn-key solution for your stand-up pouch production.

SERVICE & SUPPORT

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

INDUSTRY 4.0

Through global, on-site troubleshooting and data monitoring, our Automation™ services connect your machines to our experts around the world. We can offer maintenance alerts, quality response times, and immediate recommendations that can prevent costly equipment failures.

HUDSON SHARP | B&B

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They're not machines, they're solutions.

Built for speed, flexibility and high output
The APOLLO series of wicket machines

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 SHARP | B&B

hudsonsharp.com | bbeconverting@hudsonsharp.com

Flexible Packaging in 2025 March, July & November



Three Special Editions Dedicated to Flexible Packaging

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

Advertising Opportunities:

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

THE AUTHORITATIVE VOICE OF THE CONVERTING COMMUNITY

PFPC
PAPER, FILM & FOIL CONVERTER

pouches & printing FOCUS

BARBERS IN PRINTING, COATING 8

ALSO IN THIS ISSUE

- PCF PLASTICS DEMAND 12
- FIBERS: PACKAGING EVOLUTION 14
- SUSTAINABLE COATING, LAMINATION AND MORE 20

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

URGENT TO DO:

Call Jimmie for a FREE SAMPLE of the "DuraGrip" #52,000 High Release Sleeve!

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

Jimmieco, LLC 202.212.9559 • sales@jimmieco.com

Storytelling, Interactive Effects and Animations

Take prospective buyers on a digital experience through storytelling, interactive effects and animations. Enhance and strengthen your relationship with your audience with a branded site page that encourages buyers to keep scrolling for more engagement.

This is a perfect way to highlight a new product (or any product/service) by telling a story and showing its features. Plus, you can have multiple links on the page. Here are a few of the features available within the page:

- Image and description of Product/Brochure/Whitepaper that moves into the screen as the end-users scroll to gain maximum attention.
- Flip boxes bring dual-sided content on information boxes that engage end users with your content bringing them to a customizable CTA (call to action) button that goes where you want it to go.
- Image Gallery: Users scroll through images of a product or products and click to get a better view. This can be paired with a text block and a call to action. You can also include your social media links.
- Video Gallery: Same as Image Gallery, but with video.
- Before/After Slider: Interactive image feature showing a before picture and an after picture that the user can slide between.

[Click Here for Storytelling Example](#)

Storytelling Promotional Package:

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

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

Flixbox Example



Turn Content into Storytelling
Let us create interactive content that engages your buyer!



Turn Content into Storytelling
Guide prospective buyers with a digital experience by storytelling, interactive effects and animations. Enhance and strengthen your relationship with your audience with a branded site page that encourages buyers to keep scrolling for more engagement.

[Learn More](#)

Content Marketing Solutions

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

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



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

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

BASIC LISTING: \$150

- Listed in up to 10 categories in print and online

Enhanced Listing: \$350

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

Premium Listing: \$700

Enhanced Listing PLUS:

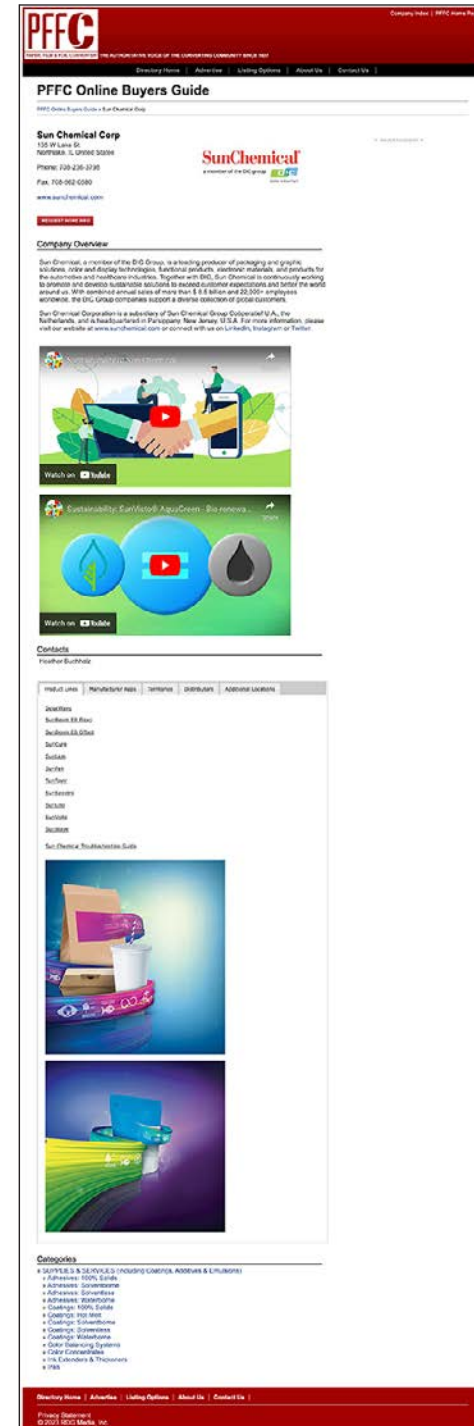
- Priority Search Results (Company Name towards Top of Page 1 Category Results for ALL Categories)
- Logo and Company Profile, up to 150 words, on Company Page online
- Additional Information Tabs (product lines, distributors, locations, reps, and territories)
- Unlimited Category Selections in print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

Platinum Listing: \$1200

Premium Listing PLUS:

- HIGHEST Priority Search Results
- LOGO and company name at TOP of Page 1 for ALL Category Search Results
- Featured company in E-Clips eNewsletter with description & link to your online listing
- Boldface listing in print Buyers' Guide
- TWO logos in print and digital Buyers' Guide
- Logo & Company Profile, up to 300 words, on Company Page online
- 2 product images housed on Company Page
- 2 spec sheets housed on Company Page
- Full Media Package: Exclusive Video Players with two videos on Company Page
- **NEW! Social Media Post highlighting your company, profile & video**

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



Editorial Calendar & Advertising Opportunities

Editor: Angel Morris / angelm@rdgmedia.net

Publisher: Lori Pisano / lori@rdgmedia.net

	2025	January	February	March	April	May	June
Advertising Deadline		December 23	January 20	February 17	March 17	April 21	May 19
Editorial Deadline		October 1	November 1	December 1	January 2	February 3	March 3
Cover Story		Labels & Printing LEADERS IN CONVERTING	R2R Battery Production	Innovation in Flexible Packaging pouches & printing FOCUS	Digital Printing	Films SUSTAINABILITY: MOVERS & SHAKERS	Inspection & Testing
Features		Surface Treatment Sustainable Materials Narrow Web Converting	Paper & Board Inspection & Testing Static Control	Films & Flexible Packaging Inks & Printing Package Pouching	Battery Coating/Adhesion Web Slitting Guiding & Tension Control	Paper Substrates Sustainable Coatings Recyclable Materials	Static Control Web Handling Fuel Cell Production
Content Marketing	Q&A Advertiser Exclusive	Web Handling	Fuel Cell Production	Quality Control	Inks & Printing	Bags & Pouches	Inspection & Testing
	Product Focused eNewsletter	Paper & Board Focused eNewsletter	Battery Focused eNewsletter	Pouches & Printing Focus eNewsletter	Films Focused eNewsletter	Sustainable Converting Focused eNewsletter	Quality Control Focused eNewsletter
Advertiser Bonuses		Leaders in Converting Package	Exhibitor Spotlight Converters Expo eBlast	Video Posting	Exhibitor Spotlight INFOFLEX eBlast	Exhibitor Spotlight Converters Expo eBlast	Converting Supplier Spotlight
Show Issues & Distribution			Converters Expo South February 19		INFOFLEX May 5-6 The Battery Show South April 16-17	Converters Expo Green Bay May 20-21	Global Pouch Forum June 18-20

Editorial Calendar & Advertising Opportunities

Editor: Angel Morris / angelm@rdgmedia.net

Publisher: Lori Pisano / lori@rdgmedia.net

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

eBlasts & Lead Generation

Custom eBlasts

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

Campaigns Include:

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

Editorial eBlast

Be the EXCLUSIVE sponsor of one of our articles, or supply us with one of yours.

Supply us with:

- 589 x 90 ad with a link
- 300 x 250 ad with a link
- Video or White Paper (optional)

Product eBlast Showcase

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

Supply us with:

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

Show Packages

Our show package includes all of the following:

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

Event eNewsletter Sponsorship

Sponsor our On the Floor eNewsletter eBlast. Dominate any day(s) exclusively of a trade show with our On The Floor eNewsletter. We will write content on the trends, must-sees and seminars. You own all of the ad units each day(s) the eNewsletter deploys.

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

eNewsletters

Focused eNewsletters

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

Sponsorship options include:

- Banner ads
- Company content (article, advertorial, PR)

January — Paper & Board

February — Battery Production in Converting

March — Pouches & Printing (Flexible Packaging)

April — Films

May — Sustainable Converting

June — Quality Control

July — Pouches & Printing: Innovation in Flexible Packaging

August — Coating & Laminating

September — Sustainable Converting

October — R2R Battery Production

November — Pouches & Printing: Flexible Packaging Materials

December — Roll Handling & Cleaning

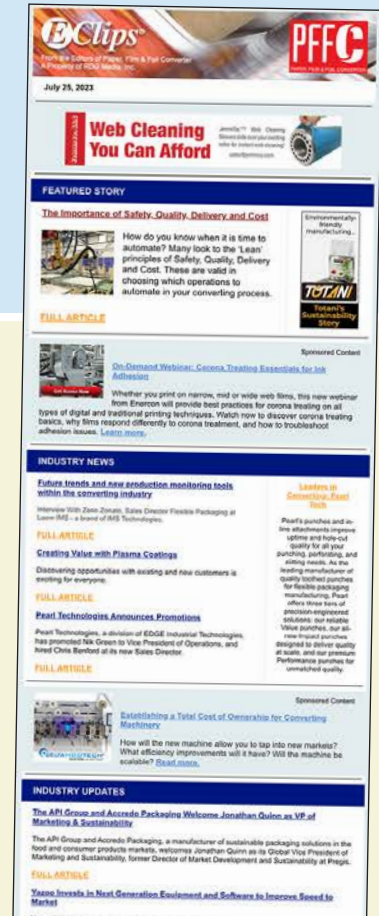
E-Clips Weekly eNewsletter

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

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

Advertising Options:

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



Webinars

Sponsored Webinars

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

- Your logo on all promotions: eBlasts, eNewsletters, website ads, print ads
- Your logo on the registration page
- Full contact info of all registrations
- You can use the sales promotion to send to your database
- Webinar available On-Demand for three months

Let Us Help Promote Your Webinar!

Utilize *PFFC* to promote your own webinar to drive registration. We can help reach a large audience in the following ways:

- Dedicated HTML eBlasts
- Logo, topic and 60 word description in four weekly eNewsletters leading up to the live webinar date
- Ad on our website 30-60 days prior to the live event

Digital Publication

Digital Edition Sponsorship

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



Digital Edition Video

Turn your ad in our digital edition into a live interactive experience by placing your video over your ad.

New Product Launch?

Hit your target market hard using our multi-media tools with this New Product Launch Package:

- Print ad in the issue before (get people interested) and the month of the launch
- Product of the Month call-out on the website for 60-90 days
- Product of the Month call-out in our eNewsletters in the months you are launching
- Product eBlast consisting of multiple product images, applications for each, 50-60 words of each
- Q&A with our editor on why you launched these products, applications, and things you want the market to know. The Q&A appears in our magazine and is eBlasted out with ads/videos from your company

Video Thought Leadership Interview

The Process is Simple:

- Start thinking about your next thought leadership interview
- Consult with your salesperson on a topic, date and time
- Receive 5-6 questions from our editor to get you thinking about the interview
- *PFFC* will record and edit

The Benefits of Thought Leadership Interviews

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

- Your custom sales tool for social media content, house on your site, etc.
- Repurpose the video through eBlasts
- Let us post your video on our social media platforms
- Have your video promoted in our eNewsletters
- Web ads can be created for our site to promote this video
- Have your interview translated into a 1-2 page story to appear in an upcoming print and digital issue

Website/Online Solutions

PFFC-online.com:

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

Website Ads

Ads on PFFC-online.com 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

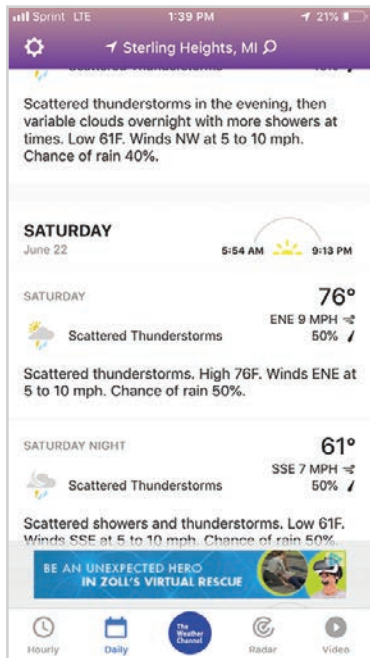
The screenshot shows the PFFC website homepage. At the top is a navigation bar with links for 'About Us', 'Contact Us', 'Advertise in Print and Online', 'Magazine', and 'RSS'. There are also social media icons for Facebook, Twitter, LinkedIn, and YouTube. A search bar is located on the right side of the navigation bar. Below the navigation bar is a large banner advertisement for the 'Fife GUIDELINE Sensor' with the headline 'Accuracy You Can Touch'. To the right of this banner is a 'PFCC BUYERS GUIDE' advertisement. 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: 'ADVERTISMENT' on the left featuring 'PERFECT ADHESION WITH VETAPHONE' (labeled B), 'E-Newsletter' with 'E-Clips' and 'PFCC' logos, 'Digital Magazine' with 'PFCC Digital Edition' logo, 'Contract Services' with sub-categories like 'Coating and Laminating', 'Contract Converting Services', 'Contract Slitting', and 'Lab/Pilot/Technical Facilities', and 'Industry Links' with 'Industry Associations' and 'Trade Shows'. The 'FEATURED STORIES' section includes articles like 'How Barrier Properties Impact Your Barbecue and Beyond', 'Unwind and Rewind Web Guides', and 'The Importance of Safety, Quality, Delivery and Cost'. On the right side, there are 'ADVERTISMENT' banners for 'JemmTron' (labeled C) and 'PFCC Hi-Tech, highly customized' (labeled D). Below these are 'Resources' and 'NEWS | NEW PRODUCTS' sections. The 'NEWS | NEW PRODUCTS' section includes articles such as 'Anderson & Vreeland, Inc., Announces Director of Manufacturing Operations', 'TNA feeding ambitions: Kingsway Confectionery increases capacity by 50 percent', 'Karim Rashid and Jum Nakao bring color, innovation and design to World Plastic Connection Summit 2023', 'Glenroy® Announces New Chief Executive Officer and President', 'At Pack Expo Las Vegas, HERMA US to Debut Faster, Reconfigured 132M HC Wraparound Labeler', and 'At Pack Expo Las Vegas, IWK to Showcase Low-cost Tube Filler and Versatile Vertical Cartoner'. At the bottom right, there is a 'Videos' section featuring a video for 'TOTANI' (labeled F) titled 'Environmentally-friendly manufacturing...' and a social media follow button for '@PFFCOnline'.

Online Impressions/Targeted Digital Marketing Ideal for Tradeshows

Targeted Display Marketing allows your company to reach potential and existing customers through laser-focused impression marketing. We can deliver your ads based on users' online activities and habits.

Targeted Advertising: Beyond "Geofencing"

We are so excited to share these targeted solutions! We want to consult with you on your marketing strategy: *who you want to reach* (demographics, age, geography, job title, industry, etc.), *what are your goals* (driving traffic, brand awareness), and *what assets you have available*. From there we will supply you with solutions from the list below that will best suit your campaign budget and needs.



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

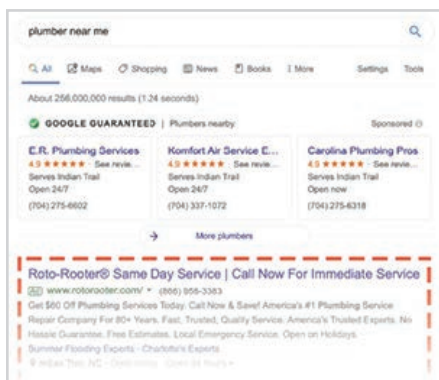
- **Geofencing** (Also Addressable Geofencing) – if we have the location/physical addresses of places (or people) you'd like to target, we can deliver impressions/ads to them while they are at the property address. We can target home addresses/businesses, and now that trade shows have started back up we will be able to target shows/events again. This includes the 5 banner ads listed above in the display ads description.

- **Email Marketing** – you send us a finished HTML and list of the audience you'd like to target (geographically, job title, industry) and we will deploy the email out to those folks, with the ability to re-target with display ads. ***We also have the ability to re-target with any of our in house eBlasts we execute with your company.***

- **Website re-targeting** – you will place a pixel within your website (OR landing pages), and we will target those folks who visit your website and then go on to browse other sites/apps with your banner ads. This includes the 5 banner ads listed above in the display ads description.

- **Video** – you send us a finished video, it can be 10-30 seconds long – and it will be seen on websites (think CNN, Weather Channel, ABC) before viewers click on videos housed on those site (pre roll), or during longer video (mid roll), or after the video is done (post roll). You can also send us a video that is finished with URL link, that will sit as a “display” ad on those websites for people to see as they scroll through the site.

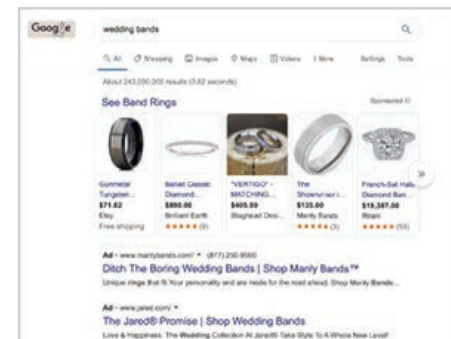
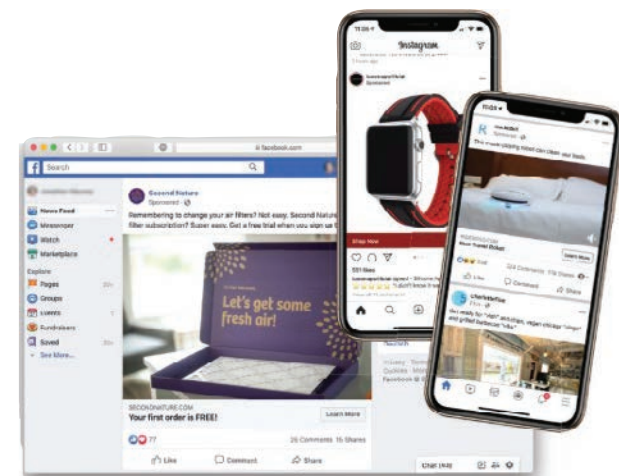
- **Social Media** – you can send us content, we will create an ad that will appear on FB and Instagram, appearing as regular “posts” but will promote your products/solutions.



- **Google Shopping** – you must have a catalog or eCommerce platform on your website. We will tie it directly to Google and your product name, photo, and price with other relevant details will feed into Google to appear near the top of page 1. Ex. Type in “Running Shoes” on Google and see all the types of shoes that appear from different popular sites and retail outlets.

- **SEM (Google Adwords)** – you are paying to appear on page 1 of Google when people search for your products/solutions you offer. Your website link and brief description will be brought to the top of Google search. This is pay per click, so you only pay when someone actually clicks on your “ad” link.

ASK QUESTIONS – Reach out for consultation and further explanation on these solutions listed above. Learn more about how this targeted advertising approach can help your business grow!





We can help develop content for you!

No Marcom department? No PR team? Are your marketing people overwhelmed?

Let our industry experts and resources create content for your organization, marketing department and sales team such as:

- Best Practices
- Industry or Vertical Market specific
- Topic specific
- Trends
- Solutions specific
- Or let's brainstorm on what your organization needs

We can create content in the following ways:

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

Content Marketing can achieve successful results in these ways:

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

Benefits of using custom content include:

- Give new lift to old content.
- Attract a new audience (maybe younger!).
- Increase web traffic.
- Your organization will be viewed as a credible and trusted resource.
- Our creativity, content creation and production.
- Content marketing buy-in from the top-down is key to its success.
- Creating content can build loyalty and commitment with existing clients/customers.
- Your organization can build relationships with influencers.
- You can repurpose the content on other platforms.
- Metrics can be transparent.
- Better custom experiences if interactive.



rdgmedia

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

Randy Green

randy@rdgmedia.net

Direct Line: 586-227-9344

Market Research Capabilities



BEST OF THE B2B WORLD

Market and Audience Studies

- Evaluate the market before launching a new product or service.
- RDG Media designs studies to better help you gauge your target audience's current and future needs for a product or solution.
- Can be developed to assess market buying behaviors and trends, product usage and purchase intent, etc.

Custom Lead Gen Research Briefs

- A valuable information asset that is promoted to your target audience and leveraged as a credible cobranded resource and lead generation mechanism.

Turn your Brief into Qualified Leads

- Customized registration page captures qualified leads.
- Your 6- to 8-page research brief is posted on our Resource Center as a White Paper.
- Dedicated marketing to our subscriber list will generate numerous qualified leads.

We work with clients of all sizes on large to small projects and have exclusive access to decision-makers in our B2B audience

WE PROVIDE CLARITY THROUGHOUT YOUR LIFE CYCLE

Our expertise in quantitative and qualitative research informs, advises, and provides decisive direction across each phase of this journey.



IDEATION

Who should I target?
What is the current state of the marketplace? What offerings could I create?



DEVELOPMENT

How do people want to shop and consume my category? What are the strengths of my idea and how do I position it?



MEASUREMENT

How do I know if I'm successful? What do consumers think of us?
What remaining gaps do we need to solve for next?



OPTIMIZATION

How do I launch this idea in the most profitable way?
With the broadest appeal and strongest reach?

Artwork Specifications

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

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

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

Full Page No Bleed	7" x 9 13/16"
Half Page Horizontal	7" x 4 13/16"
Half Page Vertical	3 3/8" x 9 13/16"
Quarter Page	3 3/8" x 4 13/16"
1/3 Page	7" x 2 13/16"
1/8 Page	3 3/8" x 2 13/16"
Business Card	3 3/8" x 1 13/16"

All above dimensions are width x height

Camera-Ready Art Specifications

Software

Adobe Creative Cloud (InDesign, Photoshop)

Supported Formats

PDF, TIFF, EPS and JPG

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

Images

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

Recommended Resolutions of Original Scans

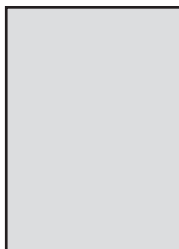
Color Images - CMYK: 240-300 dpi

Black & White Line Art: 900 dpi

Grayscale Images: 240 dpi

We Can Not Accept

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



Full Page With Bleed

Bleed: 7.875" x 11"
Trim: 7.625" x 10.75"
Live: 7.12" x 10.2"

[Download Detailed Specs Sheet Here](#)



Back Cover

Bleed: 7.875" x 7.875"
Trim: 7.625" x 7.625"
Live: 7.12" x 7.08"

[Download Detailed Specs Sheet Here](#)



Front Cover

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

[Download Detailed Spec Sheet Here](#)



2 Page Spread

Bleed: 15.5" x 11"
Trim: 15.25" x 10.75"
Live: 14.75" x 10.2"

[Download Detailed Specs Sheet Here](#)

Contact Us

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PUBLICATION



ALL NEW AD COPY IS DUE ON OR BEFORE THE DUE DATE ON OUR DISTRIBUTION SCHEDULE. Any advertising copy submitted after that time will be placed in the following edition. Cut-off may vary on special show issues, so please consult your marketing representative for details.