

# 2010 Media Kit

## Multimedia Solutions

***A perfect mix of print and online advertising that accelerates sales, increases revenue and drives return on investment.***



## Contact

### **Packaging Hotline**

P.O. Box 893  
809 Central Avenue, 2nd Floor  
Fort Dodge, Iowa 50501  
[www.packaginghotline.com](http://www.packaginghotline.com)

888-247-2007  
Local: 515-574-2248  
Fax: 515-574-2237

**Packaging  
Hotline**

Connecting Buyers and Sellers of Packaging  
Equipment, Materials, Services and Supplies

## Contents

- About Packaging Hotline
- Opportunities at a Glance
- Make Your Ad Come to Life
- Follow Us Online
- Print Advertising Rates
- Print Advertising Specifications
- What Our Customers Have to Say
- 2010 Schedule

## About *Packaging Hotline*

*Packaging Hotline* was designed to keep packaging professionals current on equipment, machinery, materials and business services. They read *Packaging Hotline* for one reason and one reason only — to find out about the latest industry buying opportunities.

Whether you are selling new, remanufactured, or pre-owned systems, equipment and supplies, *Packaging Hotline* is an effective marketing tool with no editorial “filler” to dilute your advertising message. No other publication offers you such a comprehensive view of packaging equipment, products and services today. Readers find our sectionalized format easier to locate the equipment, materials & services they need.

## Readership

Food & Beverage Product Manufacturers 40%



Other Packaged Product Mfg & Contract Mfg 35%



Flexible Packaging 15%



Drugs/Personal Care/Chemical Product Mfg 5%



Other Manufacturers & Distributors 5%



### Opportunities at a Glance

#### Online Opportunities

- Buyers Guide
- Banner Ads
- Business Card Showcase
- Pop-Up Banner
- Featured Advertisers
- Auction Calendar
- Events Calendar
- Industry News

#### Additional Opportunities

- Email Blasts
- List Rental
- Show Bags
- Direct Mail
- Insert Cards
- Ad Reprints
- Show Posters
- Poly Bag

## Make Your Ad Come to Life!

When you place an ad in the print edition, it is automatically included in the digital edition. The digital edition is delivered via email. This means your ad will be accessible to an additional 10,000+ potential buyers. The digital edition is a great FREE addition to your marketing campaign.

*Packaging Hotline's* digital edition is the perfect way to reach leading decision makers using the latest digital ad technology.

All advertisements are interactive with hotlinks to your website and email addresses, ensuring interested readers will have instant access to your product information.

## Follow Us Online



For late breaking

Equipment Wanted,  
Auction & Converting  
info you can now

follow us on



## Priority Positions

Position	4/Color
Front Cover	Call for Pricing
Inside Front Cover & Inside Back Cover	\$1100
Priority Pages: page 3	\$1075
Priority Pages: page 5,7,9,11,13,15,17	\$950
Priority Pages: page 4,6,8,10,12,14,16,18	\$910
Center Spread	\$1750
Back Cover	Call for Pricing

This publication is mailed twelve times a year. **All new ad copy is due Thursday before cut-off by 4:00 p.m. (CST).** 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.

## 4/Color Rates (per insertion rate)

Size	1 Issue	3 Issues	6 Issues	12 Issues
Full Page - 40"	\$781	\$753	\$719	\$680
1/2 Page - 20"	\$556	\$539	\$517	\$485
1/4 Page - 10"	\$421	\$393	\$370	\$355
8"	\$337	\$327	\$314	\$300
6"	\$293	\$281	\$278	\$260
1/8 Page - 5"	\$264	\$258	\$253	\$245
4"	\$238	\$234	\$229	\$222
3"	\$215	\$212	\$209	\$200
2"	\$188	\$186	\$184	\$180
1" Want to Buy	\$170	\$168	\$167	\$165

**Rates are net and non-commissionable**

## Camera-ready art specifications

### Page size and specifications

Live Matter .....	7" x 9-13/16"
Page Trim .....	7-5/8" x 10-3/4"
Bleed Size .....	7-7/8" x 11"
Column Width.....	1-5/8", 4-column

### Software

QuarkXpress V6.0, Photoshop V3.0 or higher, Illustrator V5.0 or higher

### 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.

When sending us a CD, include a laser or color copy of contents.

### Electronic and FTP File Transmission

FTP: ftp://es-pub2.com  
 Username: iahawks • Password: gohawks

Email: design@packaginghotline.com (when sending files via email the same specifications apply)

I wanted to take a moment to share a bit of our experience with you and your publication Packaging Hotline. We appreciate how Packaging Hotline provides us with direct access to a wide cross section of new customers that need our products. We have found Packaging Hotline to be a great value for our advertising budget. Within weeks of our initial ad placement we had a new timing pulley customer that was 100% a direct result of your publication. That single new account alone will offset our initial investment in Packaging Hotline. We certainly keep a close eye on the return of every advertising dollar in this tight economy...and with that said, we look forward to spreading the news of the Onvio precision products by way of Packaging Hotline.

**Scott Hartman**  
**Onvio LLC**

QMI has used the IMS publications Packaging Hotline as our primary advertising venues for approximately 3 years. We have found the publications to yield more customer contacts and sales per dollar of cost than any other publication we have used. We find that, with almost every ad we place, we make sales that can be directly attributed to that specific advertisement.

IMS personnel have been more than willing to help us with photo editing, artwork, layout, etc of our ads. Their experience has helped to make our ads much more professional in appearance, and much more effective.

**Harold Ewing**  
**QMI, Inc.**

"Even prior to the shrinking economy, Pillar Technologies found value in partnering with Packaging Hotline as a viable and reasonable means of getting our message out to the buying public. Packaging Hotline is a fabulous resource magazine that busy executives can page through in minutes. The 100% product promoting publication guarantees good positioning for all advertisers ensuring prominent exposure. If you're looking to stretch your marketing dollars in exchange for promising results - give Packaging Hotline a try."

**Cheryl Miller**  
**Pillar Technologies**

These days of cutbacks and diminished budgets make it more important than ever to reach the greatest number of potential customers to promote our products and services. The folks at Packaging Hotline have gone the extra mile to help us optimize our programs to get the greatest return from each advertising dollar.

**Jim A. Williams**  
**Spraymation, Inc.**

I just wanted to take this opportunity to thank you and your publication for working with us. As a frequent advertiser with Packaging Hotline, we are happy with the consistent, exceptional value it provides to help us reach the end users and decision makers.

**Alex Lapeyre**  
**Advent Label Applicator Co., Inc.**

I just wanted to take a moment to let the staff at Packaging Hotline know that we appreciate all your efforts to provide the packaging industry with a simple but fantastic cost effective advertising tool. In regards to print advertising Packaging Hotline has been one the best sales and leads sources for us here at Accutek Packaging. We spend half as much, get four times the ad, and see twice the return on that investment over other print media sources.

**Joe Golden**  
**Accutek Packaging Equipment Companies, Inc.**

Issue Date	Show	Date	Location
January Deadline: Dec. 4	Winter Fancy Food Show N.W. Food Mfg & Packaging Expo Pre-Show WestPack	Jan 17-19 Jan 17-20	San Francisco, CA Portland, OR
February Deadline: Jan. 8	Pharmapack Expo WestPack RPA 2010	Feb 1-2 Feb 9-11 Feb 20-22	Paris, France Anaheim, CA New Orleans, LA
March Deadline: Feb. 5	HealthPack Package Design & Development Summit Snaxpo Intelpack Pck/Pharmapack/Foodtek International Transport Packaging Forum Pre-Show SouthPack Post-Show WestPack	Mar 2-4 Mar 2-4 Mar 3-5 Mar 10-13 Mar 28-Apr 1	San Antonio, TX Clearwater Beach, FL Fort Worth, TX Mumbai, India Orlando, FL
April Deadline: Mar. 5	Food Safety Summit Interphex Food Automation & Mfg Conf & Expo SouthPack/Plastec South	April 12-14 April 20-22 April 25-28 April 28-29	Washington D.C. New York, NY Clearwater Beach, FL Charlotte, NC
May Deadline: Apr. 9	FMI IOPP Packaging Summit 2010 Pre-Show EastPack	May 10-13 May 18-19	Las Vegas, NV Rosemont, IL
June Deadline: May 7	EastPack/Plastec East Expo Pack IFT Food Expo & Annual Meeting Post-Show SouthPack	June 8-10 June 22-25 July 17-21	New York, NY Mexico City Chicago, IL

Issue Date	Show	Date	Location
July Deadline: June 11	Post-Show Expo Pack Super Post-Show Distribution		
August Deadline: July 9	Post-Show EastPack		
September Deadline: Aug. 6	Label Expo Americas HBA InterBev Plastec Midwest Pre-Show Pack Expo / CPP	Sept 14-16 Sept 15-17 Sept 22-24 Sept 28-30	Chicago, IL New York, NY Orlando, FL Rosemont, IL
October Deadline: Sept. 10	Pack Expo/CPP	Oct 31-Nov 3	Chicago, IL
November Deadline: Oct. 8	Super Association Distribution		
December Deadline: Nov. 5	Post-Show Pack Expo / CPP		
January 2011 Deadline: Dec. 10	Super Post-Show Distribution		