



Multimedia Solutions

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

Print Advertising

Packaging Hotline is mailed monthly nationwide. As an added benefit to our advertisers, Packaging Hotline is distributed at major manufacturing trade shows throughout the year showcasing your message to additional buyers.

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

Online Opportunities

This huge worldwide audience of customers is primed and ready to learn more about your products. Contact your ad representative about integrated marketing packages for reaching Packaging Hotline online viewers with your videos, banner ads and product news.

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 20,000+ potential buyers. The digital edition is a great FREE addition to your marketing campaign.



Scan the QR Code with your smart phone to visit our website

About Us

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.

Contact Us

Packaging Hotline

P.O. Box 893
809 Central Avenue, 2nd Floor
Fort Dodge, Iowa 50501
www.packaginghotline.com
steve@industrymarketingsolutions.com

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

Follow Us Online



www.youtube.com/PackagingHotline



www.facebook.com/IndustryMarketingSolutions



www.twitter.com/PackagingHL



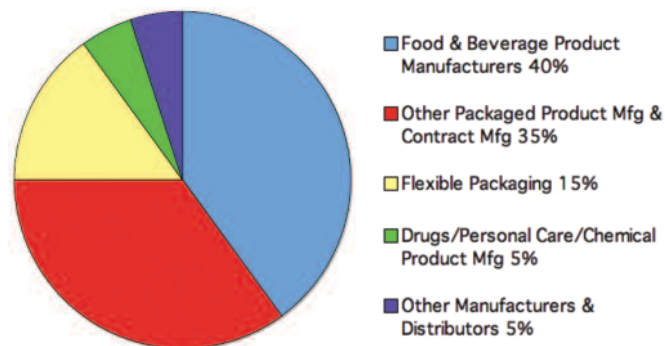
www.linkedin.com

Packaging Hotline

Priority Positions

Position	4/Color
Front Cover	Call for pricing
Back Cover	Call for pricing
Inside Front Cover	Call for pricing
Inside Back Cover	Call for pricing
Priority Page 3	\$1,140
Priority Pages: 5, 7, 9, 11, 13, 15, 17, 19	\$1,010
Priority Pages: 4, 6, 8, 10, 12, 14, 16, 18	\$965
Center Spread	\$1,855

Circulation by Type of Industry



4/Color Rates

(per insertion rate)

Size	1 Issue	3 Issues	6 Issues	12 Issues
Full Page	\$830	\$795	\$760	\$720
1/2 Page	\$590	\$570	\$550	\$515
1/4 Page	\$445	\$420	\$395	\$375
1/8 Page	\$310	\$300	\$295	\$275
Business Card	\$250	\$245	\$240	\$235

Rates are net and non-commissionable

Additional Solutions

- **Show Bags** - plastic bags printed with company ads on each side that we distribute at major trade shows
- **Direct Mail** - we can design, print and mail pieces to meet your specifications
- **T-shirts** - we can design, print and distribute t-shirts for 1 company or groups of companies at major trade shows
- **Poly Bag** - we offer the opportunity to poly bag a printed piece or catalog you have in a plastic bag with our well-established publications - you can provide us with a pre-printed piece or we can coordinate the design and printing of the piece and then poly bag them for you
- **Insert Cards** - we can design, print and insert perforated reply cards or insert cards in any issue of our publication
- **Ad Reprints** - we can easily do reprints of your ad for you on any stock of paper and for any quantity
- **Koozies** - we can design, print and distribute koozies with your company info at major trade shows
- **Show Posters** - we will print and display poster size reproductions of your ad - available at all of the trade shows we exhibit - these posters are high quality crystal laminate coating with a matte back and grab a lot of attention

2012 Distribution

January 2012

Ad Copy Due: **12/8/11**

Shows: Winter Fancy Food Show - January 15-17 - San Francisco, CA
Northwest Food Processors Assn Expo - January 15-18 - Portland, OR
Expo & Showcase of Processed Foods - January 31 to February 1 - Sacramento, CA
Pre Show West Pack

February 2012

Ad Copy Due: **1/12/12**

Shows: 2012 Packaging Conference - February 6-8 - Las Vegas, NV
FPA 2012 EHS Summit - February 8-10 - St Petersburg Beach, FL
West Pack - February 14-16 - Anaheim, CA
Pharmapack - February 15-16 - Paris, France
Expo Empaque & Logistica 2012 - February 21-23 - Monterrey, Mexico
FPA 2012 Annual Meeting - February 22-24 - Scottsdale, AZ
Intelpack 2012 / Foodtek 2012 / Pharmapack - February 23-25 - Mumbai, India
RPA Trade Show & Conference - February 24-26 - Ft Lauderdale, FL
Structural Packaging Summit - February 28 to March 1 - St Augustine, FL
Pre Show NPE

March 2012

Ad Copy Due: **2/9/12**

Shows: HealthPack - March 6-8 - Albuquerque, NM
International Boston Seafood Show / Seafood Processing America - March 11-13 - Boston, MA
Sustainability in Packaging 2012 - March 12-14 - Orlando, FL
Texas Pack - March 14-15 - Fort Worth, TX
Snaxpo - March 16-19 - Phoenix, AZ
Label Summit Africa 2012 - March 19-20 - Cape Town Africa
Anuga FoodTec 2012 - March 27-30 - Cologne
NPE 2012 - April 1-5 - Orlando, FL
Pre Show CPP Expo

April 2012

Ad Copy Due: **3/8/12**

Shows: International Transport Packaging Forum - April 2-5 - Orlando, FL
Label Summit Latin America 2012 - April 17-18 - Guadalajara, Mexico
Food Safety Summit - April 17-19 - Washington, DC
CPP Expo - April 18-19 - Cleveland, Ohio
Food Automation & Mfg Conference & Expo - April 22-25 - Fort Myers, FL
Food & Bev Tech - April 25-27 - Mumbai, India
Pre Show East Pack / Pre Show South Pack / Post Show West Pack

May 2012

Ad Copy Due: **4/5/12**

Shows: FMI / AMI International / 2012 U.S. Food Showcase / United Fresh 2012 - May 1-3 - Dallas, TX
Interphex 2012 - May 1-3 - New York, NY
South Pack - May 2-3 - Charlotte, NC
Food Packaging Technologies Summit - May 7-9 - Chicago, IL
East Pack - May 22-24, Philadelphia, PA

2012 Distribution

June 2012

Ad Copy Due: **5/10/12**

Shows: Int'l Dairy-Deli-Bake Expo - June 10-12 - New Orleans, LA
Summer Fancy Food Show - June 17-19 - Washington, DC
HBA Global Expo & Conference - June 19-21 - New York, NY
IFT 12 - June 25-28 - Las Vegas, NV
Expo Pack Mexico 2012 - June 26-29 - Mexico City, Mexico
Post Show CPP Expo
Post Show NPE

July 2012

Ad Copy Due: **6/7/12**

Shows: Post Show East Pack
Post Show South Pack

August 2012

Ad Copy Due: **7/5/12**

Shows: Pre Show Label Expo Americas

September 2012

Ad Copy Due: **8/9/12**

Shows: Label Expo Americas 2012 - September 11-13 - Chicago, IL
Pre Show Pack Expo

October 2012

Ad Copy Due: **9/6/12**

Shows: Pack Expo International - October 28-31 - Chicago, IL
Label Expo India 2012 - October 29 to November 1 - New Delhi, India

November 2012

Ad Copy Due: **10/4/12**

Shows: PackEx Montreal - November 14-15 - Montreal, Quebec
Post Show Label Expo Americas

December 2012

Ad Copy Due: **11/1/12**

Shows: Super Association Distribution

January 2013

Ad Copy Due: **11/29/12**

Shows: Post Show Pack Expo
Super Post Show

* Show distribution is tentative and subject to change

Website Advertising

Banner Ads

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

Sidebar banners appear on the right hand side of each page. 5 banners spots per page. Only \$750 per month

Scrolling Banners are located on every page of our website. Only 10 available. Only \$750 per month.

Pop-Up Banners appear as a pop-up over buyers guide listings under a specific category. Only 1 available in each category. Only \$750 per month.

Videos

Feature your company's video on the homepage of our website. Only 2 spots available each month. Ten total spots available through video vault. Only \$2500 per month. Suggested length for video 1 minute or less, if longer let's discuss. Must be under 100 MB

Buyers Guide

Convert leads to sales from visitors in search of suppliers by product categories, and increase your results of being found and contacted. Only \$250 per month

Featured Products or Advertisers

List your company/product information, your company logo, as well as a link directly to your website. Only \$750 per month.

Industry News

Your company press releases and new product spotlights can be highlighted in our Industry News section - includes a brief description of your news with a link to the full document - can link to your website and/or email address.

Auction Calendar

Includes your company logo, a brief description of your auction along with a direct link to your website. Only \$500 per month

Email Blasts

Digital Email Blast Banner - Your animated banner appears in the e-mail that notifies subscribers of the latest digital edition. Only 4 available per issue. Cost: \$750 per issue.

Digital Email Blast Video - An amazing way to showcase your new product or service to our qualified list of buyers. Only 2 spots available. Only \$2500 each.

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

Custom E-mail Blasts - We will email out your sales message to our quality email list. Your blast can include links to your website and email. We can design your blast if needed. Cost is only \$250 per thousand with a 2,000 name minimum.

Email & List Rental

E-Mail Lists - Providing high quality Email Lists with quality leads so you can increase sales and profits. Your blast will include links to your website and email address. We can design your blast if needed.

Email List Opportunities exist in the following areas:

Metal Working, Construction, Electrical Contractors, Converting, Packaging, Plastics, and Material Handling.

Base Rate - \$250 / M (2000 minimum, volume discounts may apply)

List Rental - We offer industry leading postal list rental and will break down the list by state, geographic region, sic code or contact names so you can reach the specific buyers you are looking for.

Postal List Opportunities exist in the following areas:

Electrical Contractors, Converting, Packaging, Plastics, and Material Handling.

Base Rate - \$140 / M (5000 minimum, volume discounts may apply)

Artwork Specifications

Full Page Ad

Bleed Size7-7/8" x 11"
Page Trim7-5/8" x 10-3/4"
Live Matter7" x 9-13/16"

2 Page Spread

Bleed Size15-3/4" x 11-1/4"
Page Trim15-1/4" x 10-3/4"
Live Matter14-10/16" x 9-13/16"

Front Cover (see illustration below)

Bleed Size7-7/8" x 11"
Page Trim7-5/8" x 10-3/4"
Live Matter7" x 6-13/16"

Back Cover

Bleed Size7-7/8" x 7-7/8"
Page Trim7-5/8" x 7-3/4"
Live Matter7" x 7-5/16"

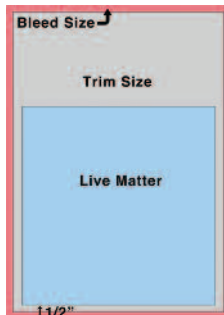
Half Page - Horizontal: 7" x 4 13/16"

Half Page - Vertical: 3 3/8" x 9 13/16"

Quarter Page: 3 3/8" x 4 13/16"

1/8 Page: 3 3/8" x 2 13/16"

Business Card: 3 3/8" x 1 13/16"



Dont Take Our Word For It:

“After advertising for years in Packaging Hotline on a semi regular basis, with excellent results, this year we made the decision to increase our advertising exposure. Working with Packaging Hotline personnel, we formulated the best “bang for the buck” strategy we could afford. With the exceptional value it provides, we were able to stretch our advertising dollar far beyond what we imagined. It has paid off! This year our company has been blessed with tremendous growth and opportunities. Most of that growth has come directly from customers, new and existing, that have seen our advertisements in Packaging Hotline.”

Brad Gottlob,
President
QMI, Inc

Artwork Submission

Advertising materials can be supplied by:

Email

Email to design@packaginghotline.com

FTP

FTP: <ftp://es-pub2.com>
Username: iahawks • Password: GoHawks!1

Disk

809 Central Ave Second Floor
Fort Dodge, IA 50501
When sending us a CD, include a laser or color copy of contents.

Camera-ready art specifications

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.

> 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.