

Unparalleled Access to Packaging Industry Professionals

Our expansive portfolio of packaging magazines gives you an unmatched resource to reach decision-makers in all areas! A mix of media – print and online ad opportunities across multiple publications and websites.

- A custom marketing solution – determined by who you need to reach; with simplified billing
- Control and ROI – you set the budget; we'll define the deliverables with metrics you can measure



Content Development / Custom Publishing / Market-Specific Delivery



BNP Custom Media Group helps you develop and execute content marketing campaigns that meet your specific needs. Our goal is to make the content marketing process as easy as possible for you—we'll take on the tough stuff while you focus solely on your brand's most important assets: your customers.

Learn more about custom publishing and content marketing at custommedia.bnpmmedia.com or contact us directly: Chris Wilson | (248) 244-8264 | wilsonc@bnpmmedia.com

MAKING THE COMPLEX CLEAR.

Clear Seas Research is an industry-focused market research company dedicated to providing clear insights to complex business questions.

Clear Seas Research will work closely with you to determine if your marketing message breaks through the noise, engages your target, and causes them to take action. Primary market research will be used to test your marketing communication to ensure it is achieving the desired outcome.

To learn more about how Clear Seas Research can help you maximize your marketing ROI, please contact:
 Beth Surowiec at (248) 786-1619 or surowiecb@clearseasresearch.com
www.clearseasresearch.com

TERMS & CONDITIONS

PAYMENT & TERMS: Invoices are payable in U.S. Funds only, Net 30 days. 1½% per month service charge thereafter (½% in Texas). Advertisements originating outside of the U.S. must be prepaid. Extension of credit is subject to the approval of the Credit Department. First time advertisers will be required to provide credit information or prepayment at the start of their advertising program. Publisher reserves the right to hold advertiser and/or agency jointly responsible and severally liable for money due and payable to the Publisher. Should it become necessary to refer any outstanding balance to an outside agency or attorney for collection, customer understands and agrees to pay all collection costs, including finance charges, court costs and attorney fees. All changes and/or cancellations to existing contracts must be made in writing four weeks prior to the sales close date.

LIST RENTALS: Kevin Collopy, 845-731-2684, kevin.collopy@infogroup.com

REPRINTS: Jill DeVries, 248-244-1726, devriesj@bnpmmedia.com



PRINT RATES

	3x	6x	12x
Full Page	\$4,970	\$4,640	\$4,430
2/3 page	\$4,370	\$4,160	\$3,970
1/2 page	\$3,380	\$3,250	\$3,170
1/3 page	\$2,360	\$2,270	\$2,170
1/4 page	\$1,900	\$1,810	\$1,740
Cover 2*	\$5,680	\$5,330	\$5,100
Cover 3*	\$5,460	\$5,100	\$4,870
Cover 4*	\$6,210	\$5,790	\$5,550

*Includes Bleed and Color

Color Rates

4-Color or 3-Color Process
 Rates are for R.O.P. 4- or 3-color process inks only. Printing is by web-offset.

	4-Color or 3-Color Process	Special Color
Per Page	\$1410	Additional charge for any special color and black.
Per Spread	\$2330	Per Page \$1000
Per 1/2 page	\$710	Per Spread \$1660
		Per 1/2 page \$500

Insert Rates Contact Publisher for more Information.

CLASSIFIED RATES

Boxed/display ads. One inch minimum. All classified ads are payable with copy and are non-commissionable. Net rates listed. Color is additional charge.

	1x	3x	6x	12x
Per Inch	\$110	\$100	\$95	\$90

MECHANICAL INFORMATION

Trim Size 8" X 10-3/4" Vital advertising material should be kept at least 1/4" away from final trim, 1/2" from bleed size. Critical material should not run into the gutter.

Printing Body forms and covers heat-set web offset.

Binding Saddle-stitched. Jogs to head.

ADVERTISING SPACE SIZES

NON-BLEED	INCHES (width x depth)	BLEED	INCHES (width x depth)
Full Page	7"x10"	Full Page	8-1/4"x11"
2/3 Page	4-1/2"x10"	2/3 Page	5-3/16"x11"
1/2 Page (vert.)	3-3/8"x10"	1/2 Page (vert.)	4"x11"
1/2 Page (horiz.)	7"x4-7/8"	1/2 Page (horiz.)	8-1/4"x5-3/8"
1/2 Page (island)	4-1/2"x7-1/2"		
1/3 Page (vert.)	2-1/4"x10"	Spread Bleed	16-1/4"x11"
1/3 Page (square)	4-1/2"x4-7/8"		
1/3 Page (horiz.)	7"x3-3/8"		
1/4 Page (square)	3-3/8"x4-7/8"		
1/4 Page (horiz.)	7"x2-3/8"		

Above sizes allow for 1/8" bleed on all sides.
 Gutter bleed only – each side 7-5/8" X 10"

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