

Capture the attention of the most influential people in packaging.



Who's Who in Packaging | 2014

Advertising Opportunities

The annual **Who's Who in Packaging** member guide is distributed directly to IoPP members. Your ad in the **Who's Who** informs members what you do, and highlights you to the decision makers that can make a difference to your bottom line.

Spotlight your company to industry professionals

Over 70% of IoPP members are employed by your best customers and prospects – the Kraft Foods, Abbott Labs, Estee Lauder, Boston Scientific, Johnson & Johnson companies of the world. Tell them about your company's products and services.

Connect yourself with this reputable organization

IoPP is recognized as a solid industry leader, and being linked with this vital group through its primary member guide speaks volumes to members and to the industry.

Continue your impact through the year

Members anticipate this publication each January, and they utilize it through the year. It is also sent to all new members through the year when they join.

Be a part of the Who's Who community

As with IoPP Benefactor companies, IoPP Who's Who advertisers return each year. The continual exposure to industry professionals, the influence IoPP has in the industry, the quality of the publication itself... All these give your company a unique opportunity to be a part of IoPP.

What's in it?

Complete overview of the goals of the organization, the educational and networking programs, and the benefits of being a member of IoPP.

Details of companies linked to IoPP – Benefactors, Corporate Sponsors, Advertisers

PEOPLE!

- A directory of IoPP members, by name, company, job function and industry
- A listing of Certified Packaging Professionals
- A listing of Distinguished Members – Honorary Life, Officers, Fellow Members and more
- Your ad! and information about companies that have linked themselves with IoPP



Institute of
PACKAGING
PROFESSIONALS

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Rates and Specifications

Select	Ad Size	Non-Bleed	Bleed	Rate
	2-Page Profile	xx	xx	\$5,900
	Full Page	7 1/4" x 10"	8 5/8" x 11 1/8"	\$3,950
	1/2 Page Island	4 5/8" x 7 1/2"	xx	\$2,570
	1/2 Page Horizontal	7 1/4" x 4 7/8"	8 5/8" x 5 1/2"	\$2,370
	1/2 Page Vertical	3 1/4" x 10"	4 1/8" x 11 1/8"	\$2,370
	Inside Front Cover	7 1/4" x 10"	8 5/8" x 11 1/8"	\$5,200
Sold	Back Cover	7 1/4" x 10"	8 5/8" x 11 1/8"	\$6,000

Select	Supplied Inserts*	Size	Paper	Rate
	Bound - 2 Page Insert	8 3/4" x 11 9/16"	60lb-80lb max	\$4,200
	Tipped - Insert	Sample to approve	Sample to approve	\$5,100
	Poly bag	Sample to approve	Sample to approve	\$4,600

*10-15 % overs will be required for spoilage.

Ad closing & materials due November 18, 2013

Trim size is 8 3/8" x 10 7/8". Vital advertising material should be kept at least 3/8" away from final trim, 1/2" from bleed size. Critical material should not run into the gutter.

NOTE: All rates are net and include color.

Mechanical Requirements

The following are preferred specifications. If you have any questions or concerns, please call Danielle Griffin at 630-544-5050 x122. PC format accepted. Windows users: Supply ads in either Photoshop, Illustrator, or InDesign.

Please supply ads in the following application programs:

- Press-ready PDF
- Adobe InDesign. Supply all hi-resolution embedded images (266-300 dpi) and fonts.
- Adobe Photoshop (version 7.0 or earlier). All ads must be in CMYK. Image resolution of 266-300 dpi. Supply all screen and printer fonts. Save file as TIFF or EPS.
- Adobe Illustrator (version 10.0 or earlier). All ads must be in CMYK. Save as an EPS file. Supply all screen and printer fonts or outline fonts to images. Supply all hi-resolution (266-300 dpi) embedded images.

MEDIA AND PROOFS: Please send ads to Danielle Griffin at dgriffin@iopp.org.

Company _____

Contact _____ Title _____

Address _____

City, State, Zip, Country _____

Email _____ Phone _____

Instructions/Comments _____

For more information:

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