

Capture the attention of the most influential people in packaging.



Who's Who in Packaging | 2013

Advertising Opportunities

The annual *Who's Who in Packaging* member guide is distributed directly to loPP 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 loPP 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

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

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 loPP

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

PEOPLE!

- A directory of loPP 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 loPP



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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 5, 2012

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. Macintosh format preferred, PC format accepted. Windows users: Supply ads in either Photoshop or Illustrator, NOT QuarkXPress.

Please supply ads in the following application programs:

- Press-ready PDF
- Adobe InDesign. Supply all hi-resolution embedded images (266-300 dpi) and fonts.
- QuarkXPress (version 5.0 or earlier). Supply all hi-resolution embedded images (266-300 dpi).
- 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: Ads must be submitted on CDs or emailed directly to dgriffin@iopp.org.

Company _____

Contact _____ Title _____

Address _____

City, State, Zip, Country _____

Email _____ Phone _____

Instructions/Comments _____

FAX ORDERS TO 630-544-5055

For more information:

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