

# About Converting Solutions

*Converting Solutions* is a premier business-to-business publication designed specifically to address the information needs of the busy buyer of printing and graphics equipment. It is written for the professionals whose primary objective is to buy or sell equipment, materials and services. *Converting Solutions* uses print and digital publications to communicate monthly with professionals who are ready to buy products. Innovative product offerings for 2018 include eBlasts, show packages, special sections, website advertising, social media and videos to deliver your promotional message in a manner **guaranteed** to get the results you are looking for.

## Multimedia Solutions

We reach your customers through carefully designed **dynamic and innovative** media services. For print, *Converting Solutions* lands on the desk of the busy professional or is received at one of the many industry shows we attend. For digital, our publication is opened and read from computers and phones by your customers who can click through directly to your advertisement. The pages of our website are viewed by thousands of industry professionals monthly which provides a strong audience for advertising on our site. *Converting Solutions* connects buyers with sellers of products and services making it an indispensable tool for advertisers.

### Print Publication



- Mailed monthly nationwide
- Distributed at major trade shows throughout the year

### Digital Publication

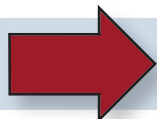


- Duplication of the print issue but with added digital interactivity such as clickable web and email links, & videos
- Deployed via email
- Available in several places on our website

### Website Advertising



- Provides users with 24/7 access to:
- Up-To-Date Event Listings
  - Products and Services
  - Auctions
  - Industry News

 **New & Exciting** Lead Generating eBlasts - See Page 5



[www.convertingsolutionsmag.com](http://www.convertingsolutionsmag.com)

Our rates and CPM are among the most competitive and the lowest in the industry. Your rate also includes FREE 4/color graphic design assistance if needed.

## Priority Positions

Position	4/Color
Front Cover	\$2,450
Back Cover	\$2,175
Inside Front Cover	\$2,025
Inside Back Cover	\$1,830
Priority Page 3	\$1,960
Center Spread	\$3,360

## 4/Color Rates (per insertion rate)

Size	1 Issue	3 Issues	6 Issues	12 Issues
Full Page	\$1,830	\$1,750	\$1,680	\$1,590
1/2 Page	\$1,300	\$1,260	\$1,220	\$1,130
1/4 Page	\$980	\$920	\$870	\$830
1/8 Page	\$680	\$660	\$650	\$610
Business Card	\$560	\$550	\$540	\$510

Rates are net and non-commissionable

★ All Rates Include Print & Digital Editions

## Circulation by Type of Industry



### Flexible Packaging **46%**

Paper, Film, Foil, Plastic, Bags, & Pouches

### Paperboard Packaging **15%**

Corrugated Converters, Folding Cartons, Set-up Boxes, Fiber Tubes & Cans

### Non-Printed Rolls & Sheets **14%**

Film, Foil, Paper, Paperboard, & Used for further converting

### Tapes, Labels & Tags **12%**

### Other Converting Products **13%**

Office Products, Sanitary Products, & Manufacturers of Converting Machinery

# Artwork Specifications

## Full Page Ad

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

## 2 Page Spread

Bleed Size .....15-3/4" x 11-1/4"  
Page Trim .....15-1/4" x 10-3/4"  
Live Matter .....14-10/16" x 9-13/16"

## Front Cover

Bleed Size .....7-7/8" x 11"  
Page Trim .....7-5/8" x 10-3/4"  
Live Matter .....7" x 6-13/16"

## Back Cover

Bleed Size .....7-7/8" x 7-7/8"  
Page Trim .....7-5/8" x 7-3/4"  
Live Matter .....7" 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"

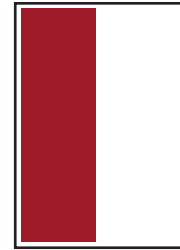
**All above dimensions are width x height.**



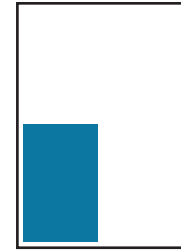
Full Page



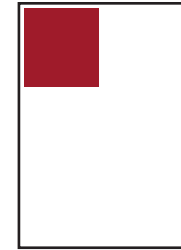
Half Page  
Horizontal



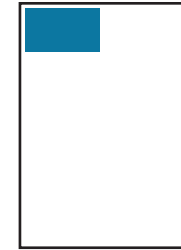
Half Page  
Vertical



Quarter Page



1/8 Page



Business Card

## Camera-ready art specifications

### Software

QuarkXpress V10.0, 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.

## Artwork Submission

Advertising materials can be supplied by:

### Email

Email to [design@packaginghotline.com](mailto:design@packaginghotline.com)

### FTP

FTP: [ftp.es-pub2.com](ftp://ftp.es-pub2.com)  
Username: [iahawks@es-pub2.com](mailto:iahawks@es-pub2.com)  
Password: GoHawks!1

### Disk

809 Central Ave, Suite 200  
Fort Dodge, IA 50501

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

**All new ad copy is due on or before the due date on our distribution schedule.** 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.

## January

Ad Copy Due: 12/14/17

### Distribution

- **The Packaging Conference**  
February 5-7 - Orlando, FL
- **Converters Expo South**  
February 6 - Charlotte, NC
- **West Pack/Plastec West**  
February 6-8 - Anaheim, CA
- **2018FLEX**  
February 12-15 - Monterey, CA
- **Graphics of the Americas**  
February 22-24 - Ft. Lauderdale, FL

## February

Ad Copy Due: 1/25/18

### Distribution

- **TLMI Converter Meeting**  
March 11-14 - San Diego, CA
- **FPA Annual Meeting**  
March 13-15 - Naples, FL
- **Gasketing/Converters Expo**  
March 19-21 - Orlando, FL

### Pre-Show

- **Pack Expo East**

## March

Ad Copy Due: 2/22/18

### Distribution

- **PapercCon 2018**  
April 15-18 - Charlotte, NC
- **Pack Expo East**  
April 16-18 - Philadelphia, PA
- **Converters Expo**  
April 17-18 - Green Bay, WI
- **Plastec New England**  
Apr 18-19 - Boston, MA

### Pre-Show

- **NPE 2018**

### Post-Show

- **West Pack / Plastec West**

## April

Ad Copy Due: 3/22/18

### Distribution

- **Label Summit Latin America**  
April 24-25 - Guadalajara, Mexico
- **INFOFLEX 2018**  
May 6-9 - Indianapolis, IN
- **NPE 2018**  
May 7-11 - Orlando, FL

### Post-Show

- **Graphics of the Americas**

## May

Ad Copy Due: 4/19/18

- **Top 100 Flexible Packagers**
- **Top 100 Paperboard Manufacturers**
- **Top 100 Tag & Label Companies**

## June

Ad Copy Due: 5/17/18

### Distribution

- **Global Pouch Forum**  
June 13-15 - Miami, FL

### Post-Show

- **Pack Expo East**
- **NPE 2018**

## July

Ad Copy Due: 6/21/18

### Pre-Show

- **Labelexpo Americas**
- **Post-Show**
- **Super Post-Show Distribution**

## August

Ad Copy Due: 7/26/18

### Distribution

- **Labelexpo Americas**  
September 25-27 - Rosemont, IL
- **Pre-Show**
- **Graph Expo**
- **Pre-Show Pack Expo International**

## September

Ad Copy Due: 8/23/18

### Distribution

- **Graph Expo**  
September 30 - October 3 - Chicago, IL
- **Pack Expo International**  
October 14-17 - Chicago, IL
- **TLMI Annual Meeting**  
October 14-17 - Amelia Island, FL

## October

Ad Copy Due: 9/20/18

### Distribution

- **SGIA 2018**  
October 18-20 - Las Vegas, NV
- **Print World 2018**  
November 17-19 - Toronto, ON

## November

Ad Copy Due: 10/18/18

### Post-Show

- **Labelexpo Americas**
- **Graph Expo**
- **Pack Expo**

## December

Ad Copy Due: 11/15/18

### Distribution

- **Super Association Distribution**

## January

Ad Copy Due: 12/13/18

### Q&A Forum Topics

(For Companies Running ½ Page or Larger in Issue):

- February** – Bags & Pouch making
- March** – Coating & Laminating
- April** – Extrusion
- May** – Flexo Printing
- June** – Bags & Pouches
- July** – Film Extruders
- August** – Web Guiding & Tension Control
- September** – Labels & Labeling
- October** – Rolls & Roll Handling
- November** – Printing
- December** – Trends for 2019 to Watch

### Feature Story Editorial Topics By Month

- February** - Slitting & Rewinding
- March** - Inks, Coatings
- April** - Labels & Labeling
- May** - Digital Printing
- June** - Flexo Printing
- July** - Web Guiding & Tension Control
- August** - Extrusion
- September** - Coating & Laminating
- October** - Winding/Unwinding
- November** – Rolls & Roll Handling
- December** – Flexible Packaging

## Get a Product in Print and eBlasted out - LEAD GENERATOR!

Each month we will offer a dedicated product category COMBO of a Product in Print and eBlasted out for anyone who runs a 1/2 page or larger in that issue. We will also send back the contact info from the readers who click-through.

### You will receive the following as part of this NEW COMBO:

- **Product in Print:** 4-color image, 50 word description, phone, URL
- **eBlasted:** 4-color image hyperlinked, 50 word description, phone, URL that is hyperlinked

### Monthly Topics:

**January** - Laminating & Coating

**February** - Flexible Packaging

**March** - Slitting/Rewinding

**April** - Pack Expo East

**May** - NPE

**June** - Flexible Packaging

**July** - Extrusion

**August** - Web/Roll Handling

**September** - Label Expo & Pack Expo

**October** - Pack Expo

**November** - Labels & Tape

**December** - Slitting/Rewinding

## How It Works eBlast

Showcase up to four pieces of equipment or machinery in our "How It Works" eblast!

With "How it Works" you promote your new equipment or machinery in a dedicated eBlast with up to 4 products that will be blasted out.

You send us the following:

- Up to 4 product image
- Headline for each
- Up to a 75 word description for each
- Up to 4 links for each product

## Make Use of Your VIDEOS!

Showcase up to four videos showing your equipment or machinery in action!

Sponsor "Lights, Camera, ACTION!" to promote your videos showing your machinery or equipment. These videos help educate your target market and demonstrates your leadership in providing solutions. This eBlast is sent to all subscribers featuring up to 4 supplied videos.

You just send us the following:

- Up to 4 video images
- Headline for each
- Up to a 75 word description for each
- Up to 4 links for video (including one for where it lives on your site)

## Support Your Trade Shows!

Sponsor our On the Floor eNewsletter eBlast

Dominate any day(s) exclusively of a trade show with our On The Floor eNewsletter. We will write content on the trends, must-sees and seminars. You would own all of the ad units in each day(s) newsletter that will get deployed to our emails early in the morning.

- 728 x 90 ad with a link
- Up to (3) product images, 50 word description for each and link for each

## Show Packages

**Package includes:**

- Run a print ad the month before and the month of the show
- Be part of a product eblast the week before the show (image, product name, 50 words, link)
- Have an ad on our website for any 90 day period from 60 days prior to the show till 60 days after the show ends
- Be part of our Geo-Fencing at the show

**Note:** All of the digital eBlasts on this page comes with your metrics on the number of emails sent out, number opened, clicks and we will set up a landing page for readers to request more information from you on any of these solutions.



## Banner Ads

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

**Homepage Banner Bottom** – Banner showing on homepage only. 587pixels x 90pixels or 468pixels x 60pixels. \$500 biweekly (A)

**Sponsor Ads in Side Bar** – Four 125pixels x 125pixels and one 300pixels x 250pixels. Will show up on all on Pages (not posts) except auction page and advertising. Small banner \$175/week – Large banner \$500/week (B)

**Auction Page Banners** – Four 125pixels x 125pixels banners on side bar and one 587pixels x 90pixels or 468pixels x 60pixels on top of page. Top banner \$400/week – Small banners \$200/week (C)

## Featured Advertisers

12 homepage spots per month. Dimensions are 125pixels x 125pixels. Links to a page on our website with the content of your choosing. 1st 4 banners \$750/month next 8 banners \$400 (D)

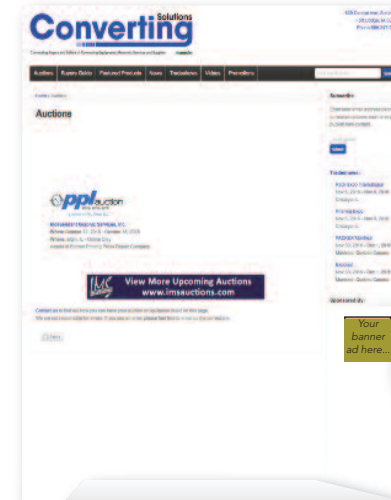
## Auction Calendar

Includes your company logo, a brief description of your auction with a direct link to your website. The five with the closest sale date will be listed on the sidebar. Listing \$300/week (E)

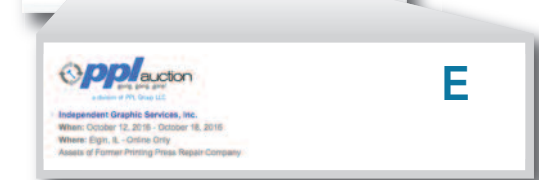


Your banner here...

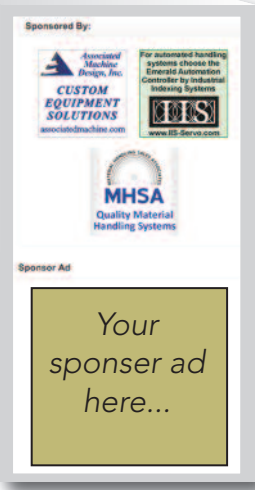
Your banner here...



Your banner ad here...



E



Your sponsor ad here...

Check out our digital solutions at [www.rdgdigitalsolutions.com](http://www.rdgdigitalsolutions.com)

## Featured Products

Two products are featured on the homepage per week. It is an article about a product that can include a product video, product pictures, links to spec sheet pdf, etc. The articles will remain on the featured product page after it is removed from the homepage. \$500/week (A)

## Product & Industry News

Spotlight your company news, press releases, and articles on our website. The 2 newest articles appear on the homepage and they also appear on the news pages. Buyers look here for information on new products, technology and company profiles. (B)

## Videos

Five homepage spots available each month. The video will also be added to the video page. You can watch the video right on the homepage or click "Continue Reading" where you go to a page where the video is bigger and more content can be added. \$1000/month for first 2 videos (C)

Showcase your video on our YouTube channel to ensure that all of our users can see your products in action or learn about your company. This will maximize your exposure to a qualified audience. \$1000/month

**C**

**Featured Videos**

**26" / 660mm Coreless Rewinder For Point Of Sale Thermal Rolls**

26" wide width, 50' roll mandrel for coreless, capable of running cores as well, no cast coils, dancer or separate tension control needed. Make / format shear slitting section. Auto cut off, auto back & auto spot glue. End of roll inker. Massive air brakes controlled by 60 HP. [Continue Reading](#)



**A**

**Featured Products**

**JemmSii RS200 High Release Roller Sleeve**

Jemmco's JemmSii RS200 High Release Rubber Roller Sleeve is the best alternative to high release hard coats and release tapes on the market. This long-lasting high release sleeve offers the best in quality and cost efficiency. The proprietary silicone sleeve composite is a unique blend that creates unmatched release properties and a temperature resistance up to 300°F. [Continue Reading](#)



**B**

**Industry News**

**Rolleim International To Feature Smart Finishing Solutions Including Die-Cutting, Packaging, Labels, Mail And Slitting Applications At Graph Expo 2016**

ROLLEIM DIE CUTTING The original, a leader in the new category of three-roll, three-register die cutters set for featured at Graph Expo showing multiple demonstrations—the rolling, high cutting and creating of label sleeves, unique paper cards and other mail products. Register to see a full range of equipment that complements digital printing. [Continue Reading](#)




**B**

**Product news**

**E-Z Locator Plugs Speed Slit Roll Stacking**

Specifically shaped and patented E-Z Locator plugs are designed to help guide slit rolls onto the plug when stacking rolls for shipping by operator or robotics. (Gainesville, Wis.) When stacking slit rolls for shipment, workers often can't see the core plug so they had each roll trying to safety position it on the plug. [Continue Reading](#)



Check out our digital solutions at [www.rdgdigitalsolutions.com](http://www.rdgdigitalsolutions.com)



The screenshot shows the homepage of Converting Solutions, featuring a navigation bar, featured videos, featured products, industry news, and various advertisements. The main content area includes articles about new products like the 26-inch coreless rewinder and the JemmSii roller sleeve, as well as industry news about Rolleim International and Filmmat Group. There are also several product news items and advertisements for various equipment and services.

## Buyers Guide

Convert leads to sales from visitors in search of suppliers by product categories, and increase your results of being found and contacted. Our buyers guide listings are set up on a tiered system. Visit our website or contact us to learn what each tier includes. All listings include a direct link to your website.



## Contact Us

Convertingsolutionsmag.com  
P.O. Box 893  
809 Central Avenue, Suite 200  
Fort Dodge, Iowa 50501  
www.convertingsolutionsmag.com  
randy@rdgmedia.net

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



## Email Marketing

**Custom Email 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 Opportunities exist in the following areas: Metal Working, Printing & Graphics, Construction, Electrical Contractors, Converting, Packaging, Plastics, Material Handling, Heating, Plumbing, Air Conditioning, Refrigeration, Woodworking, Trucking, Farming, and Auto Restoration.

**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.

**Digital Email Blast** - An e-mail that notifies subscribers of the latest digital edition. It offers the following options:

**Banner** - 4 available per issue. Cost: \$750 per issue.

**Video** - 2 spots available. Only \$1000 each.

**Product Spotlight** - 4 spots available. List your company/product information, your company logo OR product image, as well as a link directly to your website. Only \$750 per month.

## Digital Issue Add-Ons

**Skyscraper Banner** - The skyscraper is another prevalent form of Web advertising. Skyscraper ads, which are tall and narrow, get their name from the tall buildings you often see in big cities. They are placed to the right of the main content on the page.

They can contain text advertisement and images. When users click on a skyscraper ad, they are redirected to the advertiser's website. Cost: \$1500 per issue

**Video over Ad** - Turn your ad in our digital edition into a live interactive experience by placing your video over your ad. When users flip the page the video will start to play automatically. Cost: \$1000 per issue

