

2010 Media Kit

Multimedia Solutions

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



Contact

Converting Hotline

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Converting Hotline

Connecting Buyers and Sellers of Converting Equipment, Materials, Services and Supplies

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About *Converting Hotline*

Converting Hotline was first introduced in 1996 and is now the most comprehensive converting and graphic equipment listing publication produced. It was designed primarily for the entrepreneur whose primary objective is to buy or sell equipment, materials and services.

Converting Hotline is published monthly and circulated to qualified converting companies, dealers and brokers. Advertisers benefit from our exclusive circulation targeted to qualified buyers.

Converting Hotline is a comprehensive resource utilized by the industry to find the equipment and services they need. Quality four-color glossy presentation of your marketing message affords *Converting Hotline* advertisers appealing marketing programs that are more economical.

Readership

Flexible Packaging 46%



Paperboard Packaging 15%



Non-Printed Rolls & Sheets 14%



Tapes, Labels & Tags 12%



Other Converting Products 13%



Opportunities at a Glance

Online Opportunities

- Buyers Guide
- Banner Ads
- Business Card Showcase
- Pop-Up Banner
- Featured Advertisers
- Auction Calendar
- Events Calendar
- Industry News

Additional Opportunities

- Email Blasts
- List Rental
- Show Bags
- Direct Mail
- Insert Cards
- Ad Reprints
- Show Posters
- Poly Bag

Make Your Ad Come to Life!

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 10,000+ potential buyers. The digital edition is a great FREE addition to your marketing campaign.

Converting Hotline's digital edition is the perfect way to reach leading decision makers using the latest digital ad technology.

All advertisements are interactive with hotlinks to your website and email addresses, ensuring interested readers will have instant access to your product information.

Follow Us Online



For late breaking

Equipment Wanted,
Auction & Converting
info you can now

follow us on

twitter



Priority Positions

Position	4/Color
Front Cover	Call for Pricing
Inside Front Cover & Inside Back Cover	\$1100
Priority Pages: page 3	\$1075
Priority Pages: page 5,7,9,11,13,15,17	\$950
Priority Pages: page 4,6,8,10,12,14,16,18	\$910
Center Spread	\$1750
Back Cover	Call for Pricing

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.

4/Color Rates (per insertion rate)

Size	1 Issue	3 Issues	6 Issues	12 Issues
Full Page - 40"	\$781	\$753	\$719	\$680
1/2 Page - 20"	\$556	\$539	\$517	\$485
1/4 Page - 10"	\$421	\$393	\$370	\$355
8"	\$337	\$327	\$314	\$300
6"	\$293	\$281	\$278	\$260
1/8 Page - 5"	\$264	\$258	\$253	\$245
4"	\$238	\$234	\$229	\$222
3"	\$215	\$212	\$209	\$200
2"	\$188	\$186	\$184	\$180
1" Want to Buy	\$170	\$168	\$167	\$165

Rates are net and non-commissionable

Camera-ready art specifications

Page size and specifications

Live Matter	7" x 9-13/16"
Page Trim	7-5/8" x 10-3/4"
Bleed Size	7-7/8" x 11"
Column Width.....	1-5/8", 4-column

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.

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

Electronic and FTP File Transmission

FTP: ftp://es-pub2.com
 Username: iahawks • Password: gohawks

Email: design@packaginghotline.com (when sending files via email the same specifications apply)

Converting Hotline has been a great vehicle for Jemmco's advertising budget. They provide excellent customer service, assist us with creating and "tweaking" our ad copy. We have found that our ads have brought serious customers to Jemmco.

Trudi J Opad
Jemmco, LLC

As a frequent advertiser in Converting Hotline for many years, we are very happy with the consistent, exceptional value it provides to help us reach the end users and decision makers in the industry. I would highly recommend an advertising/marketing relationship to any company who wishes to communicate their message to the converting/printing industry.

Ron Sweet
Polymag Tek

Corrugated Replacements has been advertising with Converting Hotline going into our second year. We have been extremely pleased with the feed back from the customers. I would highly recommend advertising in Converting Hotline magazine.

Barbara
Corrugated Replacements

Converting Hotline has given me an excellent opportunity to leverage my marketing dollars. They provide me with access to decision makers while still delivering an effective message.

We really appreciate that we get an entire year of advertising for the same cost as one month of advertising in other trade publications. The cost savings is tremendous!

Ric Johnson
Blower Application Company

"We're happy that we discovered Converting and Packaging Hotline to advertise our company and its products The publication has provided us with sales leads and overall exposure in new as well as traditional markets."

Francine E. Lembo, President
Lemtech Int'l Inc.

Issue Date	Show	Date	Location
January Deadline: Dec. 18	WestPack 2010 TLMI Converter Mtg. Pre-Show Graphics of the Americas	Feb 9-11 March 6-10	Anaheim, CA Indian Wells, CA
February Deadline: Jan. 22	Graphics of the Americas 2010 Converters Expo Sino Label 2010 Labeltech 2010	Feb 25-27 March 4 March 9-11 March 10-13	Miami Beach, FL Green Bay, WI Guangzhou, China Mumbai, India
March Deadline: Feb. 19	ICE ASIA Plastimagen Mexico 2010 Tissue World Americas American Coatings Show & Conference TAPPI 2010 Place Conference On Demand Conf & Expo Pre-Show SouthPack Post-Show WestPack	March 17-19 March 23-26 March 24-26 April 13-15 April 18-21 April 20-22	Shanghai, China Mexico City Miami Beach, FL Charlotte, NC Albuquerque, NM Philadelphia, PA
April Deadline: Mar. 23	SouthPack/Plastec South TAPPI PaperCon 2010 Info Flex Label Summit Latin America Post-Show Graphics of the Americas	April 28-29 May 2-5 May 3-4 May 11-12	Charlotte, NC Atlanta, GA Las Vegas, NV Mexico City
May Deadline: Apr. 21	Global Pouch Forum Print Solutions 2010 RadTech UV&EB Technology Expo & Conf Pre-Show EastPack Post-Show SouthPack	May 11-13 May 24-26 May 24-26	Clearwater Beach, FL Baltimore, MD Baltimore, MD
June Deadline: May 25	EastPack/Plastec East	June 8-10	New York, NY

Issue Date	Show	Date	Location
July Deadline: June 25	ICE South America Post-Show EastPack	Aug 4-6	Sao Paulo, Brazil
August Deadline: July 23	Super Association Distribution Pre-Show Label Expo		
September Deadline: Aug. 20	Label Expo Americas Plastec Midwest Graph Expo Pre-Show Pack Expo/ CPP	Sept 14-16 Sept 28-30 Oct 3-6	Chicago, IL Rosemont, IL Chicago, IL
October Deadline: Sept. 24	Pack Expo/ CPP Post-Show Label Expo Pre-Show Print World 2010	Oct 31-Nov 3	Chicago, IL
November Deadline: Oct. 22	Print World 2010 Post-Show Pack Expo/ CPP	Nov 20-22	Toronto, Canada
December Deadline: Nov. 19	Super Post-Show Distribution		
January 2011 Deadline: Dec. 23	Super Association Distribution Post-Show Print World 2010		