



# CONTRACT PACKAGING

Contract Packaging is the official publication for the  Contract Packaging Association



**your connection**  
to the fast-growing  
contract packaging  
marketplace





## Reach 25,000 of your best customers and prospects in print.



Published three times a year, *Contract Packaging* magazine is mailed to 25,000 qualified packaging professionals who have purchase involvement in contract packaging and related services and products. Your message will reach the decision-makers at big consumer packaged goods companies, as they are searching for solution providers. (Find more detailed circulation information at [www.contractpackagingmag.com](http://www.contractpackagingmag.com).)

Editor-in-Chief Jim George brings his depth of industry knowledge to each edition and embraces an editorial flexibility that serves our readers well. Advertisers can be confident that each issue will feature the most significant, most timely developments.

*Contact Packaging* has the privilege and the advantage of being the official publication for the Contract Packaging Association – no other publication covers contract packaging news as effectively!

### Among other broad topic areas, in 2009 *Contract Packaging* will cover new developments in:

- effects of rising costs on contract packaging
- impacts of evolving channel packaging formats on production lines
- co-packing and manufacturing services embedded within CPG companies' facilities
- consumer product companies that operate as both the end user of co-packing services and as a co-packer of other companies' products
- other strategies and new developments shaping the leading edge of the contract packaging industry
- reports on original and exclusive research studies conducted among industry professionals concerning on-trend developments.

### In each issue, we'll continue to deliver the industry coverage you've come to expect

- profiles of innovative contract packagers and service users
- news from the Contract Packaging Association
- pre-show coverage of key packaging events

## March/April Issue

**Ad closing: February 20**

**Materials due: February 27**

### INDUSTRY EVENTS • BONUS DISTRIBUTION:

- CPA Annual Meeting, March 20-23, Braselton, GA
- NACD Annual Convention, April 1-5, Las Vegas
- Pharmaceutical Packaging Forum, April 15, Philadelphia
- The Packaging Summit Expo, May 3-5, Rosemont, IL
- EastPack, June 9-11, New York City

## July/August Issue

**Ad closing: June 19**

**Materials due: June 26**

### BONUS DISTRIBUTION:

- PACK EXPO Las Vegas 2009, October 5-7, Las Vegas

## November/December Issue

**Ad closing: October 20**

**Materials due: October 27**

### INCLUDING THE RESOURCE GUIDE

- special section, featuring profiles of contract packaging, services and supplier companies

### BONUS DISTRIBUTION:

- The Resource Guide will be reprinted and distributed at key packaging events throughout 2010

**To reserve ad space, and for more information, contact your sales rep or Jenna Dunnington at 312-222-1010, ext. 150.**

## Resource Guide

Our annual Resource Guide is published as a special section in the November/December issue. Featuring profiles of companies that offer products and services for packaging buyers, *Contract Packaging's* Resource Guide will be overprinted, as a stand-alone resource, and distributed at key trade events throughout 2010. Each Company Profile includes these benefits:



- full page company description
- company statement
- CEO photo and statement
- company logo
- photo of facility or employees or products
- Contract Packaging Association logo for member companies
- bonus distribution throughout 2010

## Generate leads – reach 20,000 professionals in our monthly e-newsletter.



Connect with contract packagers via e-mail in *Contract Packaging's* e-newsletter. Each edition includes a smart mix of contract packaging news, trends and new products and reaches over 20,000 professionals each month. As an advertiser, your company will be the exclusive sponsor of a single edition. Receive up to five ads with images and links, or a single, graphic skyscraper. Comprehensive ad reports include impression and click-through data, as well as detailed contact information about registered visitors who clicked on your ad message. (See sample e-newsletters at [Packworld.com/newsletters](http://Packworld.com/newsletters).)

*Contract Packaging's* e-newsletter is mailed on the second Wednesday of each month. Reservations and materials are due on the 15th of the preceding month. Sponsorships are sold on a first-come, first-served basis.

## Connect with your customers face-to-face at Contract Packaging Forum.



CONTRACT PACKAGING  
FORUM SEPTEMBER 1, 2009

Contract Packaging Forum is an annual educational and networking event, focusing exclusively on contract packaging challenges and solutions, and produced by *Contract Packaging* and *Packaging World* magazines in cooperation with the Contract Packaging Association. This year's event will be held on September 1st in suburban Chicago.

Program content is developed for individuals who purchase, manage or assess the use of contract packaging and related services and materials, as well as contract packaging service providers. Attendees will learn innovative strategies for business success from market leaders as they discuss industry trends and best practices.

Event sponsors receive optimum exposure via print, email and Web site marketing in the months leading up to Contract Packaging Forum. For additional details, visit [www.contractpackagingmag.com/cpf](http://www.contractpackagingmag.com/cpf).



### Contract Packaging Forum Sponsorships

#### Tabletop Value Package \$4000

#### Tabletop Plus Package \$5000

#### Tabletop Premiere Package \$7000

Includes one free registration	●	●	●
One free Company Profile in <i>Contract Packaging's</i> Resource Guide in Nov/Dec 2009 (25,000 circulation)		●	●
One Resource Center ad in <i>Packaging World</i> , to be used in calendar year 2009 (advertise your web site or literature) (84,500 circulation)		●	●
Co-sponsor the opening and closing receptions at Contract Packaging Forum. Your company name featured prominently on reception welcome signs.			●
One free ad in <i>Contract Packaging's</i> December 2009 e-newsletter (20,000+ circulation)			●

## Display Advertising Rates

(Gross prices, per insertion; color included; effective January 1, 2009)

Ad Size	1 insertion	3 insertions
Company Profile	\$ 4140	\$ 3320
Full Page	\$ 4140	\$ 3320
2/3 Page	\$ 3660	\$ 2800
1/2 Page Island	\$ 3320	\$ 2540
1/2 Page	\$ 2760	\$ 2300
1/3 Page	\$ 2080	\$ 1680
1/4 Page	\$ 1600	\$ 1340
Cover Positions .....	10% premium	
Agency Commission* .....	15%	

\*No agency commission on Company Profiles.

**SPECIAL OFFER!** Run 1/2-page ad (or larger) in all three issues and receive a FREE Profile in our annual Resource Guide, published in the November/December 2009 issue.

## E-newsletter Ad Rates

(per edition)

Regular Rate .....	\$ 4220 (3587 net)
Discounted Rate* .....	3500 gross (2975 net)

**Contract Packaging Association (CPA) members receive a 15% discount on advertising.**

\*Companies with a \$10,000 gross minimum annual investment in any combination of Summit Publishing Company print magazines and Web/Electronic advertising qualify for a reduced ad rate.

## Ad Sizes and Production Information

Non-bleed ads	inches wide	deep
Page	7-1/2	10
2/3 page	4-5/8	10
1/2 page island	4-5/8	7-3/4
1/2 page horizontal	7-1/2	4-3/4
1/2 page vertical	3-3/4	10
1/3 page vertical	2-3/8	10
1/3 page square	4-5/8	4-3/4
1/3 page horizontal	7-1/2	3-1/8
1/4 page	3-3/4	4-3/4

  

Full bleed ads	inches wide	deep
Full page live area	7-1/2	10
Full page trim size	8	10-1/2
Full page bleed	8-1/4	10-3/4

  

2/3 page live area	4-5/8	10
2/3 page trim	5-1/8	10-1/2
2/3 page bleed	5-3/8	10-3/4

  

1/2 island live area	4-5/8	7-3/4
1/2 island trim	5-1/8	8-1/4
1/2 island bleed	5-3/8	8-1/2

  

1/2 horizontal live area	7-1/2	4-3/4
1/2 horizontal trim	8	5-1/4
1/2 horizontal bleed	8-1/4	5-1/2

  

1/2 vertical live area	3-3/4	10
1/2 vertical trim	4-1/4	10-1/2
1/2 vertical bleed	4-1/2	10-3/4

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### ADVERTISING SALES

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For information about submitting your ad material or Company Profile text and images, please go to [www.contractpackagingmag.com](http://www.contractpackagingmag.com) or contact Jenna Dunnington at 312-222-1010, ext. 150.

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**Contract Packaging Association**

For more information about the Contract Packaging Association and membership benefits, visit [www.contractpackaging.org](http://www.contractpackaging.org).