

BRAND[®] PACKAGING

ELEVATING PACKAGING IN THE MARKETING MIX

PAGE PEEL

BANNER ADS

SKYSCRAPER ADS

UNWRAPPED BI-MONTHLY E-NEWSLETTER

DIGITAL EDITION





AD TYPE	AD SIZE	ADVERTISER COST	NON-ADVERTISER COST
Homepage			
Top Horizontal Banner	468 x 60 pixels	\$5,990 per year	Not Available
Top Vertical Banner	120 x 240 pixels	\$5,990 per year	Not Available
Skyscraper	120 x 600 pixels	\$12,000 per year	\$1,050 per month
Expandable Skyscraper	120 x 600 pixels (expands to 300 x 600 pixels)	\$12,000 per year	\$2,165 per month
Sponsored Editorial (Ad Within a Feature)	300 x 250 pixels	\$15,000 per year	\$545 per month
Advertising Video	275 x 250 pixels	\$5,000 per year	\$1,945 for 2 weeks
Page Peel	150 x 150 pixels (expands to 600 x 600 pixels)	\$2,400 per month	\$2,165 per month
Over-the-page	120 x 60 pixels resting area (expands to 600 x 400 pixels)	\$16,000 per year	\$1,945 per month
Digital Edition			
Animated Ad			\$150 per month
Advertising Video			\$150 per month
Sustainable Packaging Design Resource Center and Luxury Packaging Design			
Sponsor Button	120 x 60 pixels	\$4,030 per year	\$4,220 per year
Banner	468 x 60 pixels	\$2,970 per year	\$3,300 per year
Skyscraper	120 x 600 pixels	\$660 per month	\$695 per month
White Paper	—		\$350 per month
Learning Center/Career Center Page			
Sponsor Button	120 x 60 pixels	\$3,465 per year	\$3,665 per month
Banner	468 x 60 pixels	\$2,525 per year	\$2,805 per month
Skyscraper	120 x 600 pixels	\$610 per month	\$640 per month
Classified Ad	—	\$350 per month	\$550 per month
White Paper	—		\$350 per month
Design Gallery Book Online Sustainable Design Gallery Book online BRANDPACKAGING SOURCEBOOK — online directory			
Tile Button	125 x 125 pixels	\$4,370 — \$3,005 per year (based on position)	\$4,370 — \$3,005 per year (based on position)
Premium Listing	—	\$425 per year	\$995 per year
Premium Plus Listing	—	\$695 per year	\$1,595 per year
Unwrapped Bi-monthly E-Newsletter [Flash ads not accepted]			
Top Horizontal Banner	468 x 60 pixels	\$5,990 per year	Not Available
Top Vertical Banner	120 x 240 pixels	\$5,990 per year	Not Available
Skyscraper	120 x 600 pixels	\$12,000 per year	\$1,050 per month
Tile Button	125 x 125 pixels	\$525 per month (\$140/wk)	\$550 per month (\$145/wk)
Banner	468 x 60 pixels	\$525 per month (\$140/wk)	\$550 per month (\$145/wk)
Text Ad	6 lines of text	\$735 per month (\$195/wk)	\$770 per month (\$200/wk)
Packaging that Sells Conference Microsite			
Coffee Break Videos		\$3,500 (for advertisers and sponsors)	\$7,000



FILE SIZE:	40k (40,000 bytes) or less – Standard Web ads 80k (80,000 bytes) or less – Rich media ads
ANIMATION:	Within ad units: 30 seconds maximum without being re-initiated by the user. If overlay content: 10 seconds maximum to reach final resting place. 15 seconds maximum for total animation. Floating and expandable ads will only appear once per day per user.
COLORS:	256 colors or less
RESOLUTION:	72 dpi
FILE FORMATS:	JPG, GIF (static or animated) and SWF* (Macromedia Flash, must include .FLA file) No flash files in E-Newsletters
TECHNICAL GUIDELINES:	<p>*All ads should be coded so that click-thrus launch a new browser window using target="_blank".</p> <p>*3rd Party Ad tags are accepted, but if click thru URL is embedded in ad, we cannot guarantee the tracking of those click-thrus.</p> <p>*No ad can prompt the download of a plug-in, and must be coded to search for any required plug-ins and display an alternate ad to those who don't have it.</p> <p>*SWF-FLASH SPECIFICATIONS: -Must be published for Flash plug-in 8 or lower.</p> <ul style="list-style-type: none"> - Must have a clicktag encoded: on (release) { getURL(clickTAG,"_blank"); } - A default gif or jpg must be submitted for visitors without Flash or JavaScript - Client must submit both .swf and .fla files. If modifications to the .fla are necessary, we will ask that you provide either 1) provide all required fonts in Windows TrueType or Type 1 format, or 2) provide details on necessary changes to be made. - Must include a prominent close button available for the entire duration of the animation for any ad which overlays content. - Any sound must be user-initiated by mouse-over or click interaction with an area of the ad clearly labeled with 'sound on' or with appropriate icons such as G clef or speaker. Once turned on, there must be a way to clearly turn off the sound ('sound off' or an appropriate icon).
WHITE PAPER:	4-10 pages, 50 – 200 word synopsis of white paper, category selection, PDF or Word Doc, Company logo (200 pixels wide)
VIDEO:	275 x 250 pixels, 320 x 240 pixels or 640 x 480 pixels, 20MB, Less than 2 minutes, Windows Streaming Media (WMV), Quicktime, Flash Video (SWF), Flash Streaming (FLV)

ADVERTISING CONTACTS

PLEASE CONSULT YOUR BRANDPACKAGING REPRESENTATIVE FOR ADDITIONAL PRICING ON OTHER RICH MEDIA OPTIONS, WEBINARS, HTML EMAIL BLASTS, ETC.

Senna Shehadeh
 Account Sales Manager
 shehadehs@bnpmedia.com
 Tel: 248-786-1604
 Fax: 248-283-6570

Diana Rotman
 Classified Sales Manager
 rotmand@bnpmedia.com
 Tel: 847- 405-4116
 Fax: 847- 405-4100

ONLINE DIRECTORY SALES

Nikki Smith
 Directories Development
 Director
 smithn@bnpmedia.com
 Tel: 248-244-6479

Carolyn Perucca
 Directory Listings Manager
 peruccac@bnpmedia.com
 Tel: 248-244-6474