A Medium To Meet Any Marketing Need

**PRINT** Far-reaching, long-lasting

Print advertising continues to be a great vehicle for establishing brand identity and has the unique ability to connect your brand message to a large audience. PPAI print publications offer various advertising sizes, inserts, editorial sponsorship and bellybands to help you target your audience. Print advertising also includes links in the digital version of *PPB*.

**DIGITAL** Flexible customization with real-time results

Build a strong digital presence for your brand with advertising methods proven to be effective. PPAI’s wide range of digital options includes member-targeted websites such as the industry directory, upic.org, the official sites of The PPAI Expo and Expo East plus digital editions of *PPB* Publications. Digital marketing is the perfect complement to your print campaign.

**SPONSORSHIP** One-on-one communications without the small talk

Event sponsorships have grown into an extremely powerful promotional tool. PPAI offers a vast array of sponsorship opportunities to help place your brand and your message in front of your target audience. Interested in indoor and outdoor advertising spaces at The PPAI Expo? Your options are endless. Perhaps you are interested in a strategic logo placement at the closing ceremony during the PPAI North American Leadership Conference? We have you covered. Sponsorships are a must for brands seeking maximum exposure and clear differentiation from their competition.

**PRODUCT SAFETY** It’s Important!

2017 Advertiser, Exhibitor & Sponsor Requirement

All companies wanting to access the PPAI marketplace through trade-show exhibit space, sponsorships, or advertising must obtain Product Safety Aware (PSA) status prior to the deadline for the event or publication. This free program for both suppliers and distributors is designed to ensure that at least one person at each company possesses a basic understanding of our industry’s compliance obligations. This can be achieved by completing four hours of product safety education. Every two years you must take two additional hours to maintain product safety aware status. There are a few simple ways to obtain the PSA designation, including on-demand webinars.

To learn about the available opportunities to earn credits to obtain your PSA status, contact PPAI’s Professional Development team, education@ppai.org.
Welcome

There are many layers when it comes to creating an effective marketing campaign. PPAI can help your company build the perfect campaign to reach your target audience. Through a mix of print and digital advertising and event sponsorships, you can engage with our audience on multiple levels. Your dedicated account manager can tailor the perfect combination of award-winning media to make sure you reach your goals.

### PRINT MEDIA

**PPB Magazine**
The award-winning publication of PPAI with big-picture solutions. It’s the Association touchpoint and an industry must-read.

### DIGITAL MEDIA

**PC Today**
PPAI daily e-newsletter delivers both practical and enlightening sales and life tips specifically for distributor salespeople.

**PPB Newslink**
The official twice weekly e-newsletter of PPAI, *PPB Newslink* is a critical bridge of communication, reporting industry and global perspectives to its readers.

**Newslink @ Expo**
*Newslink @ Expo* will be the official PPAI source for onsite news, information, recaps of the day’s activities and live photos. All five consecutive issues give you a powerful platform to deliver your message. It’s the ideal forum to promote your booth location, reinforce your brand, build your company’s image, offer show-only specials and promote new products.

**Newslink @ Expo East**
*Newslink @ Expo East* will be the exclusive source for onsite news, information, recaps of the day’s activities and photos. With greater than a 14% open rate, you don’t want to miss out on reaching this engaged audience.

**Publications Website**
PPAI publications website offers visitors an in-depth archive of tools and resources. These virtual libraries are a high-traffic information source.

**PPAI Webinars**
From social media certifications to legislative intel, PPAI webinars are target-rich in content with exclusive advertiser focus. Live and on-demand sessions provide immediate and long-lasting marketing communications.

**SAGE Mobile**
The official show planner for The PPAI Expo & Expo East. Attendees use the app to create walk lists prior to the show, view interactive floor plans, search and sort through exhibitor lists, save notes and pictures and view education schedules.

**UPIC Directory**
The UPIC Directory offers free, easy-to-use, business-building tools. It’s the largest directory portal in the industry.

### EVENTS

**PPAI Expo**
**PPAI Expo East**

### LIVE EVENT SPONSORSHIP

**Education/Conference Sponsorship Opportunities**

### CONTACT US

**Account Managers & Editorial Staff**

For more information contact PPAI • 888.426.7724 • mediasales@ppai.org
Promotional Products Business magazine (PPB) has been engaging readers with award-winning editorial content for more than 40 years. Rated the most useful industry publication, PPB provides notable results for advertisers. Our loyal readers seek out PPB for its unique perspective that captures the essence of today’s successful promotional products professionals.

REACH more than 14,500 industry-leading subscribers monthly
CONNECT with PPAI members and paid subscribers
ENGAGE readers with an ad that stands out — a 60% editorial to advertising ratio will ensure your ad gets noticed.

Advertisers must obtain Product Safety Aware status prior to the listed material deadline.

96.9% of PPB readers are the primary decision maker or recommend/have influence on the products/services purchased.

94.1% rank PPB No.1 for usefulness*

90.8% rank PPB No.1 for overall quality of content**

88.2% rank PPB No.1 for credibility and integrity

Ask your Account Manager about advertorial opportunities.

All rates are net

<table>
<thead>
<tr>
<th></th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$4,500</td>
<td>$4,350</td>
<td>$3,950</td>
<td>$3,550</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$2,700</td>
<td>$2,600</td>
<td>$2,350</td>
<td>$2,100</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$1,800</td>
<td>$1,700</td>
<td>$1,550</td>
<td>$1,400</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$950</td>
<td>$900</td>
<td>$850</td>
<td>$750</td>
</tr>
<tr>
<td>Inside Front</td>
<td>$5,150</td>
<td>$5,000</td>
<td>$4,800</td>
<td>$4,550</td>
</tr>
<tr>
<td>Inside Back</td>
<td>$4,950</td>
<td>$4,750</td>
<td>$4,600</td>
<td>$4,350</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$5,850</td>
<td>$5,600</td>
<td>$5,450</td>
<td>$5,160</td>
</tr>
</tbody>
</table>

* Add 20% to all prices for nonmembers.

- Guaranteed premium placement (excluding covers): Add 10%
- Bellybands and gatefolds are custom quoted based on market prices
- Maximum acceptable insert weight is 80# text. Inserts exceeding this will receive a surcharge and be placed at the back of the publication
- Polybag Ride-Along: Call for rates.
  (Must meet postage requirements to qualify for ride-along rates)

* Using somewhat useful—very useful  ** Using average—excellent †Percent who spent 15 minutes or more reading

Research Data Sources: 2016 PPB Reader Survey. BPA 2015 audit statement (available online at pubs.ppai.org) and publisher’s own data.
<table>
<thead>
<tr>
<th>Month</th>
<th>Feature</th>
<th>Eye On Apparel</th>
<th>Editor's Picks</th>
<th>Market To Market</th>
</tr>
</thead>
<tbody>
<tr>
<td>JAN</td>
<td>The PPAI Expo Issue</td>
<td>Inclement Weather</td>
<td>Bags and Luggage</td>
<td>First Responders</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Ad Space: 11/29/16</td>
<td>Ad Materials: 12/1/16</td>
<td></td>
</tr>
<tr>
<td>FEB</td>
<td>The Gift Issue</td>
<td>Accessories</td>
<td>Corporate Gifts</td>
<td>Elder Care</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Ad Space: 1/4/17</td>
<td>Ad Materials: 1/6/17</td>
<td></td>
</tr>
<tr>
<td>MAR</td>
<td>Best Of The PPAI Expo</td>
<td>Best of Expo</td>
<td>Best of the PPAI EXPO</td>
<td>Museums</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Ad Space: 1/31/17</td>
<td>Ad Materials: 2/2/17</td>
<td>NBM Arlington, TX</td>
</tr>
<tr>
<td>APR</td>
<td>PPB Best Multi-Line Reps</td>
<td>Country Club Sports Attire</td>
<td>Outdoor Recreation</td>
<td>Associations/Professional Organizations</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Ad Space: 2/27/17</td>
<td>Ad Materials: 3/1/17</td>
<td></td>
</tr>
<tr>
<td>MAY</td>
<td>The Technology Issue</td>
<td>Wearable Tech</td>
<td>Tech Products</td>
<td>Education Training</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Ad Space: 3/31/17</td>
<td>Ad Materials: 4/3/17</td>
<td></td>
</tr>
<tr>
<td>JUN</td>
<td>PPB Greatest Companies To Work For</td>
<td>Fleece</td>
<td>Housewares</td>
<td>Law Enforcement/Security</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Ad Space: 5/1/17</td>
<td>Ad Materials: 5/3/17</td>
<td></td>
</tr>
<tr>
<td>JUL</td>
<td>Annual Industry Sales Report</td>
<td>Spirit Wear</td>
<td>Automotive Accessories</td>
<td>Fitness and Nutrition</td>
</tr>
<tr>
<td>AUG</td>
<td>Time Products Issue</td>
<td>Headwear</td>
<td>Timekeeping Tools</td>
<td>Financial Industry</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Ad Space: 6/30/17</td>
<td>Ad Materials: 7/5/17</td>
<td></td>
</tr>
<tr>
<td>SEP</td>
<td>PPB Rising Stars</td>
<td>Menswear</td>
<td>Pens and Paper</td>
<td>Trade Shows</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Ad Space: 8/7/17</td>
<td>Ad Materials: 8/9/17</td>
<td></td>
</tr>
<tr>
<td>OCT</td>
<td>PPB Best Bosses</td>
<td>Performance Fabrics</td>
<td>Personal Care</td>
<td>Retail</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Ad Space: 8/29/17</td>
<td>Ad Materials: 8/31/17</td>
<td></td>
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<tr>
<td>NOV</td>
<td>Made In The USA</td>
<td>Made in the USA</td>
<td>Made in the USA</td>
<td>Club/Youth Sports</td>
</tr>
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<td></td>
<td>PPB Service Superheroes</td>
<td>Ad Space: 10/2/17</td>
<td>Ad Materials: 10/4/17</td>
<td></td>
</tr>
<tr>
<td>DEC</td>
<td>PPB Powerful Partners</td>
<td>T-shirts</td>
<td>Pets</td>
<td>Marketing/Advertising</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Ad Space: 10/27/17</td>
<td>Ad Materials: 10/30/17</td>
<td></td>
</tr>
</tbody>
</table>
## PPB 2017 ADVERTISING SPECS

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>LIVE (WIDTH X HEIGHT)</th>
<th>TRIM (WIDTH X HEIGHT)</th>
<th>BLEED (WIDTH X HEIGHT)</th>
<th>ADDITIONAL INFO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two Page Spread</td>
<td>15.75” x 10.875”</td>
<td>16.75” x 10.875”</td>
<td>17.25” x 11.125”</td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>7.375” x 9.875”</td>
<td>8.375” x 10.875”</td>
<td>8.625” x 11.125”</td>
<td></td>
</tr>
<tr>
<td>Horizontal Half Page</td>
<td>7.125” x 4.75”</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vertical Half Page</td>
<td>4.625” x 7.25”</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Third Page Square</td>
<td>4.625” x 4.75”</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vertical Third Page</td>
<td>2.25” x 9.75”</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vertical Sixth Page</td>
<td>2.25” x 4.75”</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inserts</td>
<td>7.875” x 10.375”</td>
<td>8.625” x 11.125”</td>
<td></td>
<td>Allow 0.125” on left side for binding into the magazine and 0.125” at the top edge. Inserts jog to the bottom in production.</td>
</tr>
</tbody>
</table>

**File Format:** Hi-res PDF or EPS files. All fonts outlined. No RGB colors.

**All artwork must include PPAI number and/or UPIC number**

**Gutter Safety Zone:** Allow 0.5” on each side of gutter, 1” total gutter safety.

**Safety:** Keep all LIVE matter, not intended to trim, 0.5” from TRIM edges.

PDF templates available online: pubs.ppai.org/advertise/

**SUBMISSION INSTRUCTIONS**

- Visit: Dropbox.com  
  - Login: mediasales@ppai.org  
  - Password: PPBMAGAZINE  
- File name needs to be labeled as CompanyName_PPBMAGAZINE  
- Click the upload icon and load the file  
- Once the file has loaded hit the share button and send a notification to LydiaG@ppai.org  

**ARTWORK DEADLINE:** See material deadlines on previous page for specific dates.

**SPECIAL POSITION:** Advertiser must run a minimum of six times to be eligible for premium positions in PPB. Position requests other than premium positions cannot be guaranteed. Ask your account manager about availability and pricing.

**BLEED:** Available on full or two-page spreads only (no additional charge for bleed).

**INSERTS:** Must be pre-printed and supplied by advertiser. Special rates available for more than four-page format such as mini-catalogs and brochures. Maximum acceptable insert weight is 80# text. Inserts exceeding this will receive a surcharge and be placed at the back of the publication. Contact an account manager for more information.

**INSERT QUANTITIES:** January issue: 17,000 All other issues: 16,000. Call for additional insert sizes, rates and polybag information.

**PRODUCTION CHARGES:** Advertiser will be billed for any reworking of ad materials requiring additional steps.

**SHORT RATES AND REBATES:** Advertiser will be short rated, if within a 12-month period from the date of the first insertion, the amount of space upon which billings have been based has not been used. Advertisers will receive a rebate if, within 12 months from the date of the first insertion, they have used additional space to allow a lower rate than originally billed.

**INSERTION ORDERS AND CANCELLATION:** A signed insertion order with PPAI Publications is a legally binding contract and is subject to the terms and penalties stated on the insertion order. Notice of cancellation of scheduled advertising must be received in writing 30 days prior to the space deadline listed in the media kit. Advertisers will be billed if cancellation is received after this date.

**GENERAL POLICY:** All copy is subject to approval. Publisher reserves the right to reject or cancel any advertisement for any reason at any time. Advertisers and advertising agencies assume liability for all content of advertisements printed and assume responsibility for any claims which may arise against publisher for their advertising.

**PAYMENT TERMS:** Invoices are due and payable upon receipt and are considered past due after 30 days. Nonmembers and non-credit qualified PPAI members must pre-pay for their advertising.
**Promotional Consultant Today (PCT)** is PPAI’s daily e-newsletter, offering an unmatched method to directly reach the inbox of more than 63,000 distributor salespeople.

### Reader Behavior

- **88%** of readers have taken an action as a result of an ad. Most common action is visiting an advertiser’s website.
- **96.5%** of readers are involved in selecting suppliers and purchasing products.
- **97.4%** of readers rate PCT as useful in their work.
- **98%** of readers rate the quality of content as good, very good or excellent.

**Research data sources**: 2016 PCT Readership Survey conducted by independent research company Express Evaluations and from publisher’s own data.

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### Advertiser Benefits

- **Reach** more than 63,000 daily
- **Connect** with distributor sales people and industry decision makers
- **Engage** the audience with a large, exclusive ad. This placement is designed to provide your company with maximum exposure

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### Promotional Consultant Today READER PROFILE:

- **Total Readership**: 125,000—1.98 readers per issue
- **Frequency**: Monday through Friday except major holidays
- **Average Open Rate**: 12%

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<table>
<thead>
<tr>
<th>Exclusive Ad 575 x 375 px</th>
<th>1X</th>
<th>5X</th>
<th>15X</th>
<th>30X</th>
<th>60X</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$400</td>
<td>$390</td>
<td>$375</td>
<td>$350</td>
<td>$300</td>
</tr>
</tbody>
</table>

*Add 20% to all prices for nonmembers.*

**NOTE**: Ads can also run across consecutive weeks over a month-long period. Extended frequency rates also available.

**SCHEDULE EXCLUDES HOLIDAYS**: Christmas Eve, Christmas Day, New Year’s Eve, New Year’s Day, Memorial Day, July 4, Labor Day, Thanksgiving and the Friday after Thanksgiving.

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### Ad Specifications

<table>
<thead>
<tr>
<th>AD DIMENSIONS (WIDTH X HEIGHT)</th>
<th>ARTWORK DEADLINE</th>
<th>SUBMISSION INSTRUCTIONS</th>
<th>FORMAT AND ADDITIONAL INFORMATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>575 x 375 pixels</td>
<td>One business week prior to run date</td>
<td>E-mail to <a href="mailto:mediasales@ppai.org">mediasales@ppai.org</a> and include URL link and email address.</td>
<td>File Format: jpeg or html; size should not exceed 100K.</td>
</tr>
</tbody>
</table>

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For more information contact PPAI • 888.426.7724 • mediasales@ppai.org
**AT A GLANCE**

**REACH** more than 40,000 twice weekly (Tuesday & Thursday)

**CONNECT** with PPAI members and requested subscribers

**ENGAGE** the audience wanting to know more. PPB Newslink has one of the highest open rates for industry e-news at more than 15%, average 2.05 readers per email (82,000 total)

*PPB Newslink* is the official news authority for PPAI and the promotional products industry. *PPB Newslink* reports twice weekly on industry news, business news, trends affecting the industry, company and personnel changes, PPAI and regional association initiatives, legislative issues, global perspective and more.

Advertisers must obtain Product Safety Aware status prior to the listed material deadline.

<table>
<thead>
<tr>
<th>Premium Banner Ad (PB)</th>
<th>$800</th>
<th>$750</th>
<th>$650</th>
<th>$500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vertical Banner Ad (VB)</td>
<td>$600</td>
<td>$540</td>
<td>$450</td>
<td>$360</td>
</tr>
<tr>
<td>Button Ad (BA)</td>
<td>$400</td>
<td>$360</td>
<td>$320</td>
<td>$240</td>
</tr>
<tr>
<td>Sponsored Content</td>
<td>$1000</td>
<td>$950</td>
<td>$800</td>
<td>$700</td>
</tr>
</tbody>
</table>

* Add 20% to all prices for nonmembers.

**PPB Newslink**

**DIGITAL MEDIA**

**Newslink**

The Promotional Products Industry's Trusted News Source

**PPB Newslink**

**REACH** more than 40,000 twice weekly (Tuesday & Thursday)

**CONNECT** with PPAI members and requested subscribers

**ENGAGE** the audience wanting to know more. *PPB Newslink* has one of the highest open rates for industry e-news at more than 15%, average 2.05 readers per email (82,000 total)

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Advertisers must obtain Product Safety Aware status prior to the listed material deadline.

<table>
<thead>
<tr>
<th>Premium Banner Ad (PB): 662 x 102 px</th>
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</thead>
<tbody>
<tr>
<td>Vertical Banner Ad (VB): 150 x 300 px</td>
</tr>
<tr>
<td>Button Ad (BA): 150 x 150 px</td>
</tr>
</tbody>
</table>

**PPB Newslink**

**BREAKING NEWS**

Through **PPB Newslink Breaking News**, PPAI reports breaking industry news as it happens to PPAI members and others in the industry. Be the exclusive advertisement in this must-read industry alert.

**AD DIMENSIONS**

<table>
<thead>
<tr>
<th>Format and Additional Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>File Format: jpeg, html or gif file; size should not exceed 100K. If submitting an animated gif, the file should not exceed 20K. Flash animated files are not accepted.</td>
</tr>
</tbody>
</table>
REACH more than 90,000
CONNECT with show attendees, PPAI members and subscribers
ENGAGE your brand with a captive audience during the largest industry trade show.

PPB Newslink is heading to Expo in 2017 to bring you Newslink@Expo, the official source for on-site news, information, recaps of the day's activities. Reach more than 90,000 industry professionals with five special editions during The PPAI Expo.

REACH more than 45,000
CONNECT with show attendees, PPAI members and subscribers
ENGAGE your brand with a captive audience during Expo East.

The most trusted newsweekly of the promotional products industry is heading to Expo East in 2017. Reach more than 40,000 trade show attendees with three special edition issues during Expo East.
ppai.org/pubs

REACH more than 6,200 unique visitors per month with 21,000 page views
CONNECT with active information seekers
ENGAGE with the industry’s most education-driven professionals

The PPAI Publications website continues to have some of the highest click rates among PPAI web pages. This means that not only does our audience keep coming back for more; they enjoy engaging with our quality content. Our audience’s personal connection to our content sets us apart and can work wonders for your company.

Advertisers must obtain Product Safety Aware status prior to the listed material deadline.

<table>
<thead>
<tr>
<th>AD DIMENSIONS</th>
<th>ARTWORK DEADLINE</th>
<th>SUBMISSION INSTRUCTIONS</th>
<th>FORMAT AND ADDITIONAL INFORMATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skyscraper (S): 182 x 546 pixels</td>
<td>Two business days prior to run date</td>
<td>E-mail to <a href="mailto:mediasales@ppai.org">mediasales@ppai.org</a> Include URL link.</td>
<td>File Format: jpeg, html or gif file; size should not exceed 20K. Flash animated files are not accepted.</td>
</tr>
<tr>
<td>Vertical Banner (VB): 182 x 364 pixels</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Button (BA): 182 x 182 pixels</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Add 20% to all prices for nonmembers.
WEBINAR SPONSORSHIPS

REACH committed industry professionals
CONNECT on their schedule
ENGAGE through real-time opportunities

Professional Development webinar sponsorships are an excellent and cost-effective option to reach a tech-savvy new audience. Additionally, live webinars are published online providing up to 12 months of incremental sponsorship exposure. It’s a win-win.

- Wide range of live-streaming education sessions
- Average of four live webinars per month
- 17,000 online education registrations per year
- 56 minutes - Average view time per person / per session
- Webinars are archived online for up to 12 months
- View live and on-demand webinars at: www.ppai.org/education

Advertisers must obtain Product Safety Aware status prior to the listed material deadline.

PPAI WEBINAR SPONSORSHIP $500/WEBINAR

- Receive recognition in all promotions of sponsored webinar
- Receive Recognition at the beginning and end of the webinar

PROVIDE AND SPONSOR EDUCATION WEBINAR $2,000/WEBINAR

- Receive recognition in all promotions of sponsored webinar
- Receive Recognition at the beginning and end of the webinar
- Provide webinar – must receive PPAI approval
- Sponsor’s Presenter must agree to PPAI’s Presenter Agreement

For more information contact PPAI • 888.426.7724 • mediasales@ppai.org
At a Glance

For more information contact PPAI • 888.426.7724 • mediasales@ppai.org

Reach the audience with animated advertising

Connect with distributor salespeople and industry decision makers

Engage 26,000 industry suppliers and promotional consultants

UPIC.org offers easy-to-use business-building tools to more than 26,000 distributors and suppliers. The site’s wealth of information helps you connect with both salespeople and decision makers all in one place. Showcase your company by using digital ads and enhanced listings to gain a competitive edge. It’s quick and easy and will get you noticed.

Advertisers must obtain Product Safety Aware status prior to the listed material deadline.

Ad Dimensions (Width x Height)  Artwork Deadline  Submission Instructions  Format and Additional Information

Horizontal Banner: 470 x 72 pixels  Ongoing  E-mail to mediasales@ppai.org include URL link.  File Format: jpeg, html or gif file

Size should not exceed 20K.

Button: 182 x 182 pixels

Ad Films are run-of-site position

Advertisers must obtain Product Safety Aware status prior to the listed material deadline.

** Reach a captive attendee audience during The PPAI Expo & Expo East

** Connect with distributors using the official show app of The PPAI Expo & Expo East

** Engage your brand with the audience and drive traffic to your booth.

SAGE Mobile is the official show planner for The PPAI Expo & Expo East. Attendees use the app to create walk lists prior to the show, view interactive floor plans, search and sort through exhibitor lists, save notes and pictures and view education schedules. A great opportunity to promote your presence at the show.

Exhibitor Uplugged Listing $200 EACH

- Highlight your company listing to catch attendees’ attention as they browse the exhibitor list
- Your company name and booth will be bold and shaded in the online Exhibitor Directory.

Featured Exhibitor $650 EACH

- Company list rotates on the home page of The PPAI
- Listed in the Special Featured section for The PPAI
- Includes Upgraded Listing

Product Category Buyout $200 EACH

- Company will be listed at the top of any product search
- One company per product category.

Exclusive Sponsor $5,000 EACH

- Company logo will be displayed on the main trade show page
- Includes featured Exhibitor ($650 value)
Imagine a place where your company’s message is seen by the largest gathering of promotional products distributors anywhere. That place is real and it’s called The PPAI Expo. Get your message in front of more than 11,500 of the industry’s top salespeople with sponsorships, on-site promotion or in one of the event’s digital and print publications.

**EXCLUSIVE PRODUCT SPONSORSHIP**

- Depending on the product being sponsored, your exclusive product will be distributed by PPAI in the product distribution bins in the lobby on level 1. Some exclusive product sponsor products are distributed in other areas.
- Sponsors are permitted to place their logo and messaging, with PPAI approval, on the product to be distributed

**REGISTRATION SPONSORSHIP (EXCLUSIVE)**

- Sponsor’s logo or advertisement will be on all registration confirmations sent via email to all registered attendees and exhibitors

**FREESTANDING GRAPHIC PANEL**

- One single-sided 4’ x 8’ graphic panel for your advertisement
- Placement of the panel(s) will be in the level 1 lobby as determined by PPAI

Live Event Sponsorships and Product Sponsorships are available for all events. The opportunities available range from $1,000 to $10,000.

Contact your Account Manager for more details. See page 14
SHOW SPONSORSHIP OPPORTUNITIES

REACH the largest industry show in the Northeast

CONNECT June 12-14, 2017

ENGAGE at the Atlantic City Convention Center in Atlantic City, NJ

Expo East returns to June in 2017. The largest promotional products event in the Northeast gives suppliers unprecedented access to this lucrative market. PPAI’s partnership with SAAGNY and five other regional associations draws distributors from throughout the region.

Live Event Sponsorships and Product Sponsorships are available for all events. The opportunities available range from $1,000 to $10,000.

Contact your Account Manager for more details.

EXCLUSIVE PRODUCT SPONSORSHIP*

$4,000

- Depending on the product being sponsored, your exclusive product will be distributed by PPAI in the product distribution bins in the lobby. Some exclusive product sponsor products are distributed in other areas.
- Exhibitors are permitted to place their logo and messaging, with PPAI approval, on the product to be distributed.

REGISTRATION CONFIRMATION (EXCLUSIVE)

$2,000

- Sponsor’s logo or advertisement will be on all registration confirmations sent via email to all registered attendees and exhibitors.

FREESTANDING GRAPHIC PANEL

$1,000 EACH

- One single-sided 4’ x 8’ graphic panel for your advertisement.
- Placement of the panel(s) will be in the level 1 lobby as determined by PPAI.
Live Event Sponsorships and Product Sponsorships are available for all events. Available opportunities range from $1,000-$10,000. Contact your Account Manager for more details.

**PPAI Women’s Leadership Conference**

**JUNE 26-28, 2017 • SCOTTSDALE, AZ**

**ATTENDANCE:** 150-175

**AUDIENCE:** Promotional products businesswomen who seek to advance their education & career

For more than 10 years, the PPAI Women’s Leadership Conference (WLC) has played a pivotal role in challenging professional women who share a common vision to achieve greater success.

**PPAI North American Leadership Conference**

**AUGUST 13-15, 2017 • AUSTIN, TX**

**ATTENDANCE:** 150

**AUDIENCE:** Industry executives and their senior managers, decision makers and emerging leaders

PPAI’s North American Leadership Conference (NALC) is the singular event for industry leaders who invest in their professional and personal development and want to gain a competitive edge for their business.

**PPAI Technology Summit**

**AUGUST 16-17, 2017 • AUSTIN, TX**

**ATTENDANCE:** 100-125

**AUDIENCE:** IT professionals, decision makers and executives responsible for their organizations’ technology environment

The PPAI Technology Summit brings technology leaders from the promotional products industry together and focus on how various technologies are affecting and being applied within the industry.

**PPAI Product Responsibility Summit**

**FALL 2017 • LOCATION TBD**

**ATTENDANCE:** 150-200

**AUDIENCE:** Industry executives, decision makers and compliance experts

The PPAI Product Responsibility Summit is full of education focused on the most pressing product responsibility issues, as well as the business implications, challenges and opportunities associated with compliance. Facilitated by industry thought leaders and representatives from product safety labs and subject matter experts, this eye opening event explores the latest developments, as well as best practices.

**PPAI Leadership Development Workshop**

**FALL 2017 • GRAPEVINE, TX**

**ATTENDANCE:** 150-165

**AUDIENCE:** Regional Association Board Members, PPAI Volunteers, PPAI Board Members

Call for details.

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PPAI—the promotional products industry’s only international not-for-profit trade association—offers education, trade-shows, business products and services, mentoring, technology and legislative support to its more than 14,000 global members. Promotional products are a $20 billion industry and include wearables, writing instruments, calendars, drinkware and many other items, usually imprinted with a company’s name, logo or message.