MEDIA KIT 2019

RIGHT AUDIENCE
RIGHT MESSAGE
RIGHT TIME

PROMOTIONAL PRODUCTS ASSOCIATION INTERNATIONAL
ppai.org
Welcome

There are many layers when it comes to creating effective advertising and marketing campaigns. 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 your target audience on multiple levels. Your dedicated account manager can tailor the perfect combination of award-winning media to help you reach your goals.

PPB Magazine

PPB, the award-winning PPAI publication, features unique insights, the latest industry trends and big-picture solutions to the challenges faced by the world of promotional products. That’s why it’s the most respected magazine in the entire industry. Simply put, it’s a must read for 32,000 industry professionals every month. While some magazines favor ad sales over quality content, advertisers love PPB for its 60/40 editorial to advertising ratio. It guarantees their ads will stand out.

Recent PPB Awards:
• International 2017 Platinum MarCom Award
• Silver ProAd award from the Business Marketing Association
• FOLIO award BtoB overall design (honorable mention)
• Award of Distinction in the Academy of Interactive and Visual Arts (AIVA) 2018 Communicator Award

Promotional Consultant Today

PPAI’s daily enewsletter delivers practical, enlightening sales and life tips targeted specifically to distributor salespeople. With more than 60,000 subscribers, PCT is the perfect place to promote new products.

PPB Newslink

PPAI’s enewsletter, PPB Newslink, reports industry and global perspectives to 56,000 industry professionals twice a week. Special editions during The PPAI Expo and Expo East make it the definitive source of up-to-date industry information.

PPA Media Website

The redesigned PPAI Media website (pubs.ppai.org) hosts the latest issues of its magazine and newsletters, plus an archive of tools, resources and industry news in a clean, fresh design. Ads placed on the site are seen by a parade of industry information seekers.

PPAI Webinars

From social media to legislative intel, PPAI webinars cover vital content and provide exclusive advertiser exposure. Live and on-demand sessions become immediate and long-lasting marketing opportunities.

Industry Directory

PPAI’s Industry Directory offers free, easy-to-use business-building tools. It’s the largest directory portal in the industry and the perfect place to highlight your brand.

SAGE Mobile

Attendees use the official show planner of The PPAI Expo and Expo East to get up-to-the-minute show information while at the event. Advertisers use the app to maximize ROI by driving traffic to their booths.

Live Events

From industry icons like The PPAI Expo and Expo East, to highly targeted events like the North American Leadership Conference and the Product Responsibility Summit, PPAI Live Events offer the right locale for your marketing efforts.

Product Safety. It’s Important!

2019 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 through on-demand webinars.

To learn about the available opportunities to earn credits toward your PSA status, contact PPAI’s Professional Development team, education@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 by readers, 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.

Print Media

Right Audience
Reach more than 16,000 industry-leading subscribers monthly

Right Message
Connect with PPAI members and paid subscribers

Right Time
Engage a 60/40 editorial-to-advertising ratio ensures your ad gets noticed.

98.1% of PPB readers are the primary decision maker or recommend/have influence on the products and/or services purchased.

97.8% rank PPB No.1 for quality*

86% of PPB readers have taken an action as a result of an ad in PPB.

* Among leading publications using good to excellent Research Data Sources: 2017 PPB Readership Study

Ask your Account Manager about sponsored content opportunities.

<table>
<thead>
<tr>
<th>Net Rates</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>$4,450</td>
<td>$5,160</td>
</tr>
</tbody>
</table>

* Add 20% to all prices for PPAI Associates and 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.)
## PPB Editorial Calendar

<table>
<thead>
<tr>
<th>Month</th>
<th>Feature</th>
<th>Eye On Apparel</th>
<th>Market To Market</th>
<th>Editor's Picks</th>
<th>Ad Space Deadline</th>
<th>Material Deadline</th>
<th>Bonus Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td><strong>Top Awards</strong></td>
<td>Golf Apparel</td>
<td>Shipping &amp; Transportation</td>
<td>Health Products</td>
<td>11/28/18</td>
<td>11/30/18</td>
<td>PPAI Expo, Las Vegas, NV, ISS Long Beach, CA</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>PPC TOPS+ Montreal</td>
</tr>
<tr>
<td>February</td>
<td><strong>Social Media</strong></td>
<td>Vintage Wear</td>
<td>Fairs &amp; Festivals</td>
<td>Treats &amp; Edibles</td>
<td>1/4/19</td>
<td>1/7/19</td>
<td>TOPS+ Toronto, Vancouver and Calgary / APA Las</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Vegas</td>
</tr>
<tr>
<td>March</td>
<td><strong>Best of Expo Issue</strong></td>
<td>Best Of Expo</td>
<td>Tourism</td>
<td>Best Of Expo</td>
<td>1/31/19</td>
<td>2/1/19</td>
<td>NBM, Irving, TX</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>ISS Atlantic City, NJ</td>
</tr>
<tr>
<td>April</td>
<td><strong>Best Multi-Line Reps</strong></td>
<td>Spiritwear</td>
<td>Colleges &amp; Universities</td>
<td>Tailgating</td>
<td>2/28/19</td>
<td>3/1/19</td>
<td>NBM, Sacramento, CA</td>
</tr>
<tr>
<td>May</td>
<td><strong>Annual Sales Volume Study</strong></td>
<td>Color Trends</td>
<td>Manufacturing</td>
<td>Calendars</td>
<td>3/29/19</td>
<td>4/1/19</td>
<td>NBM, Milwaukee, WI</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>July</td>
<td><strong>Time-Saving Ideas</strong></td>
<td>Snuggle Up</td>
<td>Associations &amp; Professional Societies</td>
<td>Bags</td>
<td>5/31/19</td>
<td>6/3/19</td>
<td>NBM, Secaucus, NJ</td>
</tr>
<tr>
<td>August</td>
<td><strong>Next Gen Companies</strong></td>
<td>Alternative Fabrics</td>
<td>The Gaming Industry</td>
<td>Desk &amp; Office</td>
<td>6/28/19</td>
<td>7/3/19</td>
<td>NBM, Long Beach, CA SAGE Show, Irving, TX</td>
</tr>
<tr>
<td>September</td>
<td><strong>Rising Stars</strong></td>
<td>Premium Wear</td>
<td>Insurance</td>
<td>Premium Products</td>
<td>7/31/19</td>
<td>8/2/19</td>
<td>NBM, Columbus, OH PPC TOPS+ Montreal</td>
</tr>
<tr>
<td>October</td>
<td><strong>Annual Tech Issue</strong></td>
<td>Wearable Tech</td>
<td>Technology</td>
<td>Tech Products</td>
<td>8/30/19</td>
<td>9/4/19</td>
<td>NBM, Denver, CO</td>
</tr>
<tr>
<td>November</td>
<td><strong>Service Superheroes</strong></td>
<td>Activewear</td>
<td>Financial Services</td>
<td>Drinkware</td>
<td>9/27/19</td>
<td>10/1/19</td>
<td>NBM, Charlotte, NC</td>
</tr>
<tr>
<td>December</td>
<td><strong>Annual Eco Issue</strong></td>
<td>Eco-Friendly Apparel</td>
<td>Energy</td>
<td>Eco-Friendly Products</td>
<td>10/30/19</td>
<td>11/1/19</td>
<td></td>
</tr>
</tbody>
</table>

For more information contact PPAI • 888.426.7724 • mediasales@ppai.org
# PPB 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>File Format: Hi-res PDF or EPS files. All fonts outlined. No RGB colors.</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>All artwork must include PPAI member number, UPIC number and/or PPAI Associate number</td>
</tr>
<tr>
<td>Horizontal Half Page</td>
<td>7.125” x 4.75”</td>
<td></td>
<td></td>
<td>Gutter Safety Zone: Allow 0.5” on each side of gutter, 1” total gutter safety.</td>
</tr>
<tr>
<td>Vertical Half Page</td>
<td>4.625” x 7.25”</td>
<td></td>
<td></td>
<td>Safety: Keep all LIVE matter, not intended to trim, 0.5” from TRIM edges.</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>

Submission Instructions

Visit: Dropbox.com Login: mediasales@ppai.org Password: PPBMAGAZINE

- File name needs to be labeled as CompanyName_PPB_MMYY
- 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

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

**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: 18,000. All other issues: 17,000. 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 Media 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. PPAI Associates and nonmembers and non-credit qualified PPAI members must pre-pay for their advertising.

**PSA DEADLINE:** Advertisers must be Product Safety Aware before the listed material deadline.
Digital Media

Right Audience
Reach more than 60,000 daily

Right Message
Connect with distributor salespeople and industry decision makers

Right Time
Engage the audience with a large, exclusive ad in the center of the desired content

Promotional Consultant Today (PCT) is PPAI’s daily enewsletter, offering an unmatched method to directly reach the inbox of more than 60,000 distributor salespeople, and industry decision makers.

Promotional Consultant Today Reader Profile:

- **Total Readership:** 112,800—1.98 readers per email
- **Frequency:** Monday through Friday except major holidays
- **Average Open Rate:** 17%

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.

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.

Ad Dimensions

- **575 x 375 pixels**

Artwork Deadline

- One business week prior to run date

Submission Instructions

- Email to mediasales@ppai.org and include URL link and email address.

Format And Additional Information

- File Format: jpeg or html; size should not exceed 100K.

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

Right Audience
Reach more than 56,000 twice weekly (Tuesday & Thursday)

Right Message
Connect with PPAI members and requested subscribers

Right Time
Engage an audience wanting to know more. PPB Newslink has one of the highest open rates for industry e-news at 17%, average of 2.05 readers per email (112,000 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.

<table>
<thead>
<tr>
<th>PPB Newslink</th>
<th>1X</th>
<th>5X</th>
<th>15X</th>
<th>30X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium Banner Ad (PB)</td>
<td>$800</td>
<td>$750</td>
<td>$650</td>
<td>$500</td>
</tr>
<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 PPAI Associates and nonmembers

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.

<table>
<thead>
<tr>
<th>PPB Newslink Breaking News</th>
<th>1X</th>
<th>5X</th>
<th>15X</th>
<th>30X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium Banner Ad</td>
<td>$800</td>
<td>$750</td>
<td>$650</td>
<td>$500</td>
</tr>
</tbody>
</table>

*Add 20% to all prices for PPAI Associates and nonmembers

For more information contact PPAI • 888.426.7724 • mediasales@ppai.org
**Right Audience**
Reach more than 61,000

**Right Message**
Connect with show attendees, PPAI members and subscribers

**Right Time**
Promote your brand to a captive audience during the industry's largest trade show.

**PPB Newslink** is heading to Expo in 2019 to bring you Newslink@Expo, the official source for on-site news, information and recaps of the day's activities. Reach more than 61,000 industry professionals with five special editions during The PPAI Expo.

---

**Right Audience**
Reach more than 56,000

**Right Message**
Connect with show attendees, PPAI members and subscribers

**Right Time**
Engage your brand with a captive audience during Expo East.

The most trusted news weekly in the promotional products industry is heading to Expo East in 2019. Reach more than 56,000 with three special-edition issues during Expo East.

---

<table>
<thead>
<tr>
<th><strong>PPB Newslink at EXPO</strong></th>
<th>1X</th>
<th>5X</th>
<th>15X</th>
<th>30X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium Banner Ad (PB)</td>
<td>$800</td>
<td>$750</td>
<td>$650</td>
<td>$500</td>
</tr>
<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 PPAI Associates and nonmembers

---

<table>
<thead>
<tr>
<th><strong>Ad Dimensions (width x height)</strong></th>
<th><strong>Artwork Deadline</strong></th>
<th><strong>Submission Instructions</strong></th>
<th><strong>Format And Additional Information</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium Banner Ad 662 x 102 pixels</td>
<td>One business week prior to run date.</td>
<td>Email to <a href="mailto:mediasales@ppai.org">mediasales@ppai.org</a> and include URL link and email address.</td>
<td><strong>File Format:</strong> jpeg 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>
<tr>
<td>Vertical Banner Ad 150 x 300 pixels</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Button Ad 150 x 150 pixels</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

Right Audience
Reach more than 6,200 unique visitors per month with 21,000 page views

Right Message
Connect with active information seekers

Right Time
Engage with an audience actively looking for information

The PPAI Media 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, but 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.

---

Ad Dimensions
(width x height)

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Dimensions</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Banner (TB)</td>
<td>797 x 108 px</td>
<td>$650</td>
<td>$585</td>
<td>$465</td>
<td>$285</td>
</tr>
<tr>
<td>Landscape Ad (LA)</td>
<td>277 x 546 px</td>
<td>$575</td>
<td>$515</td>
<td>$405</td>
<td>$255</td>
</tr>
<tr>
<td>Vertical Banner (VB)</td>
<td>410 x 293 px</td>
<td>$500</td>
<td>$450</td>
<td>$350</td>
<td>$220</td>
</tr>
<tr>
<td>Button (BA)</td>
<td>277 x 277 px</td>
<td>$450</td>
<td>$405</td>
<td>$320</td>
<td>$200</td>
</tr>
</tbody>
</table>

*Add 20% to all prices for PPAI Associates and nonmembers

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

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

Right Audience
Reach committed industry professionals

Right Message
Coordinate your message with a webinar

Right Time
Connect on their schedule

Professional development webinar sponsorships are an excellent and cost-effective option to reach a 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 archived online for up to 12 months
• View live and on-demand webinars at: www.ppaionline.org/education

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 Presenter Agreement

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

**Right Audience**
Connect with distributor salespeople and industry decision makers

**Right Message**
Reach the audience with animated advertising

**Right Time**
Engage 26,000 industry professionals promotional consultants looking for information

The PPAI Industry Directory 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 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.

---

<table>
<thead>
<tr>
<th></th>
<th>Mo.</th>
<th>Qtr.</th>
<th>Ann.</th>
<th># Available</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Horizontal Banner</strong></td>
<td>$180</td>
<td>$450</td>
<td>$1,400</td>
<td>Five</td>
</tr>
<tr>
<td><strong>Button 1</strong></td>
<td>$130</td>
<td>$320</td>
<td>$1,020</td>
<td>One</td>
</tr>
<tr>
<td><strong>Exclusive Featured Supplier</strong></td>
<td>$500</td>
<td>N/A</td>
<td>N/A</td>
<td>One per category</td>
</tr>
</tbody>
</table>

* Add 20% to all prices for PPAI Associates and nonmembers

- Ads are run-of-site position

---

**Ad Dimensions**

<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><strong>Horizontal Banner</strong></td>
<td>470 x 72 pixels</td>
<td>Ongoing</td>
<td>Email to <a href="mailto:mediasales@ppai.org">mediasales@ppai.org</a> and include URL link.</td>
</tr>
<tr>
<td><strong>Button</strong></td>
<td>182 x 182 pixels</td>
<td></td>
<td>File Format: jpeg or gif file; size should not exceed 20K. Flash animated files are not accepted.</td>
</tr>
</tbody>
</table>

---

Advertisers must obtain Product Safety Aware status prior to the listed artwork deadline.
SAGE—The Official PPAI Trade Show App

Right Audience
Connect with distributors using the official show app of The PPAI Expo and Expo East

Right Message
Use creative content to drive face-to-face interaction

Right Time
Drive traffic to your booth at the industry’s premier shows

SAGE Mobile is the official show planner for The PPAI Expo and 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.

Upgraded Exhibitor Listing
$250 each
- Highlight your company listing to catch attendees’ attention as they browse the exhibitor list
- Your company name and booth number will be bold and shaded inside the on-site Exhibitor Directory

Featured Exhibitor
$650 each
- Listed in the Special Featured Exhibitors section for The PPAI Expo
- Company list rotates on the home page of The PPAI Expo website
- Includes Upgraded Listing

Product Category Buyout
$250 each
- Company will be listed at the top of any product searches
- One company per product category

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

Right Audience
Reach more than 12,000 total attendees

Right Message
Stand out from the crowd and drive traffic to your booth

Right Time
Connect at the Mandalay Bay Convention Center in Las Vegas, Nevada

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 12,000 of the industry’s top salespeople with sponsorships, on-site promotion or in one of the event’s digital and print publications.

Top 6 Reasons To Exhibit

1. **Draws A Diverse Distributor Audience**
   The PPAI Expo attracts businesses of all shapes and sizes from across the country.

2. **Largest Promotional Products Industry Trade Show**
   Maximize your ROI, maximize your experience, and maximize your business at the largest industry trade show in the country.

3. **Best Attended Promotional Products Trade Show**
   The PPAI Expo draws more attendees than any other promotional products trade show.

4. **Longest-Running Promotional Products Trade Show**
   The PPAI Expo is the longest-running and most well-known trade show in the industry, drawing thousands of attendees from across the country and around the globe.

5. **Increase Your Brand Exposure**
   The PPAI Expo averages more than 12,000 promotional products consultants representing more than 4,000 distributor companies.

6. **Get Your Products In The Hands Of Big-Name Distributors**
   The majority of distributors attending The PPAI Expo have sales volumes ranging from $500,000 to more than $10 Million.

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

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.
Show Sponsorship Opportunities

Right Audience
Reach the largest industry show in the Northeast

Right Message
Stand out from the crowd and drive traffic to your booth

Right Time
Connect at the Atlantic City Convention Center in Atlantic City, New Jersey

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.

Top 6 Reasons To Exhibit

1. It's The Biggest Show In The Region
   No other industry event in the Northeast attracts as many qualified promotional products attendees as Expo East. It's the must-exhibit event in the industry's most lucrative region.

2. Two Days In June Just Makes Sense
   Half the year has gone by since The PPAI Expo. Two days exhibiting at Expo East is the perfect opportunity to promote mid-year product launches and introduce items designed for fall and winter. The weather's great, too.

3. Face To Face Is Still The Best Way To Communicate
   When it comes to selling promotional products, the hands-on, the face-to-face approach just can't be replicated. Distributors from all over the Northeast will be on hand to see, touch, even taste your products and to listen to your sales pitch.

4. Marketing Your Company Doesn't Get Any Easier Than This
   Expo East is attended by eager distributors looking to find out about your company and its products. It's the ideal place to create awareness of your company, its culture and your offerings.

5. Attendees Are Top-Level Distributors You Won't See Anywhere Else
   The average Expo East attendee doesn't attend other shows. If you want to find new customers in this region, you can't miss this opportunity.

6. Bonus Priority Points Are Available
   Exhibiting at Expo East earns you valuable, permanent priority points.

For more information contact PPAI • 888.426.7724 • mediasales@ppai.org
Live Event Sponsorships And Product Sponsorships

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

Contact your Account Manager for more details.

**Who:** More than 150 of the most influential women in the promotional products industry.

**What:** For more than a decade, the PPAI Women's Leadership Conference (WLC) has challenged professional women who share a common vision to achieve greater success.

**When:** June 24–26, 2019

**Where:** New Orleans, Los Angeles

**Why You Should Participate:**
Influence the influencers with a sponsorship at WLC. This is the most talked-about event, with the most talkative attendees of any seminar we offer.

---

**Who:** Over 75 future leaders of the promotional products industry.

**What:** SPARK focuses on leadership development, business management, networking and career planning.

**When:** July 18–19, 2019

**Where:** Charlotte, North Carolina

**Why You Should Participate:**
It’s never too early to make a good impression. This audience will likely become management in the industry's biggest companies in the not-too-distant future.

---

**Who:** 150 industry executives, senior managers, decision makers and emerging leaders.

**What:** PPAI’s North American Leadership Conference (NALC) delves into the most relevant, top-of-mind business issues and ideas affecting the promotional products industry.

**When:** August 11–13, 2019

**Where:** Dallas/Ft. Worth, Texas

**Why You Should Participate:**
Go straight to the top. These movers and shakers of the promotional products industry are the ideal target audience for your marketing efforts.
**Live Event Sponsorships**

**Who:** 120 IT professionals, decision makers and executives responsible for their organization’s technology environment.

**What:** The PPAI Technology Summit brings technology leaders from the promotional products industry together to tackle the challenges facing the field.

**When:** August 13-15, 2019  
**Where:** Dallas/Ft. Worth, Texas

**Why You Should Participate:**  
If your products resonate with those in the high-tech community, this is the event for you. Get your offerings in front of the industry’s technology professionals.

---

**Who:** 150-200 industry executives, decision makers and compliance experts.

**What:** 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 safety developments and best practices.

**When:** September 2019, Dates TBA  
**Where:** TBA

**Why You Should Participate:**  
Attended by some of the most committed executives in the industry, the PPAI Product Responsibility Summit is the ideal location to promote products that meet the latest industry safety standards.

---

**Who:** 150-165 regional association board members, PPAI volunteers, PPAI board members.

**What:** National and regional association board members attend this three-day event that begins with a PPAI Board of Directors meeting and is followed by the 20th annual Leadership Development Workshop (LDW). This event provides regional association leaders with an extensive curriculum presented in general sessions, breakout discussions and collaborative activities.

**When:** Fall, 2019  
**Where:** Grapevine, Texas

**Why You Should Participate:**  
Volunteers make up the backbone of the industry. Sponsorships at this event create new brand ambassadors with the power and influence to drive sales.

---

For more information contact PPAI • 888.426.7724 • mediasales@ppai.org
PPAI Business Development Account Managers

**Major Account Manager-East**

Joel Baker  
972-258-3021  
JoelB@ppai.org

**Major Account Manager-West**

Melissa Massey  
972-258-3029  
MelissaM@ppai.org

**Account Manager Companies A-D**

Brandon H. Dunaway  
972-258-3090  
BrandonD@ppai.org

**Account Manager Companies E-K**

Lameshia Haynes-Gilbert  
972-258-3067  
LameshiaHG@ppai.org

**Account Manager Companies L-R & 0-9**

Connie Brazil  
972-258-3064  
ConnieB@ppai.org

**Account Manager Companies S-Z**

Jeff Rogers  
972-258-3079  
JeffR@ppai.org

Additional Contacts

**Director, Business Development**

Ellen Tucker  
972-258-3095  
EllenT@ppai.org

**Advertising Coordinator**

Lydia Gonzalez  
972-258-3076  
LydiaG@ppai.org

**Editorial**

**Editor**

Tina Berres Filipski  
972-258-3084  
TinaF@ppai.org

**News Editor**

James Khattak  
972-258-3052  
JamesK@ppai.org

For Eye on Apparel, Editor’s Picks and Market to Market, submit materials online at pubs.ppai.org

Editorial Advisory Committee

**Committee Chairman:**
Carrie Laufenburg, MAS, The Magnet Group

**Board Liaison:**
Perry A. Wehrle, CAS, Straub Marketing

**Members:**
Kendra Smith, Proforma  
Kate Plummer, MAS, Clearmount Plastics Limited  
Hannah Bigham, Picnic Time Family of Brands  
Marsha Londe, Tango Partners  
Kenneth B. Tuvman, A.K. Rose, Inc.  
Karen Foy, Gorman Foy, Inc.  
Chris Stumpf, MAS, Stumpies Marketing Group  
Joe T. Nguyen, Better Life Line  
Kelli Denes, Raining Rose, Inc.  
Andrea Smith, MAS, The Vernon Company  
Ben L. Baker, Your Brand Marketing  
Kim Reinecker, MAS, Starline USA, Inc.  
Michael Conway, Leed’s

PPAI—the promotional products industry’s largest international not-for-profit trade association—offers education, trade shows, business products and services, mentoring, technology and legislative support to its more than 16,000 global members. Promotional products are a $23.3 billion industry and include wearables, writing instruments, calendars, drinkware and many other items, usually imprinted with a company’s name, logo or message.

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