



# PPAI<sup>®</sup>

Promotional Products Work!<sup>®</sup>

## MEDIA KIT



# PPAI EXPO



## Welcome

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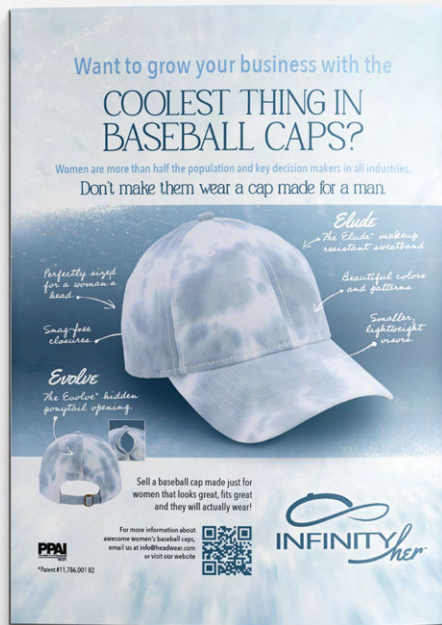
There are many layers when it comes to creating effective advertising and marketing campaigns. PPAI can help your company build the perfect advertising campaign to reach your target audience. Through a combination of print and digital advertising, as well as in-person and virtual event sponsorships, 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 solidify your brand while exceeding your marketing goals.



# PPAI Magazine

Optimize your messaging with PPAI Magazine, PPAI's award-winning publication. Your business messaging has a circulation of more than 15,000 and the potential to reach the hands of 30,000 industry-leading subscribers monthly. A 60/40 editorial-to-advertising ratio means your brand is noticed by PPAI members and paid subscribers. It's the perfect platform to make your products truly stand out. As an added bonus, when you advertise in PPAI Magazine, your ad will also run in the digital flipbook: [flipbook.ppai.org](https://flipbook.ppai.org)





## Pricing:

NET RATES	1X
Full Page	\$4,500 ea
1/2 Page	\$2,700 ea
Inside Front	\$5,150 ea
Inside Back	\$4,950 ea
Back Cover	\$5,850 ea
Sponsored Content	\$3,000 ea
Belly Band	\$7,500 ea
Inside Front Gatefold	\$8,000 ea

\*Add 20% to all prices for non-members.

Guaranteed premium placement (excluding covers): Add 10%

**Special Bundle Pricing:** For \$3,500, receive a full page of sponsored content in PPAI Magazine, plus one PPAI Newslink Sponsored Content #2 placement within the same month as well as one week featured on PPAI.org in its sponsored content slot.

## Advertising Specs/Policies:

AD SIZE	LIVE (WIDTH X HEIGHT)	TRIM (WIDTH X HEIGHT)	BLEED (WIDTH X HEIGHT)
Two-Page Spread	15.75" x 10.875"	16.75" x 10.875"	17.25" x 11.125"
Full Page	7.375" x 9.875"	8.375" x 10.875"	8.625" x 11.125"
Horizontal Half Page	7.125" x 4.75"		
Vertical Half Page	3.875" x 9.25"		

DOWNLOAD TEMPLATES



### 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.

### PSA Deadline:

Advertisers must obtain Product Safety Aware before the listed material deadline.

### Payment Terms:

Invoices are due and payable upon receipt and are considered past due after 30 days. PPAI reserves the right to cancel future ad placements if a company is 30+ days past due. Non-members and non-credit qualified PPAI members must pre-pay for their advertising.

### 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.

### 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.

### Special Position:

Advertiser must run a minimum of six times to be eligible for premium positions in PPAI Magazine. 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.

### Production Charges:

Advertiser will be billed for any reworking of ad materials requiring additional steps.



## Submission Instructions:

Visit: [sparkpublications.com/digital/PPB](https://sparkpublications.com/digital/PPB)

- The file name needs to be labeled as CompanyName\_PPB\_MMY
- Click the upload tab and load the file

## Editorial Calendar:

	JANUARY	MARCH	APRIL	MAY	JUNE
<b>COVER STORY:</b>	Research: Legislation & Compliance	Best of The PPAI Expo	Profile: PPAI's New CEO	The Coolest Stuff In Promo	PPAI 100
<b>FEATURE (S):</b>	PPAI Hall of Fame Winners	Research: Consumer Study; New PPAI Board Profile; Icon Award Winners	LEAD Preview; Annual Distributor Sales Volume Estimate	PPAI Professional Development Enhancements; Inside The Creation of PPAI 100	
<b>PYRAMID:</b>		Top Client Programs			
<b>PROMO IN STYLE:</b>	PANTONE Color of the Year	The PPAI Expo: Fashion	Transitional Apparel (Work-to-Casual)	Inclusive Sizing	Fall 2025 Preview
<b>USE CASE:</b>	Small Budget, Big Expectations	The PPAI Expo: Product Trends	Summer Fun	Americana	Supporting Diversity
<b>SOLUTIONS SPOTLIGHT:</b>				Kitting & Warehousing	Decorators
<b>PPW:</b>	SaaS Companies	Co-working Spaces	Cannabusiness	Theme Parks	Medical Specialists
<b>AD SPACE DEADLINE:</b>	11/27/2024	1/29/2025	2/21/2025	3/30/2025	4/30/2025
<b>MATERIAL DEADLINE:</b>	12/10/2024	2/3/2025	2/26/2025	4/4/2025	5/2/2025

	JULY	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<b>COVER STORY:</b>	Research: Consumer Study	Greatest Companies to Work For	Promo's Sustainability Journey	PPAI Rising Star	The PPAI Expo Preview
<b>FEATURE (S):</b>	Sales Benchmarking & Growth Leaders; Woman of Achievement	Innovation Benchmarking & Leaders; Using PPAI's Solutions Center	Responsibility Benchmarking & Leaders; Research: Consumer Study	PPEF Scholars	Consumer Study
<b>PYRAMID:</b>	Best in Supplier Decorating		Top Marketing Programs	Best In Technology	
<b>PROMO IN STYLE:</b>	Heat Transfer Graphics	Socks	Gen Z In The Workplace	Gen Z vs. Millennial Fashions	Spring 2026 Preview
<b>USE CASE:</b>	When In Doubt Products	Improving Team Morale	Minimizing Carbon Footprint	Engaging Remote Employees	Personal Brands
<b>SOLUTIONS SPOTLIGHT:</b>	Consulting	Sustainability	Product Testing	Online Stores	Software
<b>PPW:</b>	On Campus	Subscription Services	The Farmer's Market	E-sports & Gaming	Microbreweries & Wineries
<b>AD SPACE DEADLINE:</b>	5/30/2025	7/25/2025	8/29/2025	9/30/2025	10/30/2025
<b>MATERIAL DEADLINE:</b>	6/6/2025	7/30/2025	9/3/2025	10/3/2025	11/4/2025

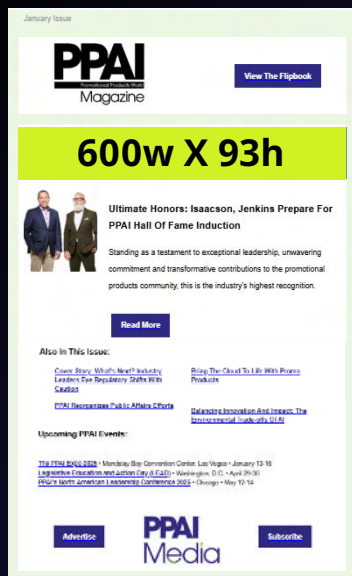


# PPAI Magazine Preview Email

A PPAI Magazine preview email is distributed at the beginning of each month (excluding February and August) to more than 70,000 industry professionals with an open rate of 25% and provides a link to the digital flipbook with an exclusive location for your advertising.

## Ad Size:

600w x 93h (Exclusive Ad)



## Pricing:

### PRICING

\$950 ea

\*Add 20% to all prices for non-members

## File Format:

JPEG or GIF file only;  
size should not exceed  
200K. Flash-animated  
files are not accepted.

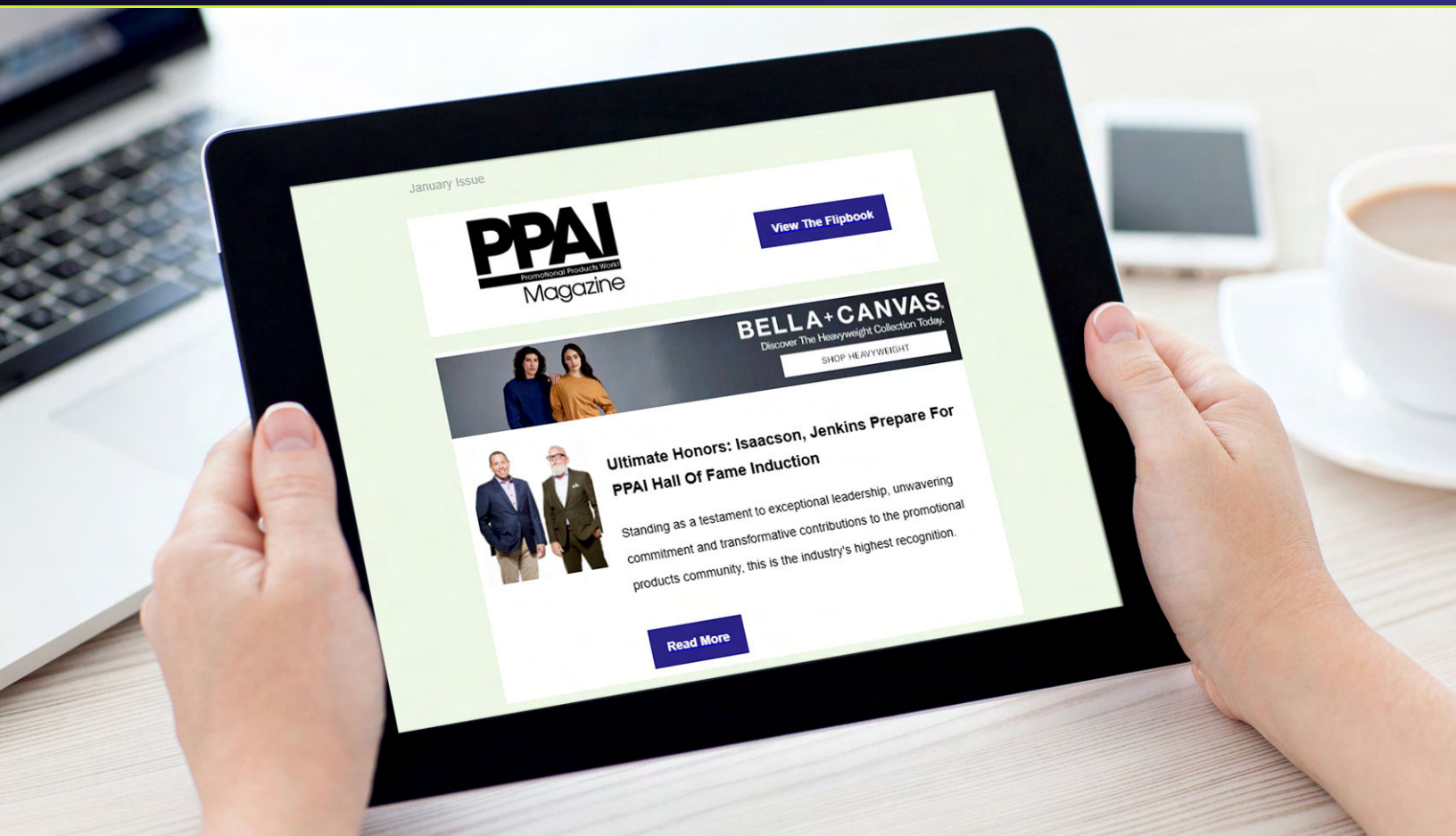
## Artwork Deadline:

One business week prior  
to the run date.

## Submission Instructions:

Email to [mediasales@ppai.org](mailto:mediasales@ppai.org)  
and include the URL for the ad.

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





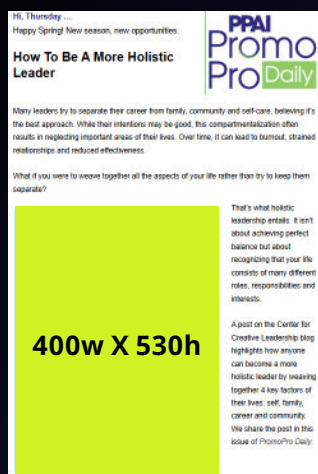


# PromoPro Daily

PromoPro Daily, PPAI's daily e-newsletter, is a quick and easy way to get your message directly to the inbox of 46,000 industry pros. With a large ad space and an average 21.6% open rate, plus your company's name appearing prominently in the email's preview text, PPD lets you connect your brand directly with distributor salespeople. It's powerful and cost-effective — a perfect balance for any of your marketing campaigns.

## Ad Size:

400w x 530h Ad



600w x 93h Ad



## Pricing:

AD SIZE & PRICING	
Premium Banner Ad 400w x 530h pixels	\$700 ea
Horizontal Banner Ad #2 600w x 93h pixels	\$500 ea

\*Add 20% to all prices for non-members

## File Format:

JPEG or GIF file; size should not exceed 100K. If submitting an animated gif, the file should not exceed 200K. Flash-animated files are not accepted.

## Schedule:

Promo Pro Daily is delivered Monday through Friday, excluding these holidays: Memorial Day, Independence Day (July 4), Labor Day, Thanksgiving Day, the Friday after Thanksgiving and the day after Christmas.

## Artwork Deadline:

One business week prior to the run date.

## Submission Instructions:

Email to [mediasales@ppai.org](mailto:mediasales@ppai.org) and include the URL for the ad.

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

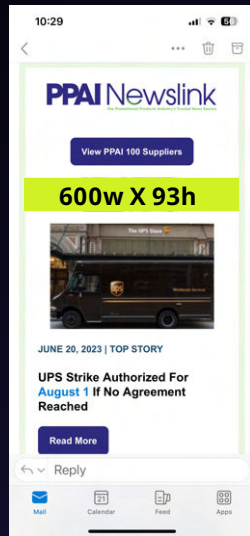
# PPAI Newslink

## Premium Banner & Secondary Banners

Tuesdays and Thursdays belong exclusively to PPAI's e-newsletter, PPAI Newslink. Reaching more than 50,000 professionals twice a week with an average 29.1% open rate, PPAI Newslink helps you extend your reach to an audience who is informed and engaged with all things happening in the promotional products industry.

### Ad Specs:

Premium Banner (Sold Out for 2024)  
Secondary Banners



Mobile Version



Web Version

### Pricing:

AD SIZE	PRICING
Premium Banner Ad 600w x 93h pixels	\$950 ea (Sold Out for 2025)
Horizontal Banner Ad #2 600w x 93h pixels	\$780 ea
Horizontal Banner Ad #3 600w x 93h pixels	\$700 ea
Horizontal Banner Ad #4 600w x 93h pixels	\$650 ea

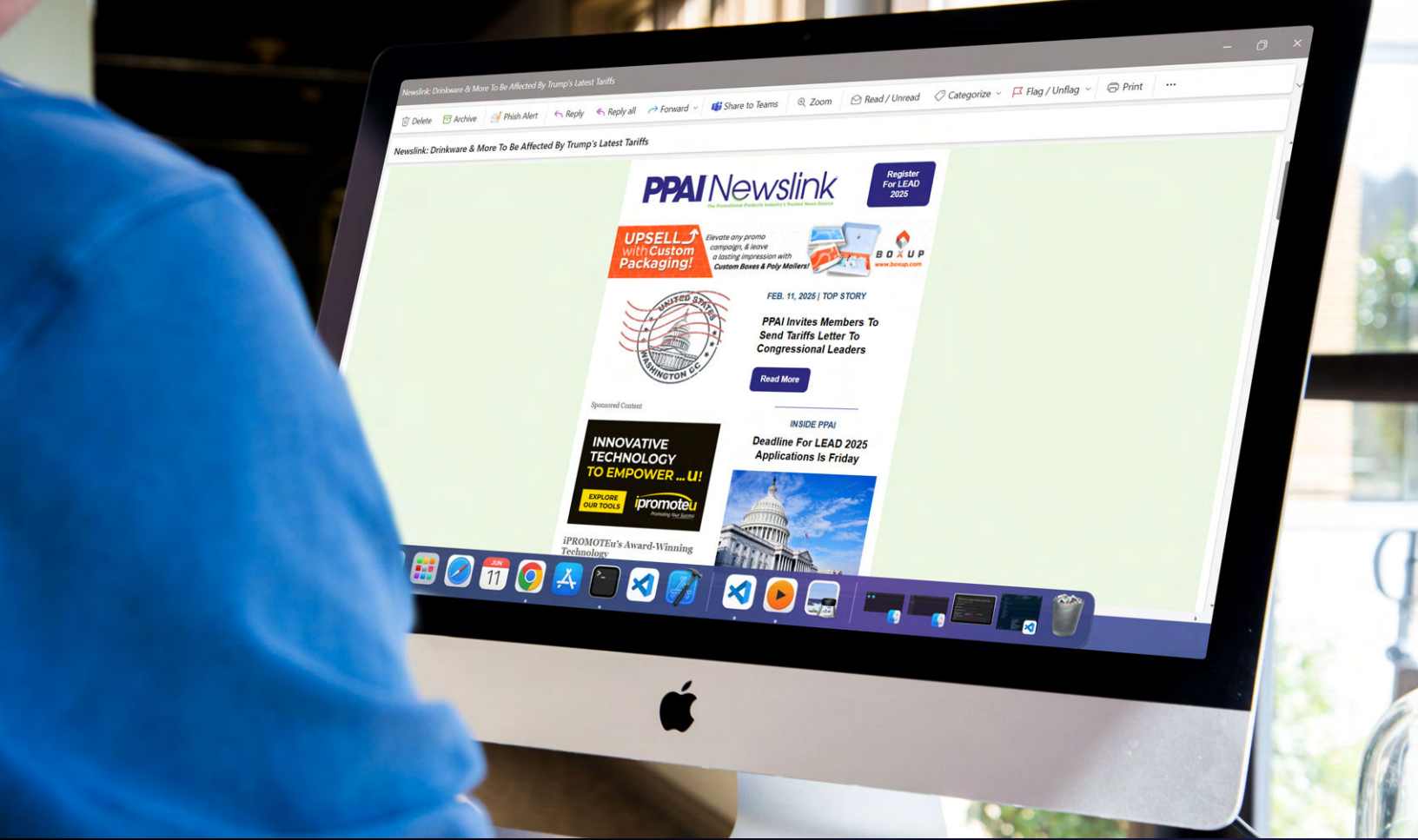
\*Add 20% to all prices for non-members

### File Format:

JPEG or GIF file only; size should not exceed 100K. If submitting an animated GIF, should not exceed 200K. Flash-animated files are not accepted.







# PPAI Newslink Sponsored Content

## Ad Specs:

### Sponsored Content Ad

Your content is nested within the PPAI Newslink story flow, making it a premium space for your brand to present a case study, show off a new line or promote special offers to a highly engaged audience.

## Pricing:

AD SIZE	PRICING
Sponsored Content #1 288w x 200h pixels	\$1,375 ea
Sponsored Content #2 288w x 200h pixels	\$1,000 ea

\*Add 20% to all prices for non-members

## Sponsored Content Ad Material:

- Content Title between 25-40 Characters
- Image Size: 288w x 200h pixels
- URL for Image Link
- URL for "Read More" Link
- 200-250 Characters



# PPAI Newslink Breaking News Blast Ad

From major acquisitions to big-name promotions, PPAI Newslink Breaking News reports noteworthy industry news as it happens. As the exclusive advertiser, you'll have complete exposure in this must-read industry alert.

## Ad Size & Pricing:

AD SIZE	PRICING
Premium Banner Ad 600w x 93h pixels	\$950 ea

\*Add 20% to all prices for non-members

## Artwork Deadline:

One business week prior to the run date.

## Submission Instructions:

Email to [mediasales@ppai.org](mailto:mediasales@ppai.org) and include the URL for the ad.

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







# PPAI Newslink @ EXPO Banner Ad

The special edition of PPAI Newslink@Expo will help your brand reach more than 61,000 trade show attendees, PPAI members, and subscribers during each event. Be sure your brand reaches this all-encompassing distributor audience daily during The PPAI Expo.

## Ad Size & Pricing:

AD SIZE	PRICING
Premium Banner Ad 600w x 93h pixels	\$950 ea (Sold Out for 2025)
Horizontal Banner Ad #2 600w x 93h pixels	\$780 ea
Horizontal Banner Ad #3 600w x 93h pixels	\$700 ea
Horizontal Banner Ad #4 600w x 93h pixels	\$650 ea

\*Add 20% to all prices for non-members

## File Format:

JPEG or GIF file only; size should not exceed 100K. If submitting an animated GIF, should not exceed 200K. Flash-animated files are not accepted.

## Artwork Deadline:

One business week prior to the run date.

## Submission Instructions:

Email to [mediasales@ppai.org](mailto:mediasales@ppai.org) and include the URL for the ad.

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





# PPAI Media Monthly Series

## Premium Banner & Sponsored Content

Subscribing to Newslink ensures you'll receive four distinct newsletters each month – a different one each week – as part of the PPAI Media Monthly series. Curated by PPAI experts, the series shares the most important industry developments.

### PPAI Media Monthly Series:

#### Week 1: Responsibility Monthly

Elizabeth Wimbush, PPAI Director of Corporate Responsibility & Sustainability, tackles all things CSR.

#### Week 2: Innovation Monthly

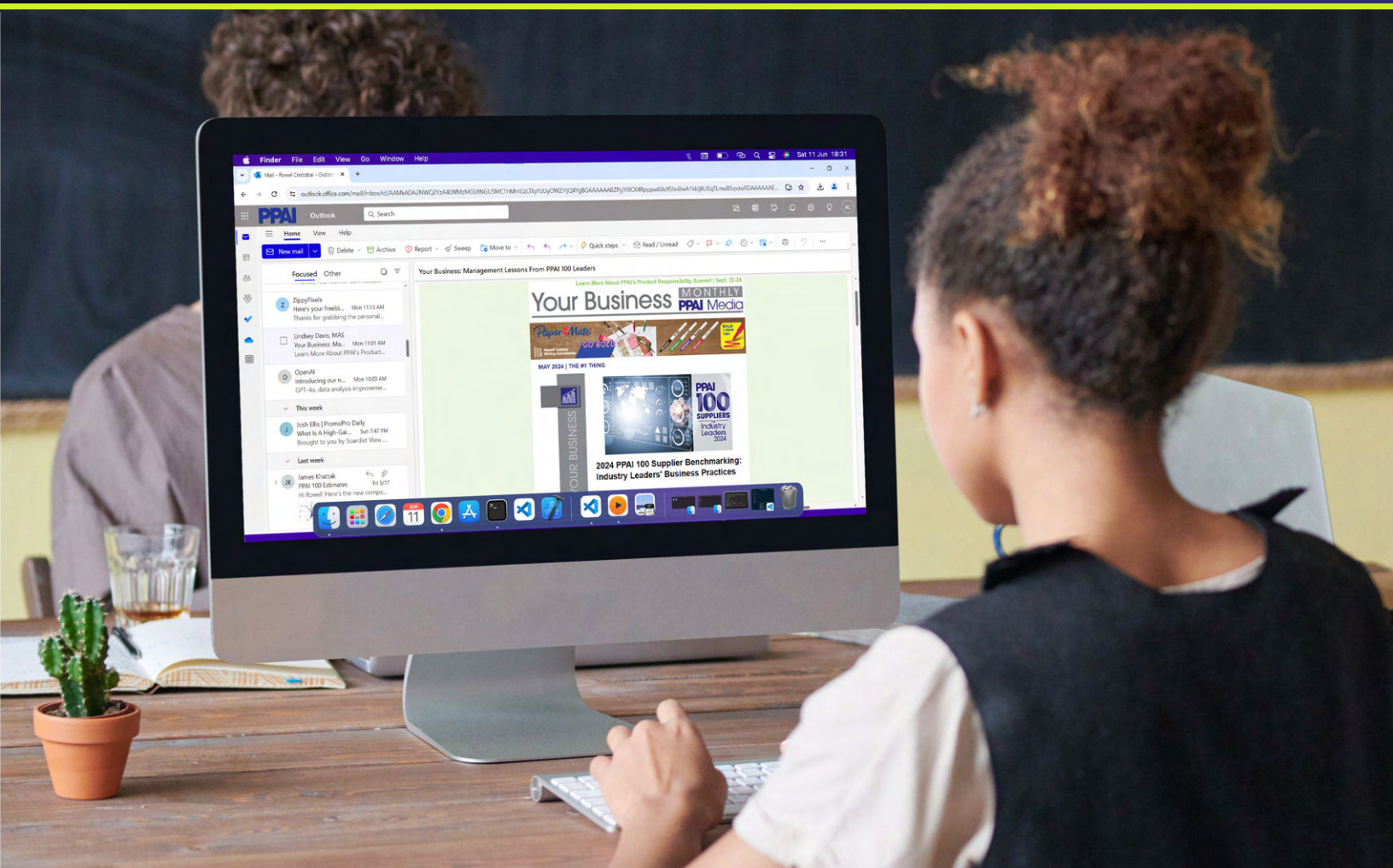
Tanaisha Dunbarger, Business Systems Analyst Lead, provides updates on the industry's digital transformation.

#### Week 3: Your Business Monthly

Lindsey Davis, MAS, PPAI Director of Business Development, shares new sales and leadership insights.

#### Week 4: Industry News Monthly

John Corrigan, PPAI Media Deputy Editor, combines the most important stories affecting the industry.






Register Now For PPAI's North American Leadership Conference 2025 | May 12-14

# Responsibility MONTHLY PPAI Media

600w X 93h

MARCH 2025 | THE #1 THING

**RESPONSIBILITY**




**By The Numbers: The PPAI Expo 2025 Was Officially A Waste-Free Event**

Despite growing in size, The PPAI Expo 2025 diverted 81% of potential waste from landfills, recycling more than 160,000 pounds of generated waste.

[Read More](#)

PPAI IS LEADING BY EXAMPLE. With The PPAI Expo 2025 being a waste-free event, we're thrilled to show progress in responsible event management with amazing participation from our exhibitors in the recycling and donation program we run in collaboration with Mandalay Bay. This issue of *Responsibility Monthly* takes a deep dive into more standout signs of progress | witnessed at the largest and longest-running trade show in the promo industry.




*Elizabeth Winbaum, PPAI Director of Sustainability & Responsibility*

Sponsored Content

288w X 200h

**Premium King Caps Now Available At Apollo USA**

Premium Sustainable Fabric King Caps made of recycled Polyester are now available at Apollo USA! New 5 and 6-panel Trucker Caps and the new Crest Sport Caps made with sweat-wicking fabrics to keep you cool and comfortable. Choose from solid, perforated or traditional mesh backs.




**5 Signs Of Progress At The PPAI Expo 2025**

Promo's No. 1 trade show illustrated that sustainability has become a core part of the branded merchandise industry. Examples came in different forms at Expo.

[Read More](#)

600w X 93h



**Fingert Amputations Lead To Massive Igloo Cooler Recall**

More than 1 million Igloo coolers, including a product carried by PPAI 100 supplier BamBams, have been recalled due to reported injuries.

[Read More](#)

## Ad Size & Pricing:

AD SIZE	PRICING
Premium Banner Ad 600w x 93h pixels	\$550 ea
Sponsored Content 288w x 200h pixels	\$700 ea
Horizontal Banner 2 600w x 93h pixels	\$450 ea

\*Add 20% to all prices for non-members

## Premium & Horizontal Banners Ad Format:

JPEG or GIF file only; size should not exceed 100K. If submitting an animated GIF, should not exceed 200K. Flash-animated files are not accepted.

## Sponsored Content Ad Material:

Content Title between 25-40 Characters  
Image Size: 288w x 200h pixels  
URL for Image Link  
URL for "Read More" Link  
200-250 Characters

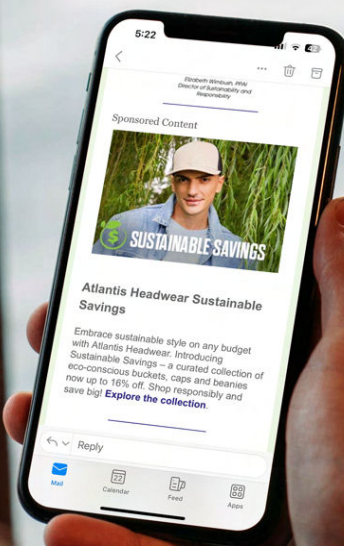
## Artwork Deadline:

One business week prior to the run date.

## Submission Instructions:

Email to [mediasales@ppai.org](mailto:mediasales@ppai.org) and include the URL for the ad.

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



# PPAI Premium Research Saturday

PPAI Premium Research, valued by the largest companies in the industry, is the place to go for the latest, most insightful data on what's really happening in the promotional products industry and the greater economy. Now, we're delivering highlights straight to the inboxes of key decision makers every Saturday morning, when they have the time to truly dive deep.

The Premium Research Newsletter will be sent to Professional members only until the last issue of the month which will go to a broader audience made up of Members and Qualified Non Members.

Professional Members Only: 14,297  
Newslink Audience: 56,006

## Ad Size & Pricing:

AD SIZE	PRICING
Premium Banner Ad 600w x 93h pixels	\$550 ea
Sponsored Content 288w x 200h pixels	\$700 ea
Horizontal Banner 2 600w x 93h pixels	\$450 ea

\*Add 20% to all prices for non-members

## Premium & Horizontal Banners Ad Format:

JPEG or GIF file only; size should not exceed 100K.  
If submitting an animated GIF, should not exceed 200K. Flash-animated files are not accepted.

## Sponsored Content Ad Material:

- Content Title between 25-40 Characters
- Image Size: 288w x 200h pixels
- URL for Image Link
- URL for "Read More" Link
- 200-250 Characters

## Artwork Deadline:

One business week prior to the run date.

## Submission Instructions:

Email to [mediasales@ppai.org](mailto:mediasales@ppai.org) and include the URL for the ad.

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

**PPAI** Premium Research Saturday  
FOR PROFESSIONAL MEMBERS | MAY 3, 2025

**600w X 93h**

**THE LATEST**  
**Business With Non-Industry Suppliers Hit 11-Year High In 2024**  
[View Full Report](#)

**STATSHOT**  
• February Inflation Rate (CPI): 2.8% YoY, down from 3.1% in January  
• Prime Interest Rate: 5.25%-5.5%, rate cuts expected by mid-year  
• Retail Sales: +1.2% YOY  
• Producer Price Index: +0.5 MoM  
• Unemployment: 3.7%

**INFOGRAPHIC**  
**Understanding End Buyers: Consumer Study**  
PPAI surveyed end buyers across six different industries vital to the promo market, gathering responses from thousands of buyers at all levels of their careers.

**Sponsored Content**  
**288w X 200h**  
**Union Made In USA Caps Totes & Bags**  
Tariffs are here and USA2go is coming: you need a domestic strategy. **Unionwear** has stock, custom embroidered & patch caps in every conceivable style and the 1st robotic canvas tote factory in America with prices and AI design tools that mean business.

**PPAI-ITR Macroeconomics Report | May 2024**  
This time last year, the five leading indicators for promo industry projections averaged forecasts of 5.4% growth for 2024. Distributors' sales would reach less than half of that projection.  
[View Full Report](#)

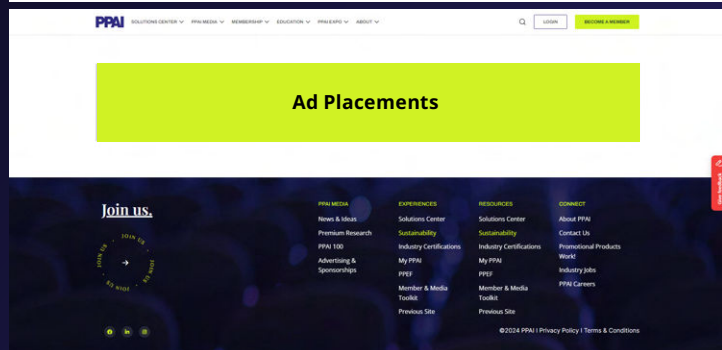
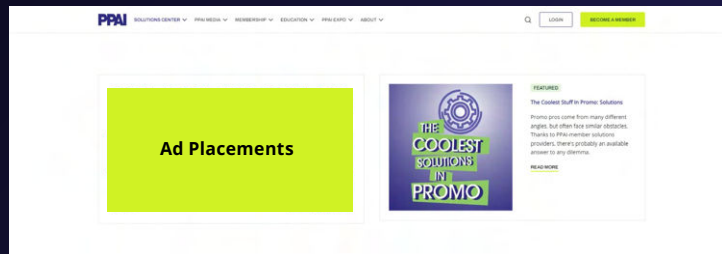
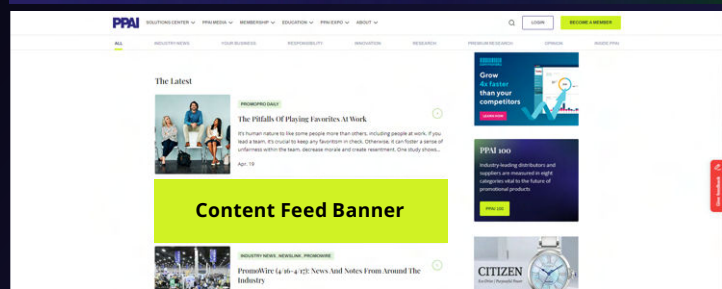
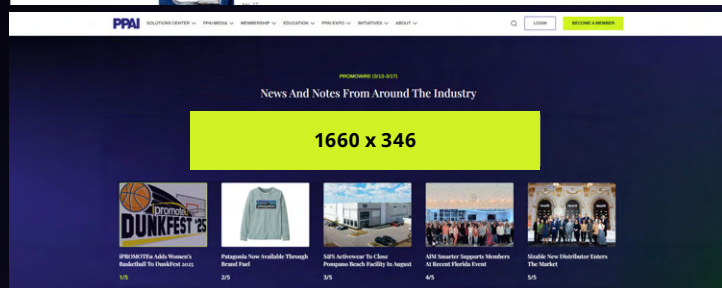
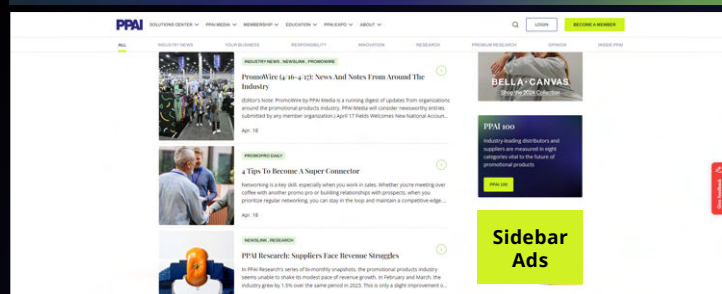
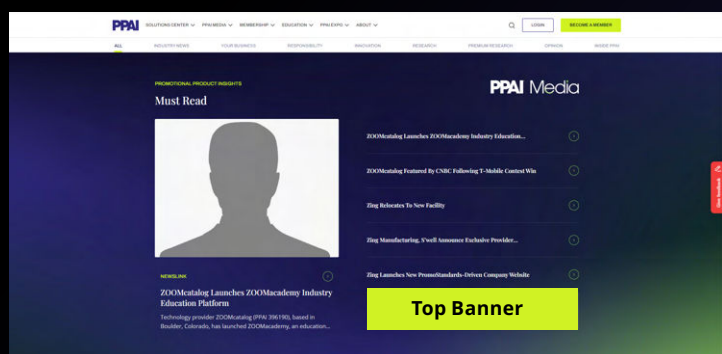
**600w X 93h**

**PPAI** Premium Research  
Not a Professional member?  
Contact your account manager to access Premium Research and discover more benefits.

[Advertise](#) **PPAI** Media [Subscribe](#)



# PPAI Website



Quality and quantity is the name of the game for PPAI's hub for all things news, the PPAI Media website, media.ppai.org. Continuing to attract one of the most engaged and informed audiences in the industry, PPAI Media helps your brand create a personal connection with those who seek quality content. Averaging more than 175,000 monthly pageviews, you can optimize your audience by taking advantage of this high concentration of information seekers.

## Ad Size & Pricing:

AD SIZE	PRICING
PPAI.org/media Top Banner	\$750 ea
PPAI.org/media Sidebar Ads	\$650 ea
PPAI.org/media Promowire	\$650 ea
PPAI.org/media Content Feed Banners	\$750 ea
PPAI.org/solutions Ad Placements **	\$750 ea
PPAI.org Ad Placements	Contact Account Manager

\*Add 20% to all prices for non-members  
 \*\*PPAI.org/solutions advertising opportunity exclusive to business services companies

## Ad File Format:

JPEG or GIF file only; size should not exceed 200K.  
 Flash-animated files are not accepted.

\*All artwork must include PPAI member number or PPAI non-member number.

## Artwork Deadline:

One business week prior to the run date.

## Submission Instructions:

Email to [mediasales@ppai.org](mailto:mediasales@ppai.org) and include the URL for the ad.

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

# Contact Us

## Account Coordinator/ Billing Contact

Danah Dean

972-258-3031

[DanahD@ppai.org](mailto:DanahD@ppai.org)

Account Manager Business Services (Allowed To Exhibit)	Strategic Account Manager Professional Members East Of The Mississippi River	Account Manager Standard Members East Of The Mississippi River	Account Manager Standard Members West Of The Mississippi River
Connie Brazil	Heather Mangold	Mark Rykojc	Sandy Mendoza
972-258-3064	972-258-3051	972-258-3027	972-258-3019
<a href="mailto:ConnieB@ppai.org">ConnieB@ppai.org</a>	<a href="mailto:HeatherM@ppai.org">HeatherM@ppai.org</a>	<a href="mailto:MarkR@ppai.org">MarkR@ppai.org</a>	<a href="mailto:SandyM@ppai.org">SandyM@ppai.org</a>

Publisher & Editor-In-Chief	Deputy Editor	News Editor	News Editor	Market Economist & Research Lead	Public Affairs & Research Editor
Josh Ellis	John Corrigan	Jonny Auping	Arianna Johnson	Alok Bhat	Rachel Zoch
<a href="mailto:JoshE@ppai.org">JoshE@ppai.org</a>	<a href="mailto:JohnC@ppai.org">JohnC@ppai.org</a>	<a href="mailto:JonnyA@ppai.org">JonnyA@ppai.org</a>	<a href="mailto:AriannaJ@ppai.org">AriannaJ@ppai.org</a>	<a href="mailto:AlokB@ppai.org">AlokB@ppai.org</a>	<a href="mailto:RachelZ@ppai.org">RachelZ@ppai.org</a>

## Product Safety Awareness Status

### 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 toward your PSA status, [click here](#) or contact PPAI's professional development team at: [certification@ppai.org](mailto:certification@ppai.org).