

Official Board Markets



2010 MARKETING GUIDE

YOUR BEST MEDIA CHOICE TO ACCELERATE SALES

2010: New Strategy, New Opportunities



Mark Arzoumanian
Editor in Chief
Official Board Markets



Esther Hertzfeld
Editor
Paperboard Packaging

Dear Valued Marketer:

For more than 92 years, *Official Board Markets* and *Paperboard Packaging* have proudly served the global paperboard converting industry by providing cutting-edge research, business management ideas, news and analysis, and coverage of key industry events. In September 2009, we announced our strategic decision to publish *Paperboard Packaging* within *Official Board Markets*, which presents exciting new opportunities for subscribers and marketers.

By combining the two resources, our *Official Board Markets* subscribers receive the added benefit of receiving information on industry trends, news, events and emerging markets related to the board converting market segment. Our advertising partners are now presented a valuable opportunity to reach decision-makers responsible for driving growth, innovation and profitability in the corrugated container, folding carton, paper recycling, and other relevant industries.

We are extremely excited about our new direction, and *Official Board Markets* subscribers are welcoming the additional insights being made available to them. They now have access to the research and features which *Paperboard Packaging* is widely-known and respected for delivering.

In addition to *Official Board Markets* with *Paperboard Packaging* being offered in both print and digital delivery formats, we continue in 2010 to deliver valuable content via our weekly e-newsletter, Box Biz, monthly Bottom Line podcast, and web portal, www.packaging-online.com.

Mark Arzoumanian *Esther Hertzfeld*



Unmatched Content



Commonly known as the "Yellow Sheet," *Official Board Markets* is the pricing standard for the global paperboard converting industry. Distributed weekly and available in print and electronic formats to 3,218 paid subscribers*, *Official Board Markets* prides itself on providing its readers with the most accurate pricing information possible in a timely fashion.

OBM Serves Its Readers with Transacted Pricing for:

- Containerboard (Linerboard and Medium)
- Boxboard (Recycled, CUK and SBS)
- Recovered Paper (Paper Stock)
- Corrugated Sheets

OBM's Regular Contributors Include:

- Economist Norma Pace
- Computer software expert Dirk Pastoor
- Freelancer Curt Harler with monthly regional reports on box making conditions



In addition, *OBM* subscribers receive *Paperboard Packaging*, which is published in *OBM's* last issue of each month. Editorial plans for *Paperboard Packaging* in 2010 include:

- 2010 Exclusive *Paperboard Packaging* Census Report and State of the Industry
- *Paperboard Packaging/AICC* Hall of Fame Inductee Profile
- Platemaking Technology and Trends
- Computer Software Technology update
- Top Industry Influencers
- How to Solve Your Printing Problems

Source: Publisher's Own Data (Questex Corporate Database) Nov., 2009.

Special Note: *Paperboard Packaging* is also distributed to qualified individuals via email and made available online at www.packaging-online.com for no charge. (*OBM* is a paid subscription model.)

Advertising Rates

Four Color Rates (in US Dollars)

SPACE UNIT	1X
Full page	\$850
1/2 page island	475
1/2 page	450
1/4 page	245

Classified Rates: Print and Web—1 Inch

SIZE	1X
Black & white	\$114

Frequency discounts and 4-color rates available.

Mechanical Requirements

SPACE UNIT DIMENSIONS	WIDTH x DEPTH
Full page	7" x 10"
1/2 page, horizontal	7" x 4-3/4"
1/4 page, vertical	3-1/2" x 10"
1/4 page, square	3-1/2" x 4-3/4"
Single page (full bleed)	8" x 11"
Single page (gutter bleed only)	8-5/8" x 10"
Spread (full bleed)	16-1/2" x 11"
Trim size	7-3/4" x 10-3/4"

Acceptable in a spread, full page, or fraction of a page unit

Mailing Instructions

General and reproduction materials: Contracts, insertion orders, correspondence, proofs, copy, and reproduction materials should be sent to:

Production Department, Attn: Sue Gigliotti
306 W. Michigan St., Suite 200, Duluth, MN 55802
Phone 218-279-8852, Fax 218-279-8813
Email: sgigliotti@questex.com

OBM Bonus Distribution

March 21-23

PAPER2010
New York City

April 12-16

FBA/AICC Spring Meeting
San Diego

April 21-23

FEFCO Summit
Barcelona

April 26-28

PPC Spring Meeting
Cincinnati

October 4-8

AICC/TAPPI Annual Meeting & Conference
Baltimore

Advertising closes 9 days (Thursday) prior to each issue date (Saturday). Digital ad files are due 8 days (Friday) prior to each issue date (Saturday).

Online Rates

Packaging-Online.com is the only industry web site updated daily with the latest news, current and archived issues, plant profiles, job listings and so much more. With an average of more than 10,000 monthly visitors, advertising on Packaging-Online.com is the perfect way to reach your audience online through web ads, sponsorships or custom digital solutions.



Banners

\$700/month (net)
468x60 pixels, 10–20kb max file size

Buttons

\$300/month (net)
120x60 pixels 7–10kb max file size

Skyscrapers

\$1,000/month (net)
160x600 pixels, 35–38kb max file size

Custom E-Newsletters

Content directed to a targeted audience of registered users. Pricing based on length, frequency and audience.

Box Biz

Box Biz is the weekly e-newsletter of the Paperboard Group, sent to 9,000 subscribers. Sponsorship levels vary based on participation. Includes ad, product photo and short description of product, service or company with links.

- Exclusive Sponsorship (per issue) \$1,000
- Partner Sponsorship 675
- Shared Sponsorship 500
- Product spotlight 350



Monthly Podcast

Limited sponsorships available



Official Board Markets



600 Superior Avenue East, Suite 1100 • Cleveland, OH 44114 • Phone 216-706-3700 • Fax 216-706-3711

EDITORIAL STAFF



Mark Arzoumanian
Editor in Chief, Official Board Markets
marzoumanian@questex.com
Phone 773-880-2234
Fax 773-880-2244



Esther Hertzfeld
Editor, Paperboard Packaging
ehertzfeld@questex.com
Phone 419-873-9886
Fax 216-706-3711

PRODUCTION MANAGER

Sue Gigliotti
Senior Production Manager
sgigliotti@questex.com
Phone 218-279-8852
Fax 218-279-8813

SUBSCRIPTIONS/ CIRCULATION

Antoinette Sanchez-Perkins
Subscription Services Manager
asanchez-perkins@questex.com
Phone 216-706-3750
Fax 216-706-3714

BUSINESS STAFF



Doug Kereszturi
National Sales Manager
dougk@questex.com
Phone 216-706-3794
Fax 216-706-3711



Ria Van Den Bogaert
European/Asian Sales Manager
ria@questex.com
Phone +32 2 569 8905
Fax +32 2 569 8906

Melody Dare
Classifieds, Recruitment & Display Sales
Phone 678-371-3316
Fax 678-546-5776
mdare@dareassociates.us

Paperboard Packaging and Official Board Markets are published by 

Questex Media Group, Inc. is a global, diversified business-to-business integrated media and information provider, headquartered in Newton, MA. Questex serves multiple industries through a range of well-established, market-leading publications, events, interactive media, research, information and integrated marketing development services. Visit www.questex.com for more information.