

Optimize Your...

Audience

Reach

Goals

Message

Vision

Bottom
Line

MAXIMIZE YOUR BRAND

WELCOME

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.

3

PPB Magazine

Optimize your messaging with *Promotional Products Business* magazine (PPB), 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.

6

Promotional Consultant Today

Promotional Consultant Today (PCT), 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 large, exclusive ad space and an average **18%** open rate, PCT lets you connect your brand directly with distributor salespeople. It's powerful and cost-effective – a perfect balance for any of your marketing campaigns.

7

PPB Newslink

Tuesdays and **Thursdays** belong exclusively to PPAI's e-newsletter, *PPB Newslink*. Reaching more than **70,000** professionals twice a week with an average **16%** open rate, *PPB Newslink* helps you extend your reach to an audience who is informed and engaged with all things happening in the promotional products industry. Solidify your brand by advertising in this powerful marketing tool.

9

Additional Opportunities

PPAI offers several additional avenues to reach a highly engaged audience. Your dedicated account manager can offer these suggestions and more, based on your company's marketing needs.

10

PPAI Media Website

Quality and quantity is the name of the game for PPAI's hub for all things news, the PPAI Media website, **pubs.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. With **40,000** monthly visitors, you can optimize your audience by taking advantage of this high concentration of information seekers.

11

PPAI Webinars

Webinars are the perfect option if you're seeking to connect with a new audience eager to learn about a wide range of topics, including new regulations, product design, decorating techniques, and much more. Showcase your leadership and attract targeted leads while promoting your company and brands to the more than **20,000** annual visitors who are dedicated industry professionals.

11

PromoTalks

With a PromoTalks podcast sponsorship, your brand can be front and center during virtual, thoughtful conversations and insightful interviews. PromoTalks covers topics business professionals care about including the latest news, trends, issues and ideas that are top of mind in this dynamic and ever-changing marketplace. Your sponsorship includes your company name and a short, verbal ad at the beginning of the podcast, plus your company name on all PromoTalks graphics.

12

Promo Connect

Your brand will receive exclusive exposure to the Promo Connect distributor community webpage and email digest notifications. Promo Connect is an online industry knowledge hub designed to facilitate instant information sharing, networking and collaboration by taking interaction beyond meetings, phone calls and emails. Your ad will be prominently seen by all visitors to the distributor community page. You also receive high exposure to more than **170,000** emails to engaged distributors who have activated email notifications of activity. These daily digest or weekly digest notification emails have an open rate of **15%**.



Product Safety It's Important! 2022 Advertiser, Exhibitor & Sponsor Requirement

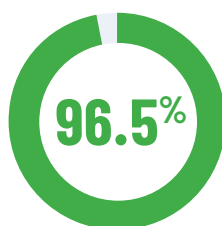
All companies wanting to access the PPAI marketplace through trade-show exhibit space, sponsorships or advertising must obtain Product Safety Aware (PSA) status prior to the deadline for the event or publication. This free program for both suppliers and distributors is designed to ensure that at least 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 towards your PSA status, contact PPAI's professional development team at: certification@ppai.org.

PRINT MEDIA

PPB

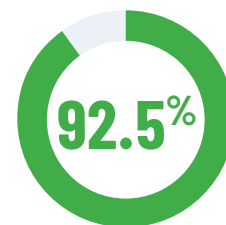
Optimize your messaging with *Promotional Products Business* magazine (PPB), PPAI's award-winning publication. Your business messaging has a circulation of more than **15,000** and the potential to reach the hands of **30,000** industry-leading subscribers **monthly**. A 60/40 editorial-to-advertising ratio means your brand is noticed by PPAI members and paid subscribers. It's the perfect platform to make your products truly stand out.



find PPB useful to their work.

4 out of 5

PPB readers are the primary decision-maker in selecting suppliers and products.



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: 2021 PPB Readership Study

| Net Rates | 1X | 3X | 6X | 12X |
|--------------|---------|---------|---------|---------|
| Full Page | \$4,500 | \$4,350 | \$3,950 | \$3,550 |
| 1/2 Page | \$2,700 | \$2,600 | \$2,350 | \$2,100 |
| 1/3 Page | \$1,800 | \$1,700 | \$1,550 | \$1,400 |
| 1/6 Page | \$950 | \$900 | \$850 | \$750 |
| Inside Front | \$5,150 | \$5,000 | \$4,800 | \$4,550 |
| Inside Back | \$4,950 | \$4,750 | \$4,600 | \$4,350 |
| Back Cover | \$5,850 | \$5,600 | \$5,450 | \$5,160 |

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

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

BONUS

As an added BONUS, when you advertise in PPB magazine, your ad will also run in the digital flipbook.

flipbook.ppai.org

- 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.)
- Ask your Account Manager about sponsored content opportunities.

Recent Awards For PPB:

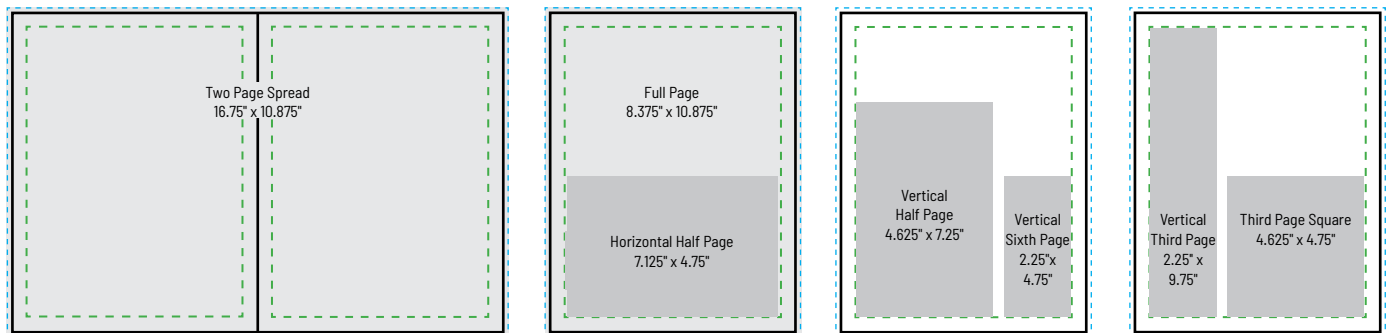
- Platinum MarCom Award for PPB's May 2020 issue
- Gold MarCom Award for PPB's June 2020 issue
- ASAE Gold Circle Award for PPB's supplement: The Playbook To Restart Businesses

For Eye on Apparel, Editor's Picks and Market to Market, submit materials online at pubs.ppai.org/submit-content

PPB Advertising Specs

| Ad Size | Live (width x height) | Trim (width x height) | Bleed (width x height) | Additional Info |
|----------------------|--------------------------|--------------------------|---------------------------|--|
| Two-Page Spread | 15.75" x 10.875" | 16.75" x 10.875" | 17.25" x 11.125" | File Format: Hi-res 300 dpi PDF or EPS files. All fonts outlined. No RGB colors. Images imbedded, not linked. All ads must include crop marks. Bleeds required for full- and 2-page spreads. All artwork must include PPAI member number or PPAI associate 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. |
| 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 | 4.625" x 7.25" | _____ | _____ | |
| Third Page Square | 4.625" x 4.75" | _____ | _____ | |
| Vertical Third Page | 2.25" x 9.75" | _____ | _____ | |
| Vertical Sixth Page | 2.25" x 4.75" | _____ | _____ | |

Inserts 7.875" x 10.375" 8.625" x 11.125" _____ 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.



Include crop & bleed marks.

PDF templates available online: sparkpublications.com/digital/PPB

Submission Instructions Visit: sparkpublications.com/digital/PPB

- File name needs to be labeled as CompanyName_PPB_MMY
- Click the upload tab and load the file

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. See Page 2 for more details.

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. PPAI Associates and nonmembers 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 PPB. Position requests other than premium positions cannot be guaranteed. Ask your account manager about availability and pricing.

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

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.

2022 PPB Editorial Calendar

JAN

Feature: PPAI Hall Of Fame

Eye On Apparel: Outdoor Gear

Market To Market: Real Estate

Editor's Picks: Eco-Friendly

Ad Space Deadline: 11/23/21

Material Deadline: 11/25/21

MAR

Feature: PPAI Humanitarian Award, Top Client Programs

Eye On Apparel: Best Of Expo

Market To Market: Trade Show

Editor's Picks: Best Of Expo

Ad Space Deadline: 1/29/22

Material Deadline: 2/3/22

APR

Feature: PPAI Distinguished Service Award, Supplier Stars

Eye On Apparel: Resort & Spa

Market To Market: Travel

Editor's Picks: Meeting Products

Ad Space Deadline: 2/24/22

Material Deadline: 2/26/22

MAY

Feature: Top Marketing Programs

Eye On Apparel: T-shirts

Market To Market: Sporting Events

Editor's Picks: Awards/Recognition

Ad Space Deadline: 3/29/22

Material Deadline: 4/1/22

JUN

Feature: Annual Distributor Sales Survey

Eye On Apparel: Team/Sports Uniforms

Market To Market: Charities

Editor's Picks: Games/Toys

Ad Space Deadline: 5/3/22

Material Deadline: 5/6/22

JUL

Feature: Greatest Companies To Work For

Eye On Apparel: American Made

Market To Market: Retail

Editor's Picks: Desk/Office

Ad Space Deadline: 5/31/22

Material Deadline: 6/3/22

SEPT

Feature: PPB Rising Stars, Best In Supplier Decorating

Eye On Apparel: Outerwear

Market To Market: Employee Appreciation

Editor's Picks: Edibles

Ad Space Deadline: 7/30/22

Material Deadline: 8/4/22

OCT

Feature: Best In Technology

Eye On Apparel: Sustainable

Market To Market: Fitness

Editor's Picks: Writing Instruments

Ad Space Deadline: 8/30/22

Material Deadline: 9/2/22

NOV

Feature: Service Superheroes

Eye On Apparel: Accessories

Market To Market: Health Care

Editor's Picks: Premiums & Incentives

Ad Space Deadline: 9/27/22

Material Deadline: 10/1/22

DEC

Feature: Expo Preview

Eye On Apparel: Hats & Caps

Market To Market: Automotive

Editor's Picks: Drinkware

Ad Space Deadline: 10/29/22

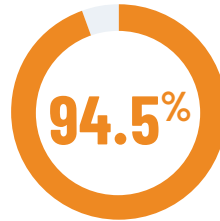
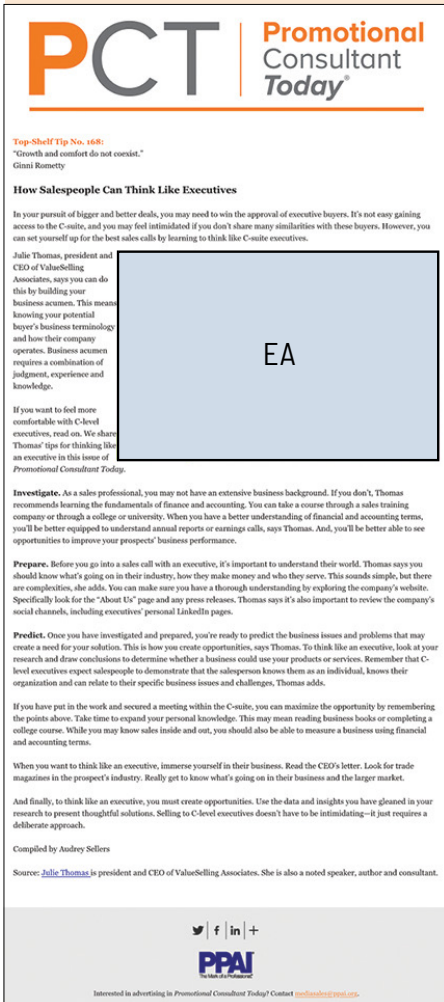
Material Deadline: 11/3/22

Calendar is subject to change.

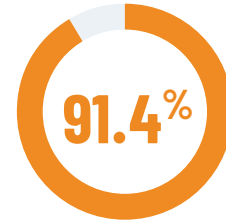
DIGITAL MEDIA

PCT | Promotional Consultant Today™

Promotional Consultant Today (PCT), 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, exclusive ad space and an average **18%** open rate, PCT lets you connect your brand directly with distributor salespeople. It's powerful and cost-effective — a perfect balance for any of your marketing campaigns.



of readers have influence on or are the primary decision-maker in selecting suppliers and products.



of readers find PCT useful to their job.

* Research data sources: 2021 PCT Readership Survey

Exclusive Ad (EA)
575w X 375h pixels

1X

\$440

5X

\$430

15X

\$415

30X

\$385

60X

\$330

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

Schedule Excludes Holidays: Memorial Day, Independence Day (July 4), Labor Day, Thanksgiving Day, the Friday after Thanksgiving and the day after Christmas

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

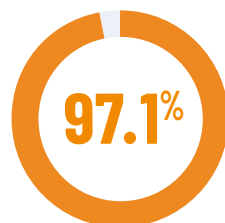
Artwork Deadline: One business week prior to run date.

Submission Instructions: Email to mediasales@ppai.org Include URL link & email address.

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.

PPB Newslink

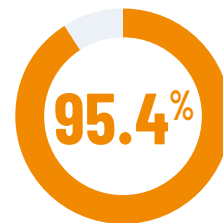
Tuesdays and Thursdays belong exclusively to PPAI's e-newsletter, *PPB Newslink*. Reaching **70,000** professionals twice a week with an average **16%** open rate, *PPB Newslink* helps you extend your reach to an audience who is informed and engaged with all things happening in the promotional products industry. Solidify your brand by advertising in this powerful marketing tool.



of readers consider
PPB Newslink a useful tool for
keeping them informed.

3 out of 4

readers have taken action
as a result of an ad.



of readers have influence on or
are the primary decision-maker in
selecting suppliers & products.

Research Data Sources: 2021 PPB Readership Study

| | 1X | 5X | 15X | 30X |
|--|-------|-------|-------|-------|
| Premium Banner Ad (PB) 662w X 102h pixels | \$880 | \$825 | \$715 | \$550 |
| Vertical Banner Ad (VB) 150w X 300h pixels | \$660 | \$600 | \$500 | \$400 |
| Button Ad (BA) 150w X 150h pixels | \$440 | \$400 | \$350 | \$260 |

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

Artwork Deadline: One business week prior to run date.

Submission Instructions: Email to mediasales@ppai.org Include URL link & email address.

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.

PPB Newslink Sponsored Content

Your content is nested within the *PPB 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.

| | 1X | 5X | 15X | 30X |
|---|---------|---------|-------|-------|
| Sponsored Content (SC) 480w X 300h pixels | \$1,100 | \$1,050 | \$880 | \$770 |

Sponsored Content Ad Materials:

- Content Title
- Image: 480w x 300h pixels
- URL for Image Link
- URL for "Read More" Link
- 500 Character Maximum

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.

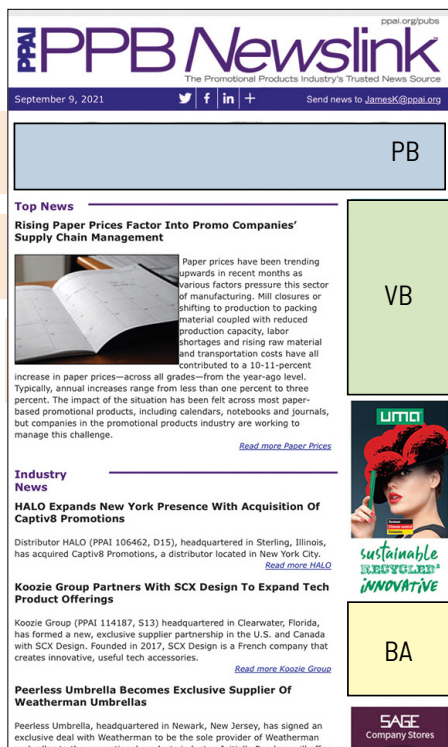
Artwork Deadline: One business week prior to run date.

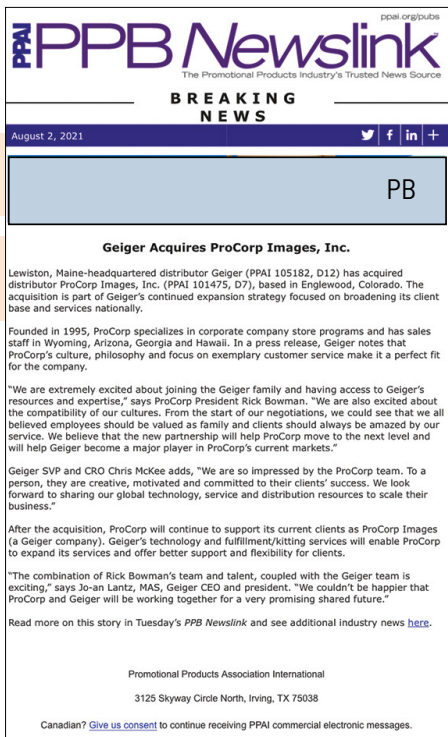
Submission Instructions: Email to mediasales@ppai.org Include URL link & email address.

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

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

Send news releases to JamesK@ppai.org and story ideas or other editorial correspondence to TinaF@ppai.org





PPB Newslink™ Breaking News

From major acquisitions to big-name promotions, *PPB 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.

Premium Banner Ad
662w X 102h pixels

1X

\$880

5X

\$825

15X

\$715

30X

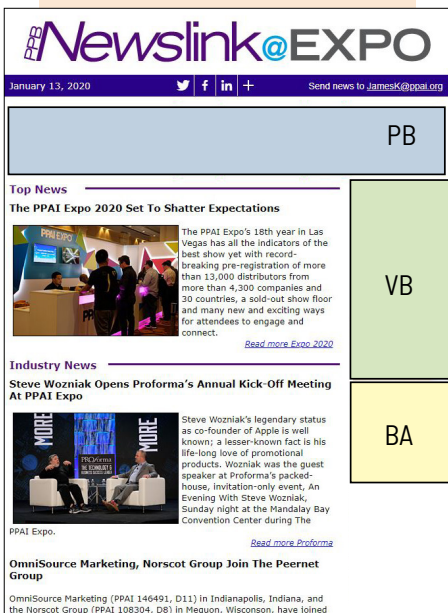
\$550

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

Newslink@EXPO

Newslink@PPAI EXPO
DIRECT 2 YOU

The special editions of *PPB Newslink@Expo* and *PPB Newslink@Expo D2U* 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 (January 10-13) and PPAI Expo Direct-2-You (February 22-24).



Premium Banner Ad (PB)
662h X 102w pixels

1X

\$880

5X

\$825

15X

\$715

30X

\$550

Vertical Banner Ad (VB)
150h X 300w pixels

\$660

\$600

\$500

\$400

Button Ad (BA)
150h X 150w pixels

\$440

\$400

\$350

\$260

Sponsored Content
480h X 300w pixels

\$1,100

\$1,050

\$880

\$770

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

Artwork Deadline: One business week prior to run date.

Submission Instructions: Email to mediasales@ppai.org Include URL link & email address.

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.

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

Send news releases to JamesK@ppai.org and story ideas or other editorial correspondence to TinaF@ppai.org



PPB Preview Email

A PPB preview email is distributed at the beginning of each month to more than **70,000** industry professionals with an open rate of **18%** and provides a link to the digital flipbook with an exclusive location for your advertising.

PPB Preview Email Ad
200w X 250h pixels

1 Month

\$600

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

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

Artwork Deadline

One business week prior to run date.

File Format: jpeg or gif file; size should not exceed 200K. Flash animated files are not accepted.

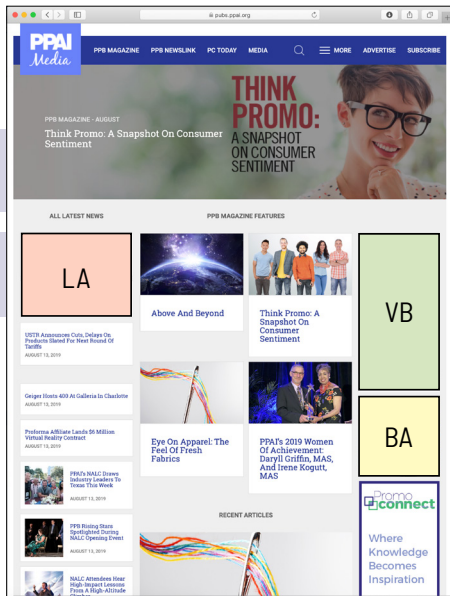
Submission Instructions

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

PPB Supplements

Including topics like trade show highlights, specific market segments and holiday product ideas, PPB supplements are crafted to meet the current needs of our industry. Each issue can be dramatically different from the next and offers a wide range of advertising opportunities, from cover pages to featured products and advertorials. Contact your dedicated account manager to learn more about the advertising opportunities available in the next supplement.





PPAI Media Website

pubs.ppai.org



Quality and quantity is the name of the game for PPAI's hub for all things news, the PPAI Media website, pubs.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. With **40,000** monthly visitors, you can optimize your audience by taking advantage of this high concentration of information seekers.

Monthly Rates

Top Banner (TB)
797w X 108h pixels

Vertical Banner (VB)
277w X 546h pixels

Landscape Ad (LA)
410w X 293h pixels

Button Ad (BA)
277w X 277h pixels

| | 1X | 3X | 6X | 12X |
|---|-------|-------|-------|-------|
| Top Banner (TB) 797w X 108h pixels | \$650 | \$585 | \$465 | \$285 |
| Vertical Banner (VB) 277w X 546h pixels | \$575 | \$515 | \$405 | \$255 |
| Landscape Ad (LA) 410w X 293h pixels | \$500 | \$450 | \$350 | \$220 |
| Button Ad (BA) 277w X 277h pixels | \$450 | \$405 | \$320 | \$200 |

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



Top Banner (TB): 797w X 108h px

Vertical Banner (VB):
277w X 546h px

Landscape Ad (LA):
410w X 293h px

Button Ad (BA):
277w X 277h px

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

Artwork Deadline

One business week prior to run date.

File Format:

jpeg or gif file; size should not exceed 200K. Flash animated files are not accepted.

Submission Instructions

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

WEBINARS



Webinar Sponsorships

Webinars are the perfect option if you're seeking to connect with a new audience eager to learn about a wide range of topics, including new regulations, product design, decorating techniques and much more. Showcase your leadership and attract targeted leads while promoting your company and brands to the more than **20,000** users who are dedicated industry professionals.

Sponsor A Webinar

Sponsor a scheduled webinar topic and receive recognition in all promotions of the sponsored webinar and at the beginning and end of the webinar. The webinar will be archived online for up to 12 months.

Present & Sponsor A Webinar

By sponsoring and presenting a webinar, your company will receive brand acknowledgment at the beginning and end of the webinar and throughout all promotions of the sponsored webinar. Must receive PPAI approval and presenter must agree to PPAI Presenter agreement.

Top Banner (TB)

Logo on webinar title screen

Sponsor

\$500

Present & Sponsor

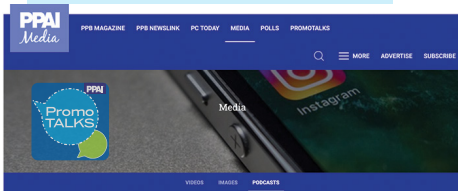
\$2,000

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

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

Submission Instructions: Logos should be submitted in vector format as an .ai, .pdf or .eps
Email vector format logo to mediasales@ppai.org

PODCASTS



PromoTalks Sponsorship

With a PromoTalks podcast sponsorship, your brand can be front and center during virtual, thoughtful conversations and insightful interviews. PromoTalks covers topics business professionals care about including the latest news, trends, issues and ideas that are top of mind in this dynamic and ever-changing marketplace. Your sponsorship includes your company name and a short, verbal ad at the beginning of the podcast, plus your company name on all PromoTalks graphics.

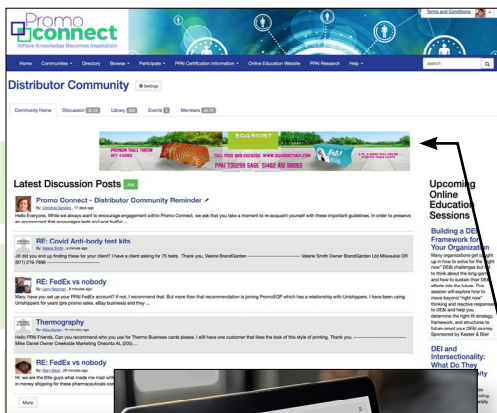
PromoTalks Sponsor

1 Month

\$600

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

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



Promo Connect

Promote your brand with exclusive exposure to the Promo Connect distributor community webpage and email digest notifications. Promo Connect is an online industry knowledge hub designed to facilitate instant information sharing, networking and collaboration by taking interaction beyond meetings, phone calls and emails. Your ad will be prominently seen by all visitors to the distributor community page and threads posted for the group. In addition, this same ad will receive high exposure to more than **170,000** emails to engaged distributors who have activated email notifications of activity. These daily digest or weekly digest notification emails have an open rate of **15%** and in some cases, your ad will be served to a user multiple times a day. Ads are sold by the week and run Saturday-Friday.

| | 1 Week | 5 Weeks | 15 Weeks | 30 Weeks |
|---|------------|------------|------------|------------|
| Premium Banner 964w X 125h pixels | \$2,200/wk | \$2,050/wk | \$1,750/wk | \$1,400/wk |

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

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

Artwork Deadline

One business week prior to the first day the ad is scheduled to run.

File Format:

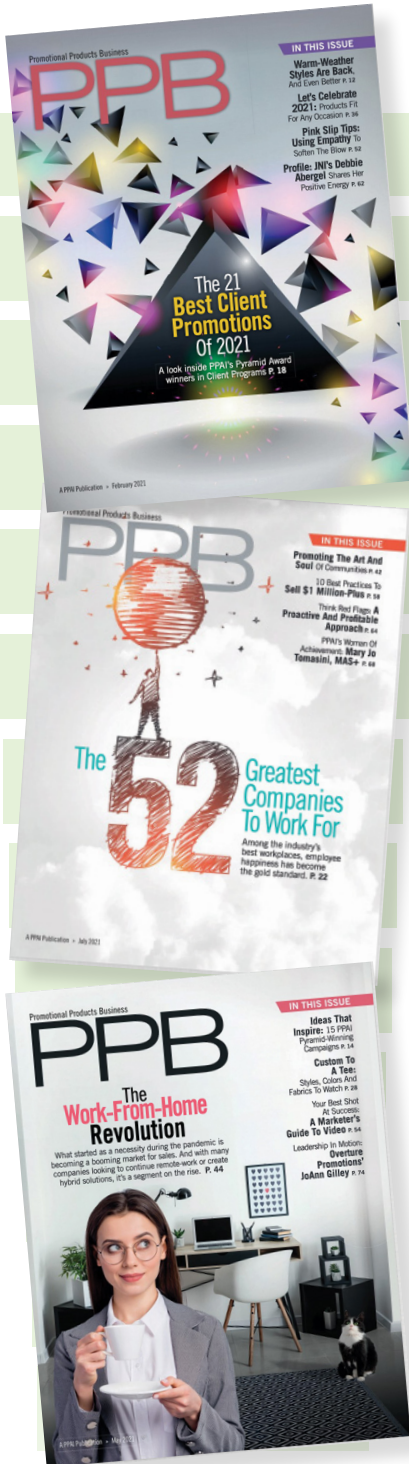
jpeg or gif file; size should not exceed 200K. Flash animated files are not accepted.

Submission Instructions

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

BONUS
As an added BONUS, when you advertise in Promo Connect, the ad will also be featured at the top of a distributor community digest email

community.ppai.org



PPAI Business Development Account Managers



Sales Manager & National Accounts

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



Major Account Manager

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



Account Manager

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

Additional Sales Contacts

Director, Business Development & Expositions

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

Account Coordinator

Mimi Duong
972-258-3025
MimiD@ppai.org

Editorial Contacts

Editor

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

News Editor

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

Associate Editor

Danielle Renda
972-258-3046
DanielleR@ppai.org

Associate Editor

Kristina Valdez
972-258-3094
KristinaV@ppai.org

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 nearly 16,000 global members. Promotional products are a \$24 billion industry and include wearables, writing instruments, calendars, drinkware and many other items, usually imprinted with a company's name, logo or message.