



CAUGHT IN THE NET

REACH 31,300

INDUSTRY PROFESSIONALS

EVERY WEEK MEDIA KIT



# MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

## ADVERTISING OPTIONS

### A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

### B SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

### C/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

### D PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

### E CALLOUT TEXT AD

Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.

### F TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

This message contains images. If you don't see images, click here to view [Click here to advertise in this news brief.](#)

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**WWW.CORRUGATEDPARTS.COM**  
800-969-0881

**NET** TAPPI Nonwovens Expertise  
Caught In the NET

**Nonwovens can replace wovens – an influential retailer needs to take the risk**  
InTexx  
The main route to future growth for apunnett nonwovens is likely to be in the development of ever more textile-like materials to replace woven fabrics. This was the view expressed by Arnold Wilkie, president of U.S. nonwovens specialist HSB Inc., at the recent Ebara Nonwovens Symposium in Bavaria, Italy. It is a view widely held by industry analysts. All of the technology is already in place, and the mass-market economics certainly make sense. [MORE](#)

**CHESTERTON**

**Georgia carpet producer, nonwovens manufacturer invest in Aztec Machinery**  
Textile World Magazine  
Aztec Machinery Co. – a producer of dryers and ovens for nonwovens, technical textiles and carpets – reports a north Georgia-based major manufacturer of nonwovens and tulle carpets has purchased a three-roll drum dryer to dry and thermally bond needpunched nonwovens. The machine is a 4.6-meter-wide single-drum design with drum diameter exceeding 3 meters. [MORE](#)

**Spunbond geosynthetic protects Danub's wastewater treatment plant**  
Innovation in Textiles  
Living Danub is an advanced wastewater treatment plant project in Budapest, that is being built to aid the general recovery and environmentally sustainable management of the Danube River. According to Danub, an earlier stage of the project was recently completed resulting in the plant now being protected by a high performance green roof that exploits the properties of Durotek Type2 Geosynthetics to deliver long-term reliable functionality. [MORE](#)

**Mom campaign over? No link between Pampers Dry Max and diaper rash**  
New York Daily News  
According to a new report from the U.S. Consumer Product Safety Commission, there is no link between Pampers Dry Max diapers and diaper rash. The news comes months after thousands of mothers joined in a social media campaign against the diapers, claiming that the Dry Max diapers caused skin conditions and even chemical burns in their young children, reports ADAGE.com. [MORE](#)

**ASURAR**  
Tailoring small European made parts for your Pulp, Paper, Converting, Packaging, Industrial, Process, and Tech, Needs

**Spunlaced flax: New possibilities for eco-friendly composites**  
Textile World Magazine  
Nexfin GmbH – a European-based developer and manufacturer of durable spunlaced, needpunched and composite nonwoven fabrics for applications such as apparel, automotive, filtration, industrial, medical, roofing and other applications – has begun developing spunlaced and spunlaced composite roll goods for applications including roofing, automotive, packaging, sports equipment and filtration. [MORE](#)

**'Eco bags' aim to save earth in style**  
ABC CN News  
Mid-size SH recently launched a line of brightly colored reusable totes as part of its efforts to encourage the youth to save the environment. Aptly called "eco bags," the totes are made of polypropylene, a non-woven material that is recyclable, non-toxic and non-reactive to human skin. Originally intended as grocery bags, SH said these can also be used for school and travel. [MORE](#)

**T. Buck, Inc.**  
Reduce set-up time, increase productivity, reduce waste, improve box quality. Eco-Set Folder Arm Upgrade. [MORE](#)

**Polymer carpets – a new class of nanomaterials for NEMS and MEMS**  
ECN Mag  
Unlike most biological membranes, polymeric, nanometer-thin membranes are very stable and can withstand considerable pressure. This is an essential requirement for separation processes such as in water purification and desalination. Because their mechanical stability can be combined with flexibility and chemical functionality, polymeric nanomembranes are also intensely researched as materials for actuators and microensors. They have also entered the biomedical field as artificial nerve and as a novel material used in surgery. [MORE](#)

**The future looks fluffy**  
Ottawa Citizen  
The forestry industry that built the Ottawa-Gatineau economy appears to be on its last legs. Hampered by the Internet's growing grip on personal communications, the rich Canadian dollar and intense competition, the forestry industry continues to slash operations in the hopes of finding a smaller, profitable core. [MORE](#)

**PRODUCT SHOWCASES**

**Optimize your production flow!**  
Allison Systems' Iona life blades  
EasyView™ Tension Measurement

Produce alternatives to components and turnkey solutions specifically for the paper converting industry. Our patented DuraFlow Concept, among other innovations, includes: automatic, in-line operator access, machine, and flow adjustments. We take pride in the quality of our systems and ensure you'll have high up-time and little maintenance. [Click here](#)

Our new heavy-duty Super-Coat tool steel doctor blades are a proven fix for most of those splitting blades. Our Super-Coat Gold steel blades are proven to provide good tonnage for fine and coarse, effectively reducing roll wear and blade corrosion where needed. [Click here](#)

The compact EasyView™ Tension Indicator amplifies the web tension signal from tension transducers in a matched web path, displays the tension on a meter, and provides an audible 50-50 Hz ACC (audio) signal output. Use if desired, to a PLC, drive, or controller. [Click here](#)

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Presented by **MULTIPLIFE**  
7701 Lee Corral Ridge, Ste. 800, Irving, TX 75039

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

SEE PRICING NEXT >>>

# AD RATES & SPECS

Prices are for participation in 13 emails to the 31,300 industry professionals (one 90 day cycle)



Leaderboard  
**\$2500**

Image Dimensions  
**728x90**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Top/Bottom Banner  
**\$2000/\$1500**

Image Dimensions  
**468x60**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Skyscraper  
**\$2000**

Image Dimensions  
**120x600**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Product Showcase  
**\$1500**

Lorem ipsum dolor  
Lorem ipsum dolor  
sit amet, consectetur  
adipiscing elit, sed  
do eiusmod tempor  
incididunt ut labore et  
dolore magna aliqua.  
Ut enim ad minimum  
veniam, quis nostrud  
exercitation ullamco  
laboreis nisi. **More**

Text **five word headline, fifty word description**  
Image Dimensions **175x125** File Format **JPEG, GIF**



Lorem ipsum dolor  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed  
do eiusmod tempor incididunt ut labore et dolore magna  
aliqua. Ut enim ad minimum veniam, quis. **More**

Callout Text Ad  
**\$1000**

Text **five word headline, twenty-five word description**  
Image Dimensions **125x100** File Format **JPEG, GIF**



Lorem ipsum  
dolor sit amet  
Lorem ipsum  
dolor sit amet,  
consectetur  
adipiscing elit,  
sed do eius-  
mod tempor  
incididunt  
ut labore et.  
**More**

Traditional Text Ad  
**\$500**

Text **five word headline, fifteen word description**  
Image Dimensions **120x50** File Format **JPEG, GIF**

# CONTACT US

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CAUGHT IN THE NET, POWERED BY MULTIBRIEFS,  
PROVIDES WEEKLY NEWS AND INFORMATION TO INDUSTRY  
PROFESSIONALS NATIONWIDE.

Caught in the NET tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications. Delivered to the inboxes of technical directors, engineers, professors, research and development managers, and sales and marketing professionals, Caught in the NET keeps professionals informed of topics that impact the daily operation of their business. Subscribers are decision-makers with purchasing power - the top-tier professionals in the industry.

CAUGHT IN THE NET  
IS A PROFESSIONAL RESOURCE FOR

NEWS  
IDEAS+

# TOP TEN REASONS TO ADVERTISE IN CAUGHT IN THE NET:



## CREDIBLE SOURCE

For years, our members have turned to the association as the informational authority of the industry. Advertising in Caught in the NET solidifies your place among weekly information provided to TAPPI members.



## TARGETED DISTRIBUTION

Advertising in Caught in the NET allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



## OPT-IN SUBSCRIBER LIST

Subscribers to Caught in the NET have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



## RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



## FREQUENCY

Frequency builds awareness. As a weekly publication, Caught in the NET ensures your ad will be seen every week by our 40,000 subscribers.



## AFFORDABLE

Advertising in Caught in the NET is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



## YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of Caught in the NET has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



## IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



## EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in Caught in the NET.



## TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.