



PLACE WEEKLY WRAP-UP

REACH 34,000

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.

A  **PLACE Weekly Wrap-Up**
A weekly news and information resource from TAPPI's PLACE Division

March 5, 2009 TAPPI Buyer Guide


TAPPI Presents the 2009 PLACE Flexible Packaging Summit in Columbus
TAPPI will be holding its PLACE Flexible Packaging Summit 28-30 Apr. at the Westin Columbus in Columbus, OH. [More](#)


CHESTERTON
Water Solutions, Seal Services


TAPPI Presents the 12th European PLACE Conference in Budapest, Hungary
TAPPI has announced the 12th European PLACE (Polymers, Laminations, Adhesives, Coatings and Extrusions) Conference, the premier technical event for the European flexible packaging and converting industry. The conference will be held from 18-20 May 2009 at the Corinthia Grand Hotel in Budapest, Hungary. [More](#)

Flex-Packs Mix Form and Function
Flexible Packaging Achievement Awards blend high performance and sleek looks with convenience and sustainability along with advances in printing and converting technologies. [More](#)

Nordson Looks to Expand in Life Sciences
Nordson Corp., a maker of equipment that dispenses adhesives and coatings used in manufacturing and consumer products, is looking to expand in the life sciences market through targeted acquisitions, the company's chief executive said on Wednesday. [More](#)

D Attention Paper Converters - Optimize your production flow!
 FlexLink specializes in components and turnkey solutions specifically for the paper converting industry. Our patented Dynamic Flow Concept, among other solutions, will reduce accumulation, improve operator access, machine, and floor utilization. We take pride in the quality of our systems and ensure you'll have high up-time and little maintenance. [MORE](#)

Allison Systems' long life blades for Gravure and Flexo
 Our very long life Super Gold tool steel doctor blades are a proven fix for most UV Flexo spitting issues. Our Super Coat alloy coatings on our Super Gold steel blades are proven to provide good lubrication for Flexo and Gravure, effectively reducing roll wear and blade corrosion where needed.

EasyView™ Tension Measurement and Display
 The compact EasyView™ Tension Indicator amplifies the web tension signal from tension transducers in a machine's web path, displays the tension on a meter, and provides an isolated 0-to-10 VDC tension signal output, for use if desired, to a PLC, drive, or controller.

Packaging & Print ERP/MIS PECA3 Vision ERP/MIS software for packaging and print companies
[More info](#)

C1 SA to get R80m Nanotech Centre
The National Research Foundation (NRF) on Friday stated that it was spearheading an R80-million national High Resolution Transmission Electron Microscope (HRTEM) centre. The HRTEM centre would be located at Nelson Mandela Metropolitan University (NMMU) in the Eastern Cape. The equipment at NMMU would be available as a resource to all South African and African universities, as well as researchers in industry. [More](#)

Rexam Takes Control of Mexican Plastic Site
Rexam has bought the remaining 50% of its joint plastics venture with Pavisa Industries, in Mexico. Rexam will take full ownership of the plastic packaging injection and extrusion blow-moulding manufacturing plant in Mexico City. [More](#)

T-Buck, Inc
Reduce set-up time, increase productivity, reduce waste, improve box quality. Easy-Set Folder Arm Upgrade for your flexo folder. 352-397-8337. Services also available. [MORE](#)

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief. Please refer to page 3 for appropriate image dimensions.

SEE PRICING NEXT >>>

AD RATES & SPECS

Prices are for participation in 13 emails to the 34,000 industry professionals (one 90 day cycle)



Leaderboard
\$5000

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$4000/\$3500

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Skyscraper
\$4000

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



Product Showcase
\$3950

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**
Max File Size **30k**



Callout Text Ad
\$2500

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**

Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**
Max File Size **30k**



Traditional Text Ad
\$1500

Lorem ipsum
dolor sit amet
Lorem ipsum
dolor sit amet,
consectetur
adipiscing elit,
sed do eiusmod
tempor **More**

Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**
Max File Size **15k**

CONTACT US

COLBY HORTON
DIRECTOR OF MEDIA AND CONTENT
469.420.2601
chorton@multibriefs.com

JAMES DeBOIS
DIRECTOR OF ADVERTISING SALES
469.420.2618
jdebois@multibriefs.com

THE PLACE WEEKLY WRAP UP, POWERED BY MULTIBRIEFS, PROVIDES WEEKLY NEWS AND INFORMATION TO INDUSTRY PROFESSIONALS.

The news 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 professionals who work for converters, suppliers, consulting companies, and others in the converting industry, PLACE Weekly Wrap-Up 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.

PLACE WEEKLY WRAP-UP
IS A PROFESSIONAL RESOURCE FOR

NEWS+
IDEAS+

TOP TEN REASONS TO ADVERTISE IN PLACE WEEKLY WRAP-UP:



CREDIBLE SOURCE

For 100 years, our members have turned to the association as the informational authority of the industry. Advertising in Place Weekly Wrap-Up solidifies your place among weekly information provided to TAPPI members.



TARGETED DISTRIBUTION

Advertising in Place Weekly Wrap-Up 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 Place Weekly Wrap-Up 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, Place Weekly Wrap-Up ensures your ad will be seen every week by our 34,000 subscribers.



AFFORDABLE

Advertising in Place Weekly Wrap-Up 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 Place Weekly Wrap-Up 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 Place Weekly Wrap-Up.



TRACK CAMPAIGN EFFECTIVENESS

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