

# CONTRACT PACKAGING 2020 Media Guide



connecting you with the largest users  
of contract packaging and related services



Contract Packaging is the official  
publication for the





## Reach 20,000 of your best customers and prospects in print.

*Contract Packaging* magazine is mailed to qualified packaging professionals who have purchase involvement in contract packaging and related services and products. Your ad will reach the decision-makers at big consumer packaged goods companies, as they are searching for solution providers.

Contract packagers, who are CPA members, also receive *Contract Packaging*.

Editor-in-Chief Anne Marie Mohan brings a wealth of industry knowledge to each edition and embraces an editorial flexibility that ensures each issue will feature the most significant, most timely developments. *Contract Packaging* has the privilege and the advantage of being the official publication for CPA, the Association for Contract Packagers & Manufacturers. No other publication covers contract packaging-related developments as insightfully, with the access to and trust of key influencers that are driving the leading edge of the industry.

### Among other broad topic areas, in 2020

#### *Contract Packaging* will monitor new developments in:

- e-commerce challenges and opportunities
- co-packing and manufacturing services embedded within CPG companies' facilities
- cost-effective strategies for companies involved in both primary and secondary packaging outsource contracts
- contract packaging's role in private-label marketing strategies
- consumer product companies that operate as both the end-user of co-packing services and as a co-packer of other companies' products
- the economy's impact on contract packaging
- other strategies and new developments shaping the leading edge of the contract packaging industry

#### In each issue, the industry coverage you've come to expect

- profiles of innovative contract packagers and service users
- news from CPA, the Association for Contract Packagers & Manufacturers
- coverage of key packaging events

## March/April Issue

**Ad closing: March 6 • Materials due: March 13**

### BONUS DISTRIBUTION:

- EXPO PACK Mexico, June 2-5, Mexico City

## July/August Issue

**Ad closing: June 10 • Materials due: July 15**

### BONUS DISTRIBUTION:

- PACK EXPO International, November 8-11, Chicago

## November/December Issue

**Ad closing: Nov. 9 • Materials due: Nov. 13**

### INCLUDING THE RESOURCE GUIDE

- special section, featuring profiles of contract packaging, services and supplier companies

### BONUS DISTRIBUTION:

- The Resource Guide will be distributed at key packaging events throughout the year

## Resource Guide

Our annual Resource Guide is published as a special section in the November/December issue. Featuring profiles of companies that offer products and services for packaging buyers, *Contract Packaging's* Resource Guide will be distributed at key trade events throughout the year.

Company profile includes these benefits:

- full-page company description
- company statement
- CEO photo and statement
- company logo
- photo of facility, employees or products
- Contract Packaging Association logo, for member companies
- bonus distribution throughout 2020







## Generate leads – reach your best customers and prospects via our newsletters and Web ad options.

Get optimum exposure, measurable ROI and **leads for your sales team**. Connect online with individuals in the *Contract Packaging's* e-database.

Our newsletters include a smart mix of contract packaging news, trends and new products, and reach 10,000 - 14,000 professionals. Single sponsor and multi-sponsor editions are available to match your needs and budget. You can also reach your customers via a variety of online display ad products. Digital advertising includes comprehensive ad reports with

impression and click-through data, as well contact information about respondents who clicked on your ad messages (where data is available).

### OUR AD TRACKING SOFTWARE TIES INTO OUR SUBSCRIBER DATABASE

State-of-the-art ad tracking software captures contact information for registered users who click on your message or content. If a respondent is not in our database – and you choose to require registration – they'll be prompted to enter their information prior to viewing your content. Because our tracking software is in sync with our subscriber database, many respondents will never see the registration form and can seamlessly download your information. This “express lane” access boosts your overall lead collection.

### AUTOMATICALLY RECEIVE ACTIVITY REPORTS – OR GET THEM IN REAL TIME

Advertisers will regularly be e-mailed activity reports with contact information (where available) for individuals who responded to your ad. Reports can be e-mailed daily or weekly—or advertisers can access information anytime by direct login to our LeadWorks lead management platform.

**To reserve space, and for more information, contact Lara Krieger at 800-355-5595, ext. 1609.**

## Industry exposure and lead-generation – included with your membership!

CPA members qualify for free and discounted media with *Contract Packaging*.

Visit [ContractPackaging.org](http://ContractPackaging.org) for complete details and contact Ron Levinson at 480-473-4800 to get started using your free benefits!

	Regular Members	Associate Members	CPA Annual Sponsors
Subscription to <i>Contract Packaging</i>	included	included	included
Listing in the <i>Contract Packaging</i> magazine member directory in each issue	included	included	included
10% discount off advertising with <i>Contract Packaging</i> ; print edition reaches 20,000 professionals three times each year.	included	included	included
Digital ad in <i>Contract Packaging Focus</i> , offering branding and lead-generation. Feature your white paper or video in this e-newsletter distributed to 10,000 professionals.	included	included	n/a
Free exclusive sponsorship of <i>Contract Packaging's</i> lead-generating newsletter, reaching 14,000 professionals.	n/a	n/a	included

Please note: Digital circulation varies; some media benefits require membership before July 1st. See details at [www.ContractPackaging.org](http://www.ContractPackaging.org).

## Print Ad Rates

### Ad Size

Full Page	\$ 3250
2/3 Page	\$ 3050
1/2 Page island	\$ 2600
1/2 Page horizontal	\$ 2600
1/2 Page vertical	\$ 2600
1/3 Page vertical	\$ 1750
1/3 Page square	\$ 1750
1/3 Page horizontal	\$ 1750
1/4 Page	\$ 1300

Cover Positions .....\$ 3750

Agency Commission\* .....15%

\*No agency commission on Company Profiles.

## E-newsletter Ad Rates

Contract Packaging (single sponsor gross rate) .....\$ 3750

Contract Packaging Focus (multi-sponsor gross rate) .....\$ 950

**CPA members receive a 10% discount off net advertising prices.**

**SPECIAL OFFER!** Run 1/2-page ad (or larger) in all three issues and receive a FREE Profile in our annual Resource Guide, published in the November/December 2020 issue.

(Net prices, per insertion; color included; effective September 1, 2019)

CONTRACT PACKAGING			
Ad Shape	Bleed Dimensions (W x H - Inches)	Trim Size (W x H - Inches)	Safe Area (W x H - Inches)
Two Page Spread	16.25 x 10.75	16.0 x 10.5	15.5 x 10.0
1/2 Horizontal Spread	16.25 x 5.5	16.0 x 5.25	15.5 x 4.75
Full Page (Includes Cover Tip On)	8.25 x 10.75	8.0 x 10.5	7.5 x 10.0
2/3 Vertical	5.375 x 10.75	5.125 x 10.5	4.625 x 10.0
1/2 Vertical	4.5 x 10.75	4.25 x 10.5	3.75 x 10.0
1/2 Horizontal	8.25 x 5.5	8.0 x 5.25	7.5 x 4.75
1/2 Island	5.375 x 8.5	5.125 x 8.25	4.625 x 7.75
1/3 Vertical	3.125 x 10.75	2.875 x 10.5	2.375 x 10.0
1/3 Horizontal	8.25 x 3.875	8.0 x 3.625	7.5 x 3.125
1/3 Square	5.375 x 5.5	5.125 x 5.25	4.625 x 4.75
1/4 Page	4.5 x 5.5	4.25 x 5.25	3.75 x 4.75

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THE ASSOCIATION FOR  
CONTRACT PACKAGERS & MANUFACTURERS

For more information about the Association for Contract Packagers & Manufacturers, visit [www.contractpackaging.org](http://www.contractpackaging.org).

