

## PW Pricing

Description	Line Description	Sizes	Rate
PW - Case Study Content Marketing (PACKAGE ONLY) - NM2021	Tier 1		5900
PW - Case Study Content Marketing (PACKAGE ONLY) - NM2021	Tier 2		10000
PW - Case Study Content Marketing (PACKAGE ONLY) - NM2021	Tier 3		13325
PW - Video Content Marketing (PACKAGE ONLY) - NM 2021	Tier 1		5100
PW - Video Content Marketing (PACKAGE ONLY) - NM 2021	Tier 2		5550
PW - Video Content Marketing (PACKAGE ONLY) - NM 2021	Tier 3		9650
PW - Craft Brewers Conference Pre-Show Promotion (PACKAGE ONLY) - NM2021	Craft Brewers Conference Pre-Show Promotion (PACKAGE ONLY)		3500
PW - Contract Packaging Focus -NM2021	Contract Packaging Focus		975
PW - Contract Packaging Focus -NM2021	Contract Packaging Focus CPA Member Only		0
PW - Contract Packaging Newsletter -NM2021	Contract Packaging Newsletter		3850
PW - Contract Packaging Newsletter -NM2021	CPA Member Only Contract Packaging Newsletter		0
PW - Contract Packaging Magazine -NM2021	1/2 Page Horizontal Spread	1/2HS	5650
PW - Contract Packaging Magazine -NM2021	1/2 Page Island	1/2PG	2675
PW - Contract Packaging Magazine -NM2021	1/2 Page Horizontal	1/2PGH	2675
PW - Contract Packaging Magazine -NM2021	1/2 Page Vertical	1/2V	2675
PW - Contract Packaging Magazine -NM2021	1/3 Page Horizontal	1/3PGH	1800
PW - Contract Packaging Magazine -NM2021	1/3 Page Square	1/3PGS	1800
PW - Contract Packaging Magazine -NM2021	1/3 Page Vertical	1/3PGV	1800
PW - Contract Packaging Magazine -NM2021	1/4 Page	1/4PGH	1325
PW - Contract Packaging Magazine -NM2021	2 Page Spread	2PGSPR	6550
PW - Contract Packaging Magazine -NM2021	Full Page	FULL	3325
PW - Contract Packaging Magazine -NM2021	Annual Resource Guide Profile	ARGPROF	3325
PW - Custom Question -NM2021	Custom Question		500
PW - Leads From Your List -NM2021	Leads from Your List		750
PW - CBC Featured Exhibitors Directory Listing (PACKAGE ONLY) - NM2021	CBC Featured Directory	FULL	0
PW - Targeted Cover -NM2021	Up to 1,500	TC1500	6400
PW - Targeted Cover -NM2021	1,501 to 2,000	TC2000	6600
PW - Targeted Cover -NM2021	2,001 to 2,500	TC2500	6875
PW - Targeted Cover -NM2021	2,501 to 3,000	TC3000	7075
PW - Targeted Cover -NM2021	3,001 to 3,500	TC3500	7375
PW - Targeted Cover -NM2021	3,501 to 4,000	TC4000	7750
PW - Targeted Cover -NM2021	4,001 to 4,500	TC4500	8050
PW - Targeted Cover -NM2021	4,501 to 5,000	TC5000	8350
PW - Targeted Cover 250 Names -NM2021	Targeted Cover Add'l 250 Names		575
PW - Supplied HTML Additional Links -NM2021	Supplied HTML Additional Link		525
PW - E-blast Extension -NM2021	E-blast Extension		750
PW -PACK EXPO Add'l E-blast Dates- MWTH -NM2021	PELV Webinar (PACKAGE ONLY)	EBWEBN	5550
PW -PACK EXPO Add'l E-blast Dates- MWTH -NM2021	PELV White Paper	EBWP	5550
PW -PACK EXPO Add'l E-blast Dates- MWTH -NM2021	PELV Supplied HTML	EBHTML	5675
PW -PACK EXPO Add'l E-blast Dates- MWTH -NM2021	PELV Product Update	EBPROD	5550

PW -PACK EXPO Add'l E-blast Dates- MWTH -NM2021	PELV Technology Minute	EBTECH	8050
PW -PACK EXPO Add'l E-blast Dates- MWTH -NM2021	PELV Video	EBVID	5550
PW - PACK EXPO Standard E-blast - MWTHF -NM2021	PELV Webinar (PACKAGE ONLY)	EBWEBN	5550
PW - PACK EXPO Standard E-blast - MWTHF -NM2021	PELV White Paper	EBWP	5550
PW - PACK EXPO Standard E-blast - MWTHF -NM2021	PELV Product Update	EBPROD	5550
PW - PACK EXPO Standard E-blast - MWTHF -NM2021	PELV Technology Minute	EBTECH	8050
PW - PACK EXPO Standard E-blast - MWTHF -NM2021	PELV Video	EBVID	5550
PW - PACK EXPO Standard E-blast - MWTHF -NM2021	Supplied HTML	EBHTML	5675
PW -PACK EXPO Standard E-blast Dates FSaSu -NM2021	PELV Webinar (PACKAGE ONLY)	EBWEBN	5550
PW -PACK EXPO Standard E-blast Dates FSaSu -NM2021	PELV White Paper	EBWP	5550
PW -PACK EXPO Standard E-blast Dates FSaSu -NM2021	PELV Supplied HTML	EBHTML	5675
PW -PACK EXPO Standard E-blast Dates FSaSu -NM2021	PELV Product Update	EBPROD	5550
PW -PACK EXPO Standard E-blast Dates FSaSu -NM2021	PELV Technology Minute	EBTECH	8050
PW -PACK EXPO Standard E-blast Dates FSaSu -NM2021	PELV Video	EBVID	5550
PW - Add'l E-blast Dates - MWTH -NM2021	Co-Branded Newslettter	EBCOBNL	5800
PW - Add'l E-blast Dates - MWTH -NM2021	Video	EBVID	4700
PW - Add'l E-blast Dates - MWTH -NM2021	Whitepaper	EBWP	4700
PW - Add'l E-blast Dates - MWTH -NM2021	Application Brief	EBAPBR	4700
PW - Add'l E-blast Dates - MWTH -NM2021	Case Study	EBCASE	5075
PW - Add'l E-blast Dates - MWTH -NM2021	E-Book	EBEBK	4700
PW - Add'l E-blast Dates - MWTH -NM2021	Event	EBEVT	4700
PW - Add'l E-blast Dates - MWTH -NM2021	Supplied HTML	EBHTML	5300
PW - Add'l E-blast Dates - MWTH -NM2021	Infographic	EBINFO	4700
PW - Add'l E-blast Dates - MWTH -NM2021	Industry Webinar	EBINWB	4700
PW - Add'l E-blast Dates - MWTH -NM2021	Product Update	EBPROD	4700
PW - Add'l E-blast Dates - MWTH -NM2021	Technology Minute	EBTECH	7325
PW - Add'l E-blast Dates - MWTH -NM2021	Multi-Video Spotlight eblast	EBVID	4975
PW - Add'l E-blast Dates - MWTH -NM2021	PACKAGE ONLY	EBWEBN	0
PW - Add'l E-blast Dates - MWTH -NM2021	CP Case Study	EBCASE	3900
PW - Add'l E-blast Dates - MWTH -NM2021	CP Event	EBEVT	3900
PW - Add'l E-blast Dates - MWTH -NM2021	CP Product Update	EBPROD	3900
PW - Add'l E-blast Dates - MWTH -NM2021	CP Video	EBVID	3900
PW - Add'l E-blast Dates - MWTH -NM2021	CP White Paper	EBWP	3900
PW - Standard E-blast Dates FSaSu -NM2021	Co-Branded Newslettter	EBCOBNL	5800
PW - Standard E-blast Dates FSaSu -NM2021	Video	EBVID	4700
PW - Standard E-blast Dates FSaSu -NM2021	Whitepaper	EBWP	4700
PW - Standard E-blast Dates FSaSu -NM2021	Application Brief	EBAPBR	4700
PW - Standard E-blast Dates FSaSu -NM2021	Case Study	EBCASE	5075
PW - Standard E-blast Dates FSaSu -NM2021	E-Book	EBEBK	4700
PW - Standard E-blast Dates FSaSu -NM2021	Event	EBEVT	4700
PW - Standard E-blast Dates FSaSu -NM2021	Supplied HTML	EBHTML	5300
PW - Standard E-blast Dates FSaSu -NM2021	Infographic	EBINFO	4700
PW - Standard E-blast Dates FSaSu -NM2021	Industry Webinar	EBINWB	4700

PW - Standard E-blast Dates FSaSu -NM2021	Product Update	EBPROD	4700
PW - Standard E-blast Dates FSaSu -NM2021	Technology Minute	EBTECH	7325
PW - Standard E-blast Dates FSaSu -NM2021	Multi-Video Spotlight eblast	EBVID	4975
PW - Standard E-blast Dates FSaSu -NM2021	PACKAGE ONLY	EBWEBN	0
PW - Standard E-blast Dates FSaSu -NM2021	CP Case Study	EBCASE	3900
PW - Standard E-blast Dates FSaSu -NM2021	CP Event	EBEVT	3900
PW - Standard E-blast Dates FSaSu -NM2021	CP Product Update	EBPROD	3900
PW - Standard E-blast Dates FSaSu -NM2021	CP Video	EBVID	3900
PW - Standard E-blast Dates FSaSu -NM2021	CP White Paper	EBWP	3900
PW - Standard E-blast - MWTHF -NM2021	Co-Branded Newsletter	EBCOBNL	5800
PW - Standard E-blast - MWTHF -NM2021	Video	EBVID	4700
PW - Standard E-blast - MWTHF -NM2021	White Paper	EBWP	4700
PW - Standard E-blast - MWTHF -NM2021	Application Brief	EBAPBR	4700
PW - Standard E-blast - MWTHF -NM2021	Case Study	EBCASE	5075
PW - Standard E-blast - MWTHF -NM2021	E-Book	EBEBK	4700
PW - Standard E-blast - MWTHF -NM2021	Event	EBEVT	4700
PW - Standard E-blast - MWTHF -NM2021	Supplied HTML	EBHTML	5300
PW - Standard E-blast - MWTHF -NM2021	Infographic	EBINFO	4700
PW - Standard E-blast - MWTHF -NM2021	Industry Webinar	EBINWB	4700
PW - Standard E-blast - MWTHF -NM2021	Product Update	EBPROD	4700
PW - Standard E-blast - MWTHF -NM2021	Technology Minute	EBTECH	7325
PW - Standard E-blast - MWTHF -NM2021	PACKAGE ONLY	EBWEBN	0
PW - Standard E-blast - MWTHF -NM2021	Multi-Video Spotlight eblast	EBVID	4975
PW - Standard E-blast - MWTHF -NM2021	CP Case Study	EBCASE	3900
PW - Standard E-blast - MWTHF -NM2021	CP Event	EBEVT	3900
PW - Standard E-blast - MWTHF -NM2021	CP Product Update	EBPROD	3900
PW - Standard E-blast - MWTHF -NM2021	CP Video	EBVID	3900
PW - Standard E-blast - MWTHF -NM2021	CP White Paper	EBWP	3900
PW - Craft Brew Focus (PACKAGE ONLY) - NM2021	Craft Brew Focus		0
PW - End-of-Line Strategies -NM2021	End-of-Line Strategies		3750
PW - Editor's Picks -NM2021	PW - Editor's Picks		4150
PW - Interpack Wrap -NM2021	Interpack Wrap		2250
PW - Machine Automation Insights -NM2021	Machine Automation Insights		3225
PW - New Issue Alert -NM2021	New Issue Alert		1950
PW - New Machinery -NM2021	New Machinery		3650
PW - Packaging Focus -NM2021	Packaging Focus		1950
PW - Packaging Insights -NM2021	Packaging Insights		4150
PW - Spotlight on EastPack -NM2021	Spotlight on EastPack		1075
PW - Shelf Impact! -NM2021	Shelf Impact!		3750
PW - Spotlight on Interpack -NM2021	Spotlight on Interpack		1375
PW - Spotlight on WestPack -NM2021	Spotlight on WestPack		1075
PW - Packaging Robotics Playbook -NM2021	75 Leads		4000
PW - Packaging Robotics Playbook -NM2021	125 Leads and Full Screen Ad		5750

PW - PDF Creation -NM2021	Webinar Brief PDF		3600
PW - PDF Creation -NM2021	Case Study PDF		3600
PW - PDF Creation -NM2021	White Paper PDF		3600
PW - Craft Brewing supplement -NM2021	1/2 Page Island	1/2PG	2350
PW - Craft Brewing supplement -NM2021	1/2 Page Horizontal	1/2PGH	2350
PW - Craft Brewing supplement -NM2021	1/2 Page Vertical	1/2V	2350
PW - Craft Brewing supplement -NM2021	2 Page Spread	2PGSPR	8925
PW - Craft Brewing supplement -NM2021	Full Page	FULL	4550
PW - Digital Printing Supplement -NM2021	1/2 Page Island	1/2PG	2725
PW - Digital Printing Supplement -NM2021	1/2 Page Horizontal	1/2PGH	2725
PW - Digital Printing Supplement -NM2021	1/2 Page Vertical	1/2V	2725
PW - Digital Printing Supplement -NM2021	2 Page Spread	2PGSPR	7075
PW - Digital Printing Supplement -NM2021	Full Page	FULL	3650
PW - Emerging Brands Supplement -NM2021	1/2 Page Island	1/2PG	2725
PW - Emerging Brands Supplement -NM2021	1/2 Page Horizontal	1/2PGH	2725
PW - Emerging Brands Supplement -NM2021	1/2 Page Vertical	1/2V	2725
PW - Emerging Brands Supplement -NM2021	2 Page Spread	2PGSPR	7075
PW - Emerging Brands Supplement -NM2021	Full Page	FULL	3650
PW - E-Commerce Supplement -NM2021	1/2 Page Island	1/2PG	2725
PW - E-Commerce Supplement -NM2021	1/2 Page Horizontal	1/2PGH	2725
PW - E-Commerce Supplement -NM2021	1/2 Page Vertical	1/2V	2725
PW - E-Commerce Supplement -NM2021	2 Page Spread	2PGSPR	7075
PW - E-Commerce Supplement -NM2021	Full Page	FULL	3650
PW - Additional LIP Categories -NM2021	1 Additional LIP Category		1850
PW - Additional LIP Categories -NM2021	2 Additional LIP Categories		3700
PW - Additional LIP Categories -NM2021	3 Additional LIP Categories		5550
PW - Leaders in Packaging -NM2021	Leaders in Packaging		0
PW - Packaging World Magazine -NM2021	1/2 Horizontal Spread	1/2HS	10600
PW - Packaging World Magazine -NM2021	1/2 Page Island	1/2PG	4625
PW - Packaging World Magazine -NM2021	1/2 Page Horizontal	1/2PGH	4625
PW - Packaging World Magazine -NM2021	1/2 Page Vertical	1/2V	4625
PW - Packaging World Magazine -NM2021	1/3 Page Horizontal	1/3PGH	3325
PW - Packaging World Magazine -NM2021	1/3 Page Square	1/3PGS	3325
PW - Packaging World Magazine -NM2021	1/3 Page Vertical	1/3PGV	3325
PW - Packaging World Magazine -NM2021	1/4 Page	1/4PGH	3025
PW - Packaging World Magazine -NM2021	2 Page Spread	2PGSPR	13475
PW - Packaging World Magazine -NM2021	Full Page	FULL	6775
PW - Packaging World Magazine -NM2021	Leaders Print Profile` (PACKAGE ONLY)	LEADERSPROFILE	0
PW - Virtual Company Event Promo -NM2021	Tier 1		3600
PW - Virtual Company Event Promo -NM2021	Tier 2		6675
PW - Virtual Company Event Promo -NM2021	Tier 3		9225
PW - Video Creation -NM2021	Video Creation		5100
PW - Webinar -NM2021	Tier 1		7175

PW - Webinar -NM2021	Tier 2		9750
PW - Webinar -NM2021	Tier 3		14350
PW - Native Ads on PW.com -NM2021	Native Ads on PW.com		1025
PW - Banner Ads on PW.com -NM2021	Company Targeted Sponsorship Flexi	CTSflexi	107.5
PW - Banner Ads on PW.com -NM2021	Flexi	FLEXI	79.585
PW - Banner Ads on PW.com -NM2021	IMU	IMU	74.167
PW - Banner Ads on PW.com -NM2021	Leaderboard	LB	97.342
PW - Banner Ads on PW.com -NM2021	Roadblock Flexi Campaign	RDBLK	107.05
PW - Banner Ads on PW.com -NM2021	Skyscraper	SKY	74.167
CP Newsletters CPA Rates - 2021	CP Focus - CPA Member Price		500
CP Newsletters CPA Rates - 2021	CP Exclusive NL - CPA Member Price		2000