



Paper360° magazine now contains RISI/ PPI content including reader favorites such as Outlook 2017, Top 50 Power List, Top 100 Manufacturers, PPI Industry Award Winners, CEO Interviews and Market Reports!



MEDIA BROCHURE

C O N T A C T :

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Paper360° Website • Tissue360° Website
 Products and Services Guide • TISSUE360° NEWSLETTER
OvertheWire • TAPPI.org Website Sales
TAPPI JOURNAL • Standard & TIPS Action Report (STAR)

ALL ABOUT TAPPI



Knowledge. News. Networking.



In 1915, 30 enterprising papermakers gathered together, determined to form a new technical arm of the American Paper & Pulp Association (APPA). Their idea was to gather and disseminate information concerning matters that have to do with production. This forward-thinking group wanted to create a forum where information could be channeled and ideas could

be exchanged. In less than a year, TAPPI was born, and 100 years later, their formula for success continues to work.

Our Roots Run Deep

TAPPI is a not-for-profit, volunteer-led association that is built around a community comprised of thousands of member engineers, managers, scientists, academics, suppliers and others from around the world. Our headquarters is located right outside of Atlanta, Georgia, USA. Members love to tour the building and see historic items such as early TAPPI Standards, issues of TAPPI publications dating back to the early 1920s or our unique collection of papermaking heirlooms. If you stop by, take a tour of our library and don't forget to walk out on the deck to see the legendary TAPPI totem pole, donated by our Pacific Local Section. Take a short walk down the halls and meet the TAPPI team and hear first-hand about some of the great things our members and volunteers are doing to support the TAPPI community.

Innovation

Our focus has always been on emerging technologies and driving innovation for the paper and packaging industry. Yet, we are so much more. Our growing international membership ranks include rising stars in bioenergy and biofuels, renewable chemicals, sustainability and nanotechnology areas.

We Set the Standard – Literally

As an ANSI-Certified Standards development organization, TAPPI's peer-reviewed Standards ensure that products meet industry-recognized best practices. Our Standards not only demonstrate how to maximize performance, they provide new ideas and operational methods to improve production. Our members and volunteers drive the development of the Standards and TIPs that are used around the world.

Providing Quality Education

We provide premier educational resources to support the day-to-day duties of industry professionals, as well as research and academic pursuits. We do so by offering over 30 international conferences, symposia, and courses each year, and our IACET-approved status ensures quality, and continuous improvement, in all our event programs.

Fit to Print – Naturally!

When our members look for leading-edge news in the industry, they turn to us as the go-to resource. That's because our targeted publications serve up the knowledge and news they need – tailored specifically to their areas of interest. There are 11 publications and specialty newsletters that are free with membership, including *Paper360*°, our flagship publication, *Tissue360*°, our newest offering, and *TAPPI Journal*, a peer-reviewed, scientific periodical covering key research and technology developments.

Power of TAPPI Members

We've never lost sight of what keeps us thriving, - our incredibly talented community of members, volunteers and experts. Keeping them informed, engaged and energized is our goal. We provide an open forum for communication and an environment to cultivate relationships with some of the brightest minds in the industry. All backed by a rock solid antitrust compliance policy. Our members leverage the power of peer-to-peer connections and tap into the largest repository of technical industry information in the world.



RISI'S PPI MAGAZINE MERGES WITH TAPPI'S *Paper360*°

RISI, the leading information provider for the global forest products industry, and TAPPI, the leading association for the worldwide pulp, paper, packaging, tissue and converting industries today announced the merger of RISI's PPI Magazine with TAPPI's *Paper360*° Magazine. This partnership will combine the industry's two leading magazines covering global developments, trends and manufacturing innovation for the pulp and paper industry.

"Our members represent 66 countries and some of the leading paper and packaging companies from around the globe. They want to understand what's going on worldwide. That's why we are uniting the two most powerful magazines in the industry," said Larry N. Montague, President and CEO, TAPPI.

"By partnering with TAPPI, we will combine the strengths of our organizations. Each publication covers different aspects of the market and together, we will provide a more complete and accurate view of the industry," said Iain Murray, COO, RISI.

The co-branded magazine will continue to be managed by TAPPI. RISI will provide editorial support with content such as popular features: Top 50 Powerlist, Top 100 paper manufacturers, PPI Awards coverage, and market trends and viewpoints.

"This partnership with RISI enables us to further our mission of providing premier educational and information resources that support the advancement of industry professionals. Our combined resources will enable us to provide an even better balance of business and technical content for our readers," said Montague.

The merging of *Pulp & Paper International* magazine into *Paper360*° provides advertisers a wealth of benefits including:

- The combined strength of the industry's two leading publications.
- An even better balance of business and technical content
- The strongest editorial strength of any global publication.
- The opportunity to focus ads in a single publication for strength of frequency.
- The continuation of great PPI articles such as Top 50 Power List, Top 100 Global Manufacturers, PPI Awards coverage, and market trends and viewpoints
- Distribution of your message to the broadest international circulation list.
- Editorial backed by the strength of both TAPPI and RISI.

Combined, the organizations bring over 200 years of publishing experience to the joint effort. An international editorial staff comprised of editors, engineers and economists will continue to deliver relevant and timely content from a global perspective



Paper360° READER BREAKDOWN

Target industry professionals in print and online — all decision makers in the global pulp and paper industry.

Regularly cited as the top benefit for TAPPI members, *Paper360°* and its partner publications, websites and eNewsletters provide the pulp and paper industry with a business resource to reach top global buyers, influencers and specifiers in print and online.

WHERE OUR READERS WORK*:

- › 43% work for paper manufacturers
- › 28% work for suppliers to the pulp and paper industry
- › 12% work for consultants
- › 7% work in academics
- › 10% work in other areas including: research, printing, corrugated and converting, labeling and packaging, government, engineering firms and students.

"*Paper360°* is an easy, efficient and enjoyable way to keep up with the industry."

- Jeff Lindsay, Head of IP,
Asia Pulp & Paper

"This magazine is very useful for us because we take a lot of new ideas for use in our mills"

- Guillermo A. Rivera Treviño,
Technical Manager, Copamex, Mexico.

AROUND THE INDUSTRY, AROUND THE WORLD 2018 CIRCULATION DATA

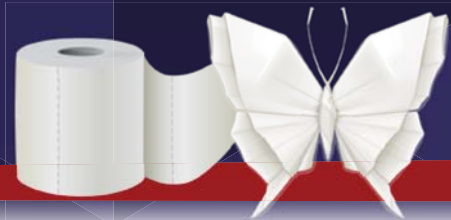
REGION	<i>Paper360°</i> Circulation*	Operating Mills Corporate Headquarters**
Africa	778	119
Asia-Pacific/Oceania	11,867	1,863
Central America	1,019	N/A
Europe	14,167	1,405
Middle East	1,316	96
North America/Caribbean	31,585	648
South America	3,014	N/A
Totals	63,746	4,638

*Print and Digital (deduped)

** FisherSolve Database

"*Paper360°* plays an important role in my business environment scanning and helps me stay informed about the current state and future trends of the paper industry."

- Patrick McBride, Paper Mill Manager, Riau Paper, Indonesia



Paper360° ABOUT OUR READERS

Paper360° READERS*:

- › 54% of readers spend more than **\$1 million** on capital products each year, and 30% spend more than **\$10 million**.
- › 25% of readers spend more than **\$1 million** on service and maintenance products each year, and 20% spend more than **\$10 million**.

"**Paper360°** is the go-to magazine for current paper industry stories and profiles. It is also my source for information on the association"

- Jon Kerr, PS&E Foundation,
Miami University (Oxford)

READERSHIP FACTS*:



52%
spend more than 30 minutes reading *Paper360°*



91%
find *Paper360°* interesting, well designed and relevant to their job



42%
have more than one person, other than them, read their copy of *Paper360°*



87%
read the ads as well as the articles in *Paper360°*



56%
have visited an advertiser's website after reading *Paper360°*



17%
have purchased a product after seeing an ad in *Paper360°*



41%
prefer receiving *Paper360°* in both print and digital form

"I enjoy reading *Paper360°* and have benefited from the articles. The ads are useful because I get to see new products and access their websites"

- Mark Slater, Machine Tender on a Liquid Packaging Machine, Longview, Washington

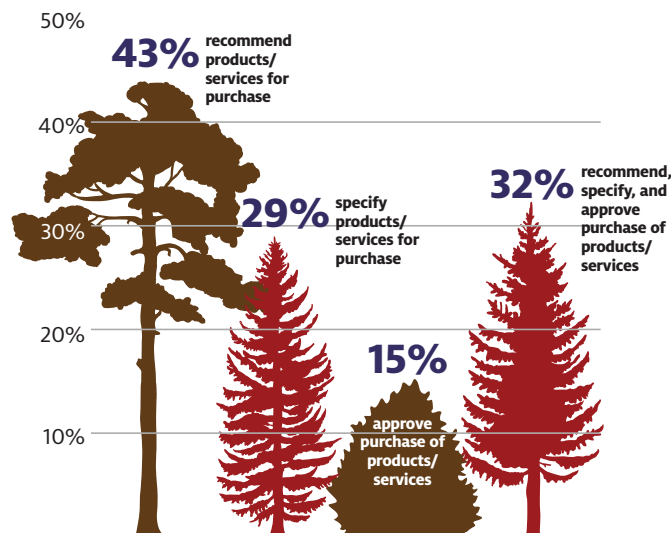
"A high quality magazine for the pulp and paper professional. Great research and always on the cutting edge"

- Bob Sewell, KBR

"*Paper360°* helps us know the latest technology and updates us on the paper industry"

- Mohamed Fathy, Interstate Paper Industries, Egypt

Paper 360° reader involvement with the decision-making process*



*2014 Paper360° Readership Survey completed by Naylor using Survey Monkey.



Paper360's editorial team, supported by TAPPI's community of members, volunteers and experts, has more combined pulp and paper experience than any other magazine in the industry.

Our editorial philosophy is focused on helping pulp and paper professionals do their jobs more effectively, efficiently and profitably by providing a balance of business-and technical-related content.

**Editorial calendar is tentative and subject to change.*



In addition to print, **each issue of Paper360° is available in a fully interactive digital edition** — generating “double distribution” for your advertising dollar. Each issue will be posted and archived on TAPPI.org creating longevity for your online presence.

EDITORIAL CALENDAR*

ISSUE	FEATURES	BONUS DISTRIBUTION	SPACE RESERVATION DEADLINE	MATERIALS DEADLINE
JANUARY/ FEBRUARY Ships January 2019	SAFETY FIRST For our annual kickoff focus on this critical industry topic, a major industry manufacturer gives us in-depth perspective on how they put "safety first." PPI — OUTLOOK 2019 Company Profile	ASPI Spring Meeting Feb 20 - 22 RISI European Conference Mar 11-13	November 29, 2018	December 3, 2018
MARCH/APRIL Ships March 2019	AUTOMATION/INDUSTRY 4.0 We will learn what suppliers see coming down the industry pipeline, and how mills are using data innovations to stay competitive. PPI — EUROPE: RISI European CEO of the Year Plus PPI Global Industry Awards Plus PPI Global Industry Awards	NAPIM Spring Convention April 5-8 PaperCon May 5-8 TAPPI NET Conference May 5-8 International Pulp Week May 5-8 RISI Asian Conference TBA	February 5, 2019	February 7, 2019
MAY/JUNE Ships May 2019	COATING AND SIZING Greener chemistries, greater strength, and new capabilities: what will the latest developments mean for pulp, paper, and packaging manufacturers? PPI — ASIA: RISI Asian CEO of the Year	TAPPI Nano Conference Jun 3-7 PPSA Annual Conference Jun 23-26 CEPI Paper and Beyond TBA RISI North American Conference TBA Zellcheming Jun 25 - 27	April 3, 2019	April 5, 2019
JULY/AUGUST Ships July 2019	ENGINEERING/PROJECT MANAGEMENT Big capex projects take more than money—they require planning, engineering, and support. How can mills and suppliers work together to achieve success? PPI — GLOBAL: The PPI Top 50 Power List	PPI Transport Symposium Sep 16-18 PEERS/IBBC/IMPC Conference Oct 27-30 ASPI Fall Meeting TBA	May 30, 2019	June 3, 2019
SEPTEMBER/ OCTOBER Ships September 2019	NANOCELLULOSE AND NEW MARKETS Small-scale innovation can lead to large-scale opportunities for manufacturers ready to explore new ways of looking at cellulosic material. PLUS— GLOBAL: Paper360° Top 100 Manufacturers PPI — LATIN AMERICA: RISI LA CEO of the Year	TAPPI CorrExpo Oct 12-17 PEERS/IBBC Conference Oct 27-30 BLRBAC Fall Meeting TBA MIAC Oct 9-12	July 30, 2019	August 1, 2019
NOVEMBER/ DECEMBER Ships November 2019	FORESTS FOR OUR FUTURE We'll take a look at the global fiber basket's biggest "green" challenges—sustainability and cost. PPI — NORTH AMERICA: RISI NA CEO of the Year	CEPI PaperWeek TBA 2020 Student Summit TBA	September 30, 2019	October 2, 2019

IN EVERY ISSUE:

SAFETY: Monthly column on safety issues. • **TECHLINK:** Mill application stories; best practices; new products, processes, or services. • **RELIABILITY & MAINTENANCE:** Operations-based maintenance information for mills.

EDITORIAL TEAM



JAN BOTTIGLIERI

Editorial Director, *Paper360*^o

Bottiglieri first joined the pulp and paper industry in 1987, working in a variety of editorial positions for *PIMA Magazine* and *PIMA's Papermaker Magazine*. In 2001, she joined the TAPPI staff, holding editorial positions for TAPPI publications including *Paper360*^o and *TAPPI Journal*, as well as a position as Director of Communications. In 2014, Bottiglieri was lead writer on the team that produced *Celebrating a Century of Achievement*, the commemorative book marking TAPPI's 150th Centennial Celebration. After six years as a freelance business writer, Bottiglieri re-joined the TAPPI staff and now serves as Editorial Director for *Paper360*^o.



GRAEME RODDEN

Senior Editor, North and South America

A native of Montreal, Rodden joined *Pulp & Paper Canada* as assistant editor in 1980, and served in various editorial roles including editor between 1994 and 2001. In 2001, he joined Paperloop (now RISI), moving to Brussels as European editorial director. In late 2006, he also took on the role of editor of the *International Forest Products Transport Association (IFPTA) Journal*. Returning to Canada in mid-2007, he became editor of *Pulp & Paper*. When RISI merged PPI and *Pulp & Paper* in 2009, Rodden became Executive Editor of *PPI*. During his career he has visited close to 300 pulp and paper mills worldwide.



MARK RUSHTON

Senior Editor, Europe and Asia

Brought up and schooled in Rhodesia (now Zimbabwe), Rushton moved with his family to the south of England in 1977. He trained as a journeyman printer and eventually set up a family printing business with his father; he visited his first paper mill as a customer. When he decided to pursue a career in writing, Rushton landed a post as a journalist on *Paper Europe* and *Paper Equipment & Materials* magazines. He later helped launch three new magazines: *Print & Paper Monthly*, *Digital Printer* and *Papermaking & Logistics*. In 2008, Mark joined RISI as the freelance editor of *PPI*.



MONICA SHAW

Editorial Director, *TAPPI Journal*

Monica has more than 20 years of professional writing experience, with 11 years in b2b publishing as an editor with *Pulp & Paper* magazine and contributing editor with *Tissue World* and *PPI* magazines. Before that she was an analyst in the aerospace industry, as well as a technical writer in charge of documenting database software and industrial controller products.



LESLEE MASTERS

Managing Editor

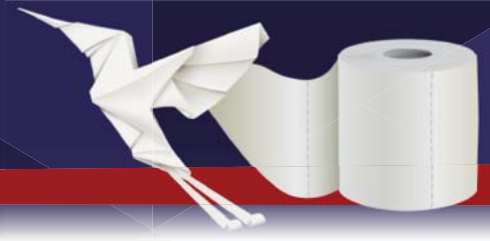
Leslee Masters is editor and oversees production of *Paper360*^o and *Tissue360*^o magazines. She has worked with Naylor and its trade association clients since 1990, cultivating long-standing relationships with some of its most high-profile clients. Leslee has assisted in the creation of and edits several periodicals on a wide range of topics including transportation, aggregates and pool and spa. She received her B.S. in journalism from the University of Maryland at College Park.



GLENN OSTLE

Editor Emeritus, *Paper360*^o

After serving as Editorial Director since the magazine's inception, Ostle will continue contributing to *Paper360*^o as Editor Emeritus.



Paper360° NET RATES

Paper360° is a publication dedicated to exploring the links within the pulp and paper industry: from forest resource to finished product; from superintendent to CEO; around the industry, around the world. *Paper360°* is a magazine steeped in tradition with roots firmly planted in the technical and management expertise of TAPPI and PIMA.

FULL-COLOR RATES	1X RATES	2-3X RATES	4-6X RATES*
Double Page Spread	\$8,069.50	\$7,669.50	\$7,259.50
Outside Back Cover	\$6,039.50	\$5,789.50	\$5,539.50
Inside Front or Inside Back Cover	\$5,529.50	\$5,279.50	\$5,029.50
Full Page	\$5,009.50	\$4,759.50	\$4,509.50
2/3 Page	\$4,319.50	\$4,099.50	\$3,889.50
1/2 Page Island	\$3,719.50	\$3,529.50	\$3,349.50
1/2 Page	\$3,189.50	\$3,029.50	\$2,869.50
1/3 Page	\$2,409.50	\$2,289.50	\$2,169.50
1/4 Page	\$1,839.50	\$1,749.50	\$1,659.50
1/6 Page	\$1,439.50	\$1,369.50	\$1,299.50
1/8 Page	\$1,119.50	\$1,059.50	\$1,009.50

All prices in U.S. dollars. TAPPI Sustaining Members receive a 5% discount on ad placement in *Paper360°*. Your advertisement in *Paper360°* includes a direct link to your company's website in the digital edition.

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

TAPPI JOURNAL

**Bonus advertising in
TAPPI Journal**

***All full page advertisers with a 4x or higher frequency are entitled to a free ad placement in issues of TAPPI Journal. TAPPI Journal is the premier research and technical journal in the global paper and packaging industry, reaching nearly 7,000 readers monthly. Ads will be placed in two subsequent issues of TAPPI Journal, using the same artwork submitted for Paper360°. If multiple ads are used in Paper360°, advertiser should specify which ad to run in TAPPI Journal.**

Paper360° GROSS RATES

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FULL-COLOR RATES	1X RATES	2-3X RATES	4-6X RATES*
Double Page Spread	\$9,269.50	\$8,809.50	\$8,339.50
Outside Back Cover	\$6,939.50	\$6,649.50	\$6,359.50
Inside Front or Inside Back Cover	\$6,349.50	\$6,059.50	\$5,769.50
Full Page	\$5,749.50	\$5,459.50	\$5,169.50
2/3 Page	\$4,979.50	\$4,729.50	\$4,479.50
1/2 Page Island	\$4,269.50	\$4,059.50	\$3,839.50
1/2 Page	\$3,669.50	\$3,489.50	\$3,299.50
1/3 Page	\$2,759.50	\$2,619.50	\$2,479.50
1/4 Page	\$2,109.50	\$1,999.50	\$1,899.50
1/6 Page	\$1,649.50	\$1,569.50	\$1,479.50
1/8 Page	\$1,289.50	\$1,229.50	\$1,159.50

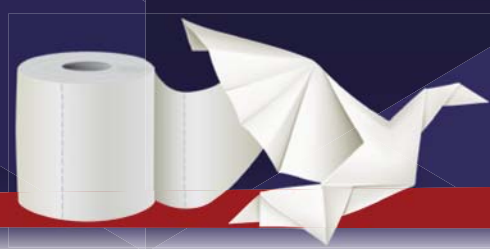
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Paper360°

DIGITAL EDITION
WWW.NAYLORNETWORK.COM/PPI-NXT

In addition to print, *Paper360°* is available in a fully interactive digital version and distributed to nearly 20,000 industry professionals. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertiser's website.

EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA:

- › Link your ad to the landing page of your choice
- › Increase traffic to your website
- › Interact with viewers to facilitate the buying process
- › Generate an immediate response from customers

Paper360° AVERAGES:

- › 15,280+ page views per issue
- › 1,000+ Visits per issue
- › 23.97 Page views per reader
- › Average duration of visit: 11 minutes

**Stats from an average of last three issues*



DIGITAL EDITION NET RATES

Extend your print advertising investment with the unique benefits of digital media.



Package A | \$2,700

1 Leaderboard (all views) and 2 Top TOC Mobile Banner
 The leaderboard ad appears on-screen in both the reading view and page view of the digital magazine. The top TOC mobile banner will appear after the 1st article.

Package B | \$2,500

3 Rectangle (all views) and 4 2nd TOC Mobile Banner
 The rectangle ad is on the table of contents, appearing on-screen for all pages of the reading view and page view. The 2nd mobile banner appears after the 6th article.

TOC Mobile Banners (HTML reading view)

The TOC mobile banner appears in the table of contents, on-screen to the right of the digital magazine on desktop and clickable on mobile in the reading view.

Additional TOC Mobile Banner | \$650

In-Magazine Digital Options (HTML reading view)

These standalone ad options are placed between article pages on the HTML reading view of the digital magazine and are visible on all device types.

HTML5 Ad | \$3,000

This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

Digital Video Sponsorship | \$2,000

The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

Digital Insert | \$1,900

Your message appears as an image-based insert in between key articles.

Digital Outsert | \$1,700

Your message appears as an image-based outsert placed at the back of the digital magazine.

For the latest digital edition specifications, please visit naylor.com/online specs

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Paper360°

WEBSITE RATES

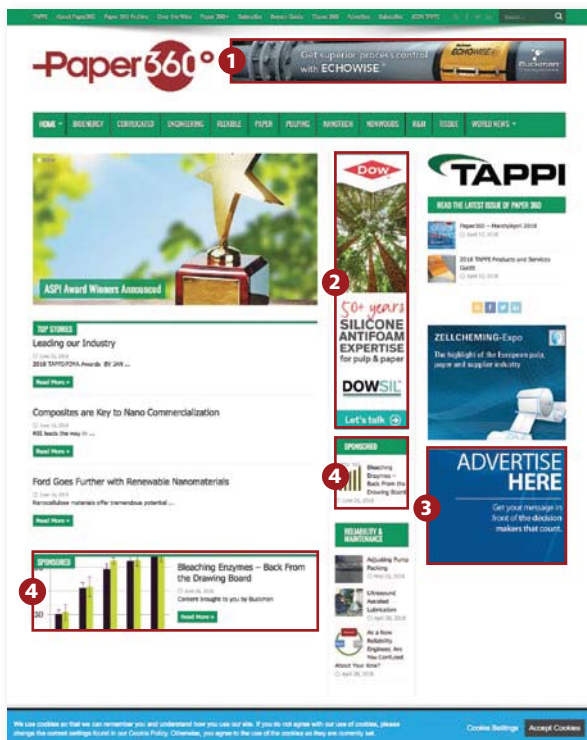
Advertising on the Paper360° website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to get current and archived issues of Paper360°. This microsite offers several cost-effective opportunities to position your company as a leader in front of an influential group of paper and pulp professionals.

Features of Paper360° website advertising:

- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion



NEW Advertising Opportunities!



1 Leaderboard 728x90 pixels

Display your message above the navigation menu throughout the magazine website - only 4 rotations available.

12 months	6 months	3 months
\$4,250	\$2,350	\$1,300

2 Skyscraper 160x600 pixels

Position your company next to the Newsbytes section on every page - only 4 rotations.

12 months	6 months	3 months
\$4,000	\$2,200	\$1,210

3 Rectangles 300x250 pixels

Get your message in front of visitors by advertising in this run-of-site position on the bottom left of each page - Only 2 positions available with 3 rotations each.

UPPER RECTANGLE

12 months	6 months	3 months
\$3,650	\$2,000	\$1,100

LOWER RECTANGLE

12 months	6 months	3 months
\$3,650	\$2,000	\$1,100

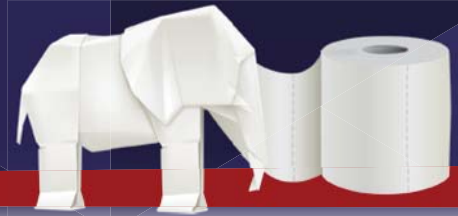
4 Sponsored Content

Position your company as a thought leader. Your content will be displayed under the categories of your choice.

\$3,950 per month

For a complete online specs, please visit www.naylor.com/onlinespecs

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.



Paper360°

WEBSITE SPONSORED CONTENT

paper360.tappi.org

New Sponsored Content features are now available on the Paper360° website! You have the unique opportunity to position yourself as a thought leader in our industry by including content under your specific area of expertise.

Sponsored Content will appear on a first-come, first-served basis and only one company is allowed per category.

Features of the Paper360° website Sponsored Content advertising:

- Exclusive premium category placement. (Only one company per category)
 - Bioenergy
 - Corrugated
 - Engineering
 - Flexible
 - Paper
 - Pulping
 - Nanotech
 - Nonwoods
 - R&M
 - Tissue
- Extended company editorial content. *Article must focus on category selected and should be 2,000 words or less.*
- Direct visitors to the landing page of your choice.
- Archived for top searchability on the Tissue360° website.

Article will be accessible through:

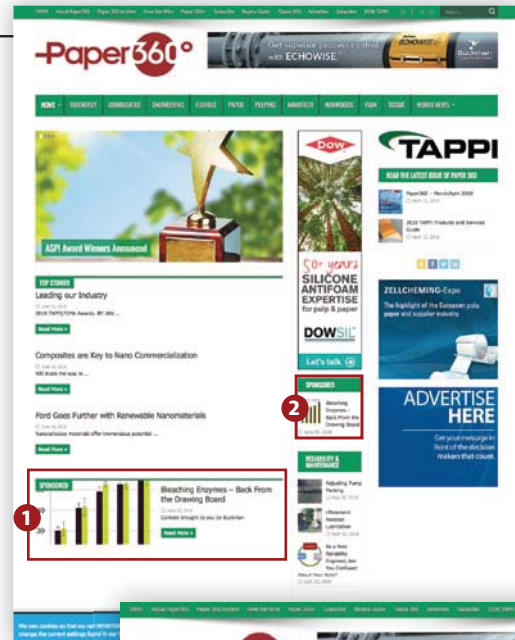
- 1 The main sponsored content section on the home page.
- 2 The thumbnail and hyperlinked article section on all pages of the website.
- 3 The sub page that houses your article.
- 4 The top navigation bar by category /Archived under the Sponsored Content tab.

Sponsored Content Rate
1 month: \$3,950

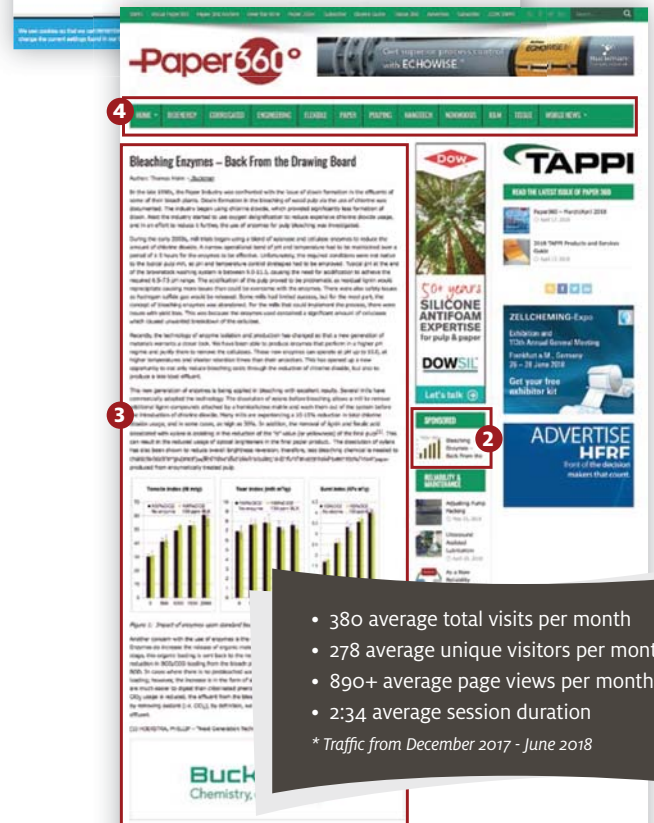
For a complete online specs, please visit www.naylor.com/onlinespecs

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Homepage



Subpage



- 380 average total visits per month
 - 278 average unique visitors per month
 - 890+ average page views per month
 - 2:34 average session duration
- * Traffic from December 2017 - June 2018

2019 TAPPI PRODUCTS AND SERVICES GUIDE

This annual publication is a comprehensive purchasing tool for pulp and paper industry professionals, providing your ad with exposure to decision-makers during the purchasing process. Our trusted resource is referenced **throughout the year** — one advertising investment provides you with long-term results.



NET ADVERTISING RATES*	FULL-COLOR RATES	BLACK-AND-WHITE RATES
Double Page Spread	\$3,869.50	\$2,969.50
Outside Back Cover	\$3,219.50	\$2,339.50
Inside Front or Inside Back Cover	\$3,079.50	\$2,189.50
Full Page	\$2,599.50	\$1,699.50
2/3 Page	\$2,379.50	\$1,469.50
1/2 Page Island	\$2,159.50	\$1,269.50
1/2 Page	\$1,979.50	\$1,069.50
1/3 Page	\$1,719.50	\$809.50
1/4 Page	\$1,519.50	\$629.50
1/6 Page	\$1,399.50	\$489.50
1/8 Page	\$1,289.50	\$379.50

*Receive a **FREE** basic listing with any 1/2 page or larger display ad in the *TAPPI Products and Services Guide*. All rates include an Ad Link in the digital edition of the directory.

Outsert Mail and Special Advertising Rates

Gatefold Front Cover

The inside front cover opens to a full-color double-page spread, putting your company at the forefront of the reader's attention.

Center Gatefold

Put your company in the center of the entire magazine with an eight-page spread with enough room to showcase your entire product line.

Digital Belly Band

A full-color belly band wraps your message around the publication, making your company's ad the first that readers see when they receive their copy. Include product descriptions, pictures and much more on the belly band's surface.

Print Belly Band

Readers must detach the regular belly band to access the rest of the publication — your advertising message is certain to be noticed!

Outserts

Advertise your products and services by including your flyer, brochure or postcard in the clear plastic bag in which the *TAPPI Products and Services Guide* is mailed. Placing a direct-mail piece in the polybag with our publication will ensure tremendous exposure for your company.

DIGITIZE YOUR AD!

In addition to the printed version, we can attach your direct-mail piece or belly band to the digital publication for a nominal fee — simply supply the digital file of the ad in high-resolution PDF format. Additional charges apply to animated ads.

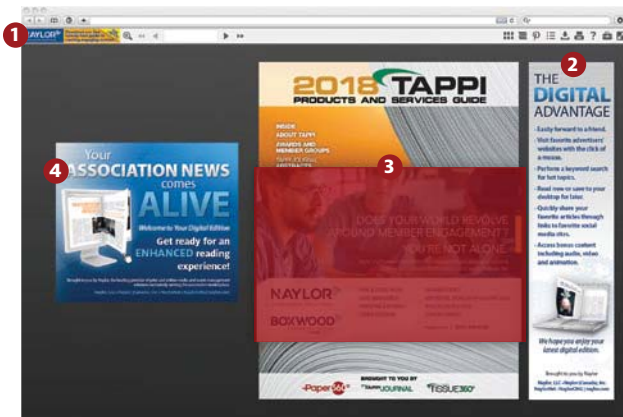
OUTSERT TYPE	PRINT RATES	DIGITAL RATES	PRINT & DIGITAL RATES
Center Gatefold	\$11,119.50	N/A	N/A
Gatefold Front Cover	\$7,529.50	N/A	N/A
Print Belly Band	\$5,949.50	N/A	N/A
Digital Belly Band	\$4,739.50	N/A	N/A
Heavy Stock Insert	\$4,549.50	N/A	N/A
Two Page/Four Surface Outsert	\$2,999.50	\$769.50	\$3,199.50
One Page/Two Surface Outsert	\$2,399.50	\$519.50	\$2,549.50
Postcard Outsert	\$2,329.50	\$500	\$2,479.50

Ask your account executive about additional advertising options for the *TAPPI Products and Services Guide*.

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.



TAPPI PRODUCTS AND SERVICES GUIDE DIGITAL EDITION



1 Digital Edition Large Toolbar | \$550

2 Digital Edition Skyscraper | \$1,100

3 Digital Edition BellyBand | \$1,100

4 Digital Edition Sponsorship | \$1,050

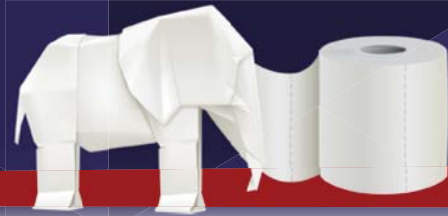
In addition to print, the *TAPPI Products and Services Guide* will be available to members in a fully interactive digital edition. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the company's website. Members and readers receive the publication via email and each new edition is posted on TAPPI's website. A full archive of past will be available, ensuring longevity for your online presence.

WITH THE DIGITAL EDITION, READERS CAN:

- › Bookmark pages and insert notes
- › Keyword search the entire magazine
- › Navigate and magnify pages with one click
- › Share articles on news and social networking sites
- › View issues instantly from most smartphones and tablets
- › View archives and find a list of articles for one-click access
- › Read the the issue online or download and print for later

For the latest digital edition specifications, please visit naylor.com/onlinespecs

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.



ADVERTISING ON THE TAPPI WEBSITE — TAPPI.ORG

Visitors log on to TAPPI.org to learn about industry news and upcoming events, discover ways to maximize their TAPPI membership and view the latest issues of industry publications like *Paper360°* and *Tissue360°*.

Features of TAPPI website advertising:

- › Connects with global pulp and paper industry professionals
- › Directs visitors to the landing page of your choice to expedite purchases
- › Year-round visibility reinforces brand recognition
- › Allows dynamic, time-sensitive promotion

Top 12 countries represented by TAPPI.org traffic:

1. United States
2. India
3. Canada
4. Brazil
5. Germany
6. Finland
7. United Kingdom
8. China
9. Mexico
10. Japan
11. South Korea
12. Australia
13. Swedeb
14. Thailand
15. Philippines

Each month TAPPI.org averages:

- 65,000+ total page views
- 14,800+ visitors
- 24,300+ sessions
- 2:30 average length of visit

Traffic from February 2018 - July 2018



1 Leaderboard (2) - 728 x 90 pixels 8 rotations, run of site.

12 MONTHS	6 MONTHS	3 MONTHS
\$5,690	\$3,140	\$1,725

2 Halfwidth Skyscrapers (2) - 160 x 300 pixels 8 rotations, subpages only.

12 MONTHS	6 MONTHS	3 MONTHS
\$2,730	\$1,930	\$1,055

3 Rectangle - 180 x 150 pixels 8 rotations, subpages only.

12 MONTHS	6 MONTHS	3 MONTHS
\$1,930	\$1,055	\$745

For a complete online specs, please visit www.naylor.com/onlinespecs

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Over the Wire

WEEKLY eNEWSLETTER

Over the Wire is a weekly eNewsletter that reaches TAPPI members worldwide. The newsletter, distributed every Thursday, provides instant access to industry news and information.

Benefits of a targeted eNewsletter:

- › Delivers your message directly to the inbox of 28,000 decision-makers each week
- › Frequently forwarded to others for additional exposure
- › Directs visitors to the landing page of your choice to facilitate the purchasing process
- › Archives are accessible to members for unlimited online viewing
- › Limited available ad space makes each position exclusive
- › Change artwork monthly at no additional cost to promote time-sensitive offers and events

Premium Banners - 500 x 125 pixels

12 MONTHS 6 MONTHS 3 MONTHS

1	\$17,820	\$10,045	\$6,695
2	\$13,390	\$6,695	\$4,480

Custom Banners - 560 x 141 pixels

12 MONTHS 6 MONTHS 3 MONTHS

3 4	\$13,390	\$6,695	\$4,480
5 6 7 8	\$11,150	\$5,590	\$3,350

Sponsored Content - 180 x 150 pixels plus text

Display your company in between popular sections of the newsletter along with text

12 MONTHS

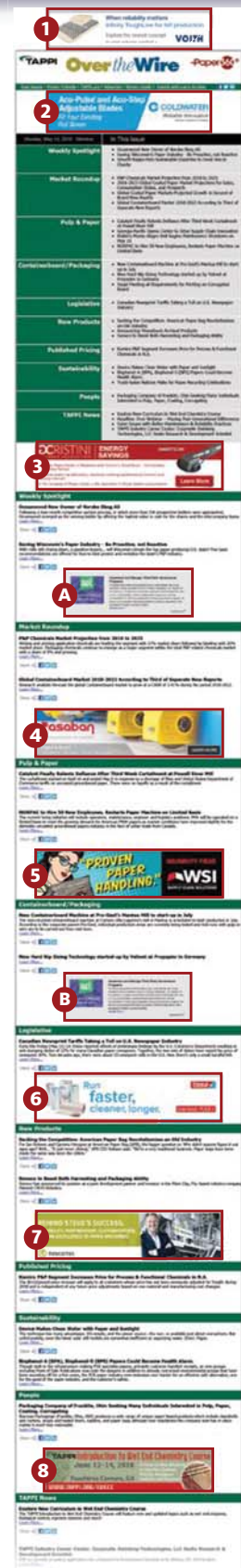
- A Top Position – \$9,500
- B Second Position – \$8,500

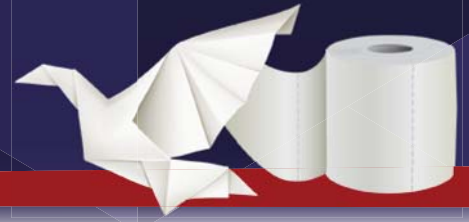
ON AVERAGE

Banner ads receive almost 25,000 impressions per month

For a complete online specs, please visit www.naylor.com/onlinespecs

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.





STANDARDS & TIPS ACTION REPORT (STAR) MONTHLY eNEWSLETTER



Since 1915, TAPPI has overseen the development of Standards for the pulp, paper, packaging and converting industries, and our peer-reviewed Standards have consistently provided real-world solutions for industry professionals. TAPPI has been certified by the American National Standards Institute (ANSI) as an American National Standards development organization. STAR is delivered on the third Wednesday of the month.

Benefits of STAR eNewsletter:

- Delivers your message directly to nearly 11,500 decision-makers each month
- Exclusive sponsorship provides consistent and lasting exposure to your target audience
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible on the TAPPI website for unlimited online viewing
- Change artwork monthly at no additional cost to promote time-sensitive offers and events

On average, ads featured on STAR eNewsletter receive nearly 1,200+ impressions each month!

Traffic numbers from April 2018 - October 2018

1 Top Horizontal Banner *Header position.*

12 MONTHS	6 MONTHS	3 MONTHS	1 MONTH
\$1,350	\$760	\$430	\$270

2 Horizontal Banners

Main article section. Four positions available.

12 MONTHS	6 MONTHS	3 MONTHS	1 MONTH
\$1,080	\$650	\$380	\$160

3 Skyscrapers

Two positions available.

12 MONTHS	6 MONTHS	3 MONTHS	1 MONTH
\$1,650	\$1,020	\$540	\$380

4 Vertical Banner

12 MONTHS	6 MONTHS	3 MONTHS	1 MONTH
\$1,080	\$650	\$380	\$160

For a complete online specs, please visit www.naylor.com/onlinespecs

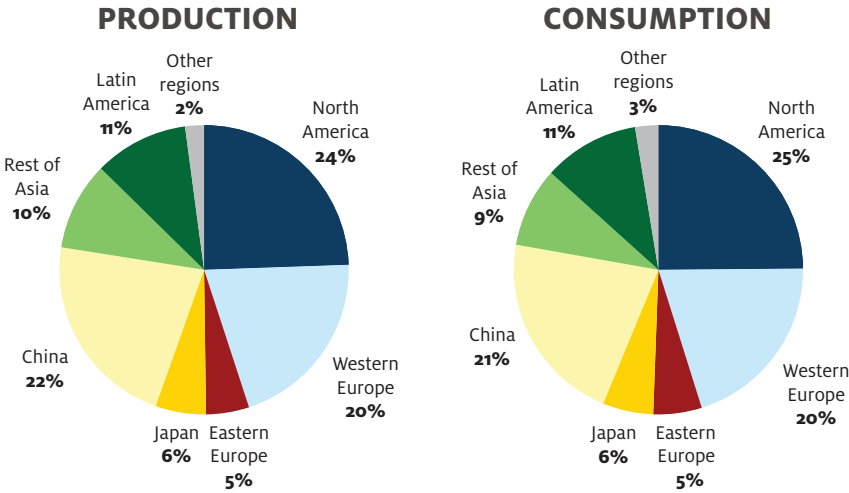
Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.



THE TISSUE INDUSTRY

The global paper tissue and towel industry has experienced steady, sustained growth since the 1950s, especially in North America, Europe, and now China. In the mid to late 1990s, the tissue sector expanded into Asia (particularly China) and South America. As standards of living and disposable incomes increased in these areas, so did the demand for paper tissue, which ultimately led to the acceleration of production in the paper tissue and towel industry. In the past decade, China has grown from almost no tissue production capacity to more than half that of the U.S. today, and is projected to take the global lead within the next decade.

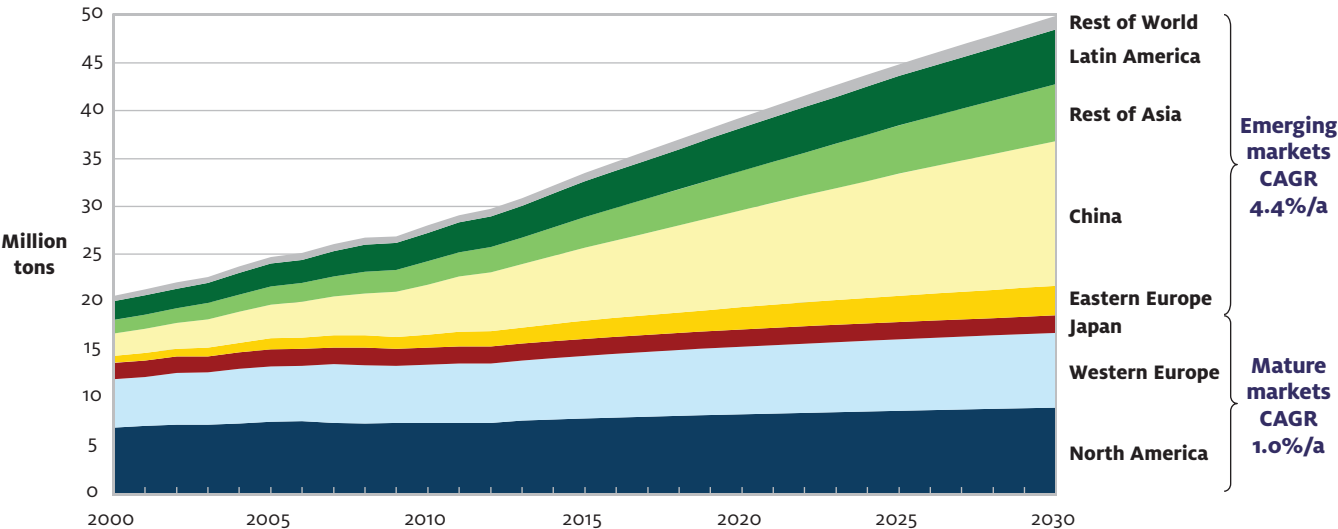
NORTH AMERICA ACCOUNTS FOR MORE THAN 24% OF GLOBAL CONSUMPTION AND PRODUCTION.



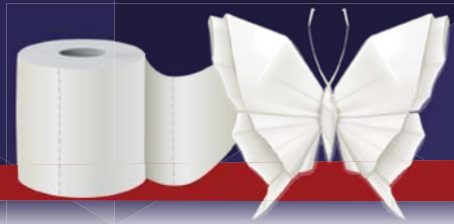
Note: Rest of Asia includes Middle East and other Asia excl. Japan and China. Other regions comprise Africa and Oceania.

Source: Pöyry Management Consulting North America

WORLD DEMAND FOR TISSUE IS FORECAST TO GROW BY 2.9% PER YEAR, TO 50 MILLION TONS BY 2030.



Source: Pöyry Management Consulting North America



TAPPI TISSUE360° MAGAZINE: IN PRINT AND ONLINE

Tissue 360° is a semi-annual TAPPI publication covering the global tissue, toweling, and associated converting industries, with a focus on mill and plant operating floor technologies and applications. Our editorial aims to target both the equipment/systems and chemical applications sides of mill and plant operations and tracks process control, environmental/sustainability, maintenance/reliability, power/energy, quality, shipping and transportation, labor and safety issues.

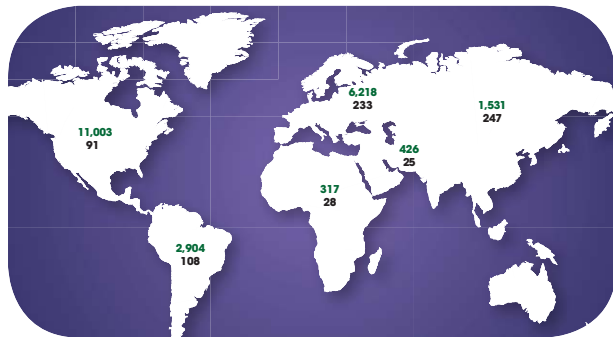
CIRCULATION*

CIRCULATION DATA

REGION	<i>Tissue360°</i> Circulation*	Operating Tissue Mills**
Africa	317	28
Asia-Pacific/ Oceania	1,531	247
Europe	6,218	233
Latin America	2,904	108
Middle East	426	25
North America	11,003	91
Totals	22,399	732

*Print and Digital (deduped)

** FisherSolve Database



The digital edition of *Tissue 360°* Averages:

- 5,400+ page views per issue
- 730+ visits per issue

TISSUE360° TOPICS INCLUDE:

- › Tissue/toweling industry news and developments
- › Mill and converting plant expansions/modernizations
- › Capital spending and production capacity update
- › Startups/shutdowns
- › New and emerging technologies in the tissue arena
- › Marketplace trends and outlooks
- › Supply and demand statistics
- › People/human resources news
- › End product technologies and drivers
- › Expert opinion from key perspectives

JOB TITLES

- › Business Development Managers
- › Chief Technology Officers
- › Converting Plant Operators
- › Corporate and Mill Engineering
- › Mill and Plant Managers
- › Pulp Mill Superintendents
- › Research Scientists/Associates
- › Consultants
- › Chief Executive Officers
- › Converting Plant Superintendents
- › Corporate and Mill Purchasing
- › New Technology Development Officers
- › R&D Managers and Directors
- › Technical Managers and Directors
- › Tissue Machine Superintendents

*Gathered from 2012 print and distribution information

TAPPI TISSUE360° NET RATES

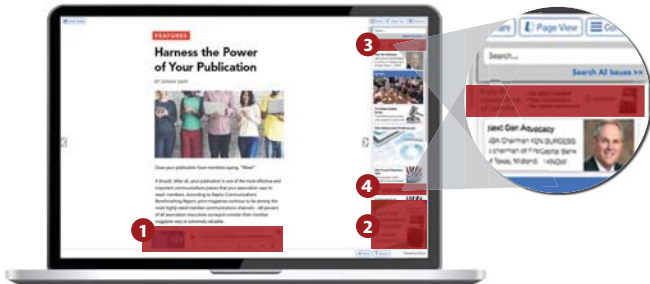
FULL-COLOR RATES	1X RATES	2-3X RATES
Double Page Spread	\$3,969.50	\$3,769.50
Outside Back Cover	\$3,309.50	\$3,199.50
Inside Front or Inside Back Cover	\$2,989.50	\$2,879.50
Full Page	\$2,259.50	\$2,149.50
2/3 Page	\$1,949.50	\$1,849.50
1/2 Page Island	\$1,689.50	\$1,609.50
1/2 Page	\$1,439.50	\$1,369.50
1/3 Page	\$1,089.50	\$1,039.50
1/4 Page	\$829.50	\$789.50
1/6 Page	\$649.50	\$619.50
1/8 Page	\$499.50	\$469.50

All prices in U.S. dollars. TAPPI Sustaining Members receive a 5% discount on ad placement in *Tissue360°*. Your advertisement in *Tissue360°* includes a direct link to your company's website in the digital edition.



DIGITAL EDITION NET RATES

Extend your print advertising investment with the unique benefits of digital media.



1 Leaderboard (all views)

The leaderboard ad appears on-screen in both the reading view and page view of the digital magazine.

2 Rectangle (all views)

The rectangle ad is on the table of contents, appearing on-screen for all pages of the reading view and page view.

TOC Mobile Banners (HTML reading view)

The TOC mobile banner appears in the table of contents, on-screen to the right of the digital magazine on desktop and clickable on mobile in the reading view. The top TOC mobile banner will appear after the 1st article, and the 2nd mobile banner appears after the 6th article.

3 Top TOC Mobile Banner 4 2nd TOC Mobile Banner

Additional TOC Mobile Banner | \$635

Display Ad Package 1 | \$1,400

Includes Leaderboard and Top TOC Mobile Banner.

Display Ad Package 2 | \$1,200

Includes Rectangle and 2nd TOC Mobile Banner.

In-Magazine Digital Options (HTML reading view)

These standalone ad options are placed between article pages on the HTML reading view of the digital magazine and are visible on all device types.

Adaptive Ad (HTML5) | \$1,500

This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

Digital Video Sponsorship | \$1,000

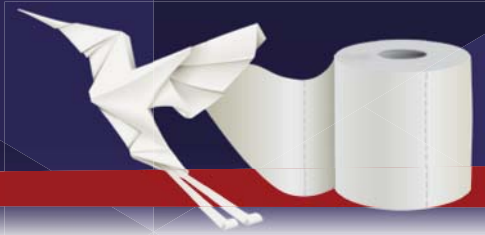
The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

Digital Insert / Outsert | \$980

Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital magazine.

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

For the latest online specs, please visit www.naylor.com/online specs



TAPPI TISSUE360° GROSS RATES

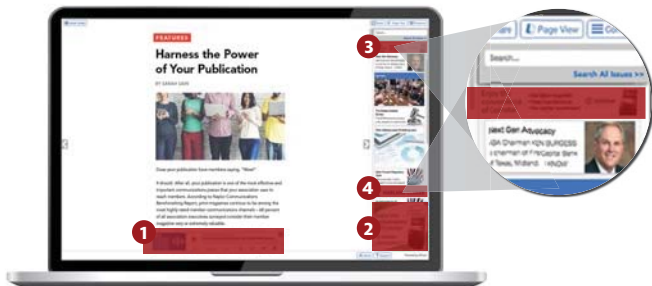
FULL-COLOR RATES	1X RATES	2-3X RATES
Double Page Spread	\$4,569.50	\$4,339.50
Outside Back Cover	\$3,809.50	\$3,679.50
Inside Front or Inside Back Cover	\$3,439.50	\$3,309.50
Full Page	\$2,599.50	\$2,469.50
2/3 Page	\$2,239.50	\$2,129.50
1/2 Page Island	\$1,939.50	\$1,839.50
1/2 Page	\$1,649.50	\$1,569.50
1/3 Page	\$1,259.50	\$1,199.50
1/4 Page	\$959.50	\$909.50
1/6 Page	\$739.50	\$699.50
1/8 Page	\$579.50	\$549.50

All prices in U.S. dollars. TAPPI Sustaining Members receive a 5% discount on ad placement in *Tissue360°*. Your advertisement in *Tissue360°* includes a direct link to your company's website in the digital edition.



DIGITAL EDITION GROSS RATES

Extend your print advertising investment with the unique benefits of digital media.



1 Leaderboard (all views)

The leaderboard ad appears on-screen in both the reading view and page view of the digital magazine.

2 Rectangle (all views)

The rectangle ad is on the table of contents, appearing on-screen for all pages of the reading view and page view.

TOC Mobile Banners (HTML reading view)

The TOC mobile banner appears in the table of contents, on-screen to the right of the digital magazine on desktop and clickable on mobile in the reading view. The top TOC mobile banner will appear after the 1st article, and the 2nd mobile banner appears after the 6th article.

- 3 Top TOC Mobile Banner
- 4 2nd TOC Mobile Banner

Additional TOC Mobile Banner | \$635

Display Ad Package 1 | \$1,610

Includes Leaderboard and Top TOC Mobile Banner.

Display Ad Package 2 | \$1,380

Includes Rectangle and 2nd TOC Mobile Banner.

In-Magazine Digital Options (HTML reading view)

These standalone ad options are placed between article pages on the HTML reading view of the digital magazine and are visible on all device types.

Adaptive Ad (HTML5) | \$1,725

This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

Digital Video Sponsorship | \$1,150

The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

Digital Insert / Outsert | \$980

Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital magazine.

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

For the latest online specs, please visit www.naylor.com/online-specs



TAPPI TISSUE360° 2019 EDITORIAL CALENDAR*

Our semi-annual TAPPI publication, *Tissue360°*, covers the global tissue, toweling, and associated converting industries, with a focus on mill and plant operating floor technologies and applications.

Each issue of *Tissue360°* is also available in a fully interactive digital edition. All issues are archived on TAPPI.org, creating longevity for your online presence. Extend your print advertising investment with the unique benefits of digital media.



*Editorial calendar is tentative and subject to change.

SPRING/SUMMER

FALL/WINTER

<p>FEATURES</p>	<p>Mill opening: A comprehensive report on Sofidel’s ultra-modern greenfield mill in Circleville, Ohio, that opened in late 2018. With two tissue machines and a massive converting operation, it will change the face of the US tissue industry.</p> <p>Converting: Read how a Florida converter became one of the US’ fastest growing private companies.</p> <p>Project engineering: Either greenfield, brownfield or a revitalization of ageing assets, what is the best way to plan your project to maximize cost and operational efficiency?</p> <p>Safety: Dust is a fire and health risk in a tissue mill: How best to control it.</p> <p>Quality control: Ensuring the quality coming off your tissue machine meets your client’s demands.</p>	<p>Mill operations: A look at a recent startup</p> <p>Safety: Converting operations are full of potential safety hazards; How best to mitigate the risks and protect your employees.</p> <p>Water consumption: This is an increasingly important issue globally that has social and economic ramifications. Regulations for consumption are on the way or already here. How can the industry reduce consumption?</p> <p>Private label or brand: Well-established in Europe, the private label sector is growing by leaps and bounds in North America. Why? And, what does the future look like for both?</p> <p>Near-term outlook: What tissue markets/sectors are leading demand growth? What does 2020 look like?</p>
<p>BONUS DISTRIBUTION</p>	<p>PaperCon, Indianapolis, May 5-8 Zellcheming, June 25-27 Tissue World, March 25-27</p>	<p>TAPPI Tissue Event, Orlando – October MIAC, October 9-12</p>
<p>SPACE RESERVATION DEADLINE</p>	<p>January 18, 2019</p>	<p>August 7, 2019</p>
<p>MATERIALS DEADLINE</p>	<p>January 23, 2019</p>	<p>August 9, 2019</p>

In every issue:

Tissue360° News
News summary from TAPPI’s *Tissue Edition* eNewsletter

TAPPI
TISSUE360° NEWSLETTER

MONTHLY eNEWSLETTER

The monthly *Tissue360°* eNewsletter reaches TAPPI members PLUS a targeted audience of tissue makers worldwide. The newsletter, distributed monthly, features news and technical information regarding the tissue making and converting industry. It is targeted at global leaders and technologists specializing in this unique and profitable grade.

Benefits of a targeted eNewsletter:

- › Delivers your message directly to the inbox of **10,500 decision-makers** each month
- › Frequently forwarded to others for additional exposure
- › Directs visitors to the landing page of your choice to facilitate the purchasing process
- › Archives are accessible to members for unlimited online viewing
- › Limited available ad space makes each position exclusive
- › Change artwork monthly at no additional cost to promote time-sensitive offers and events

1 Top Horizontal Banner *Header position.*

12 MONTHS	6 MONTHS	3 MONTHS	1 MONTH
\$2,515	\$1,450	\$835	\$445

2 Skyscrapers

Two positions available.

12 MONTHS	6 MONTHS	3 MONTHS	1 MONTH
\$2,515	\$1,450	\$835	\$445

3 Horizontal Banners

Main article section. Six positions available.

12 MONTHS	6 MONTHS	3 MONTHS	1 MONTH
\$2,010	\$1,110	\$555	\$340

4 Vertical Banner

12 MONTHS	6 MONTHS	3 MONTHS	1 MONTH
\$1,670	\$1,000	\$555	\$340

5 Bottom Horizontal Banner

Body of eNewsletter.

12 MONTHS	6 MONTHS	3 MONTHS	1 MONTH
\$1,670	\$1,000	\$555	\$340

For a complete online specs, please visit www.naylor.com/onlinespecs

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

ON AVERAGE

Banner ads receive more than **3,440 impressions per month**

Skyscraper ads receive more than **4,002 impressions per month**





TAPPI TISSUE360°

WEBSITE RATES

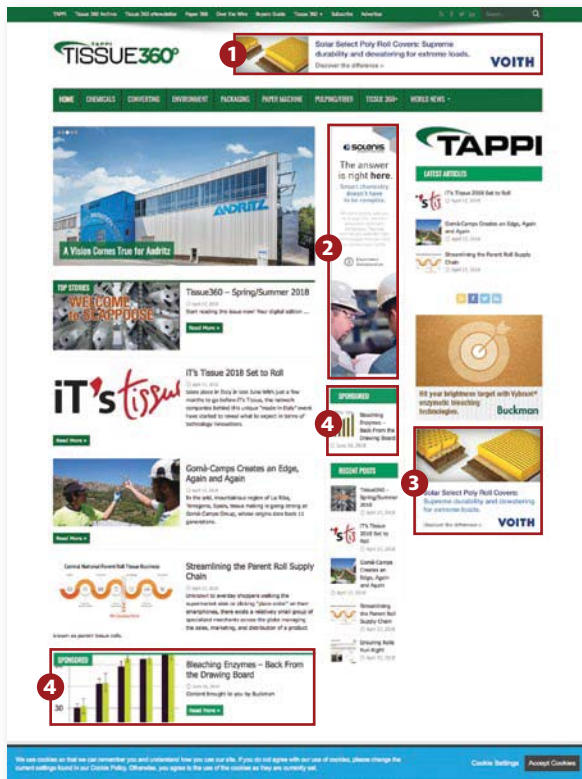
Advertising on the *Tissue360°* website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to get current and archived issues of *Tissue360°*. This microsite offers several cost-effective opportunities to position your company as a leader in front of an influential group of paper and pulp professionals.

Features of *Tissue360°* website advertising:

- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion



NEW Advertising Opportunities!



1 Leaderboard 728x90 pixels
 Display your message above the navigation menu throughout the magazine website - only 4 rotations available.
12 months \$4,250 **6 months** \$2,350 **3 months** \$1,300

2 Skyscraper 160x600 pixels
 Position your company next to the Newsbytes section on every page - only 4 rotations.
12 months \$4,000 **6 months** \$2,200 **3 months** \$1,210

3 Rectangles 300x250 pixels
 Get your message in front of visitors by advertising in this run-of-site position on the bottom left of each page - Only 2 positions available with 3 rotations each.

UPPER RECTANGLE
12 months \$3,650 **6 months** \$2,000 **3 months** \$1,100

LOWER RECTANGLE
12 months \$3,650 **6 months** \$2,000 **3 months** \$1,100

4 Sponsored Content
 Position your company as a thought leader. Your content will be displayed under the categories of your choice.
\$3,000 per month

For a complete online specs, please visit www.naylor.com/onlinespecs

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.



WEBSITE SPONSORED CONTENT

paper360.tappi.org

New Sponsored Content features are now available on the *Tissue360* website! You have the unique opportunity to position yourself as a thought leader in our industry by including content under your specific area of expertise.

Sponsored Content will appear on a first-come, first-served basis and only one company is allowed per category.

Features of the *Tissue360* website Sponsored Content advertising:

- Exclusive premium category placement. (Only one company per category)
 - Chemicals
 - Packaging
 - Tissue 360+
 - Converting
 - Paper Machine
 - Environment
 - Pulping/Fiber
- Extended company editorial content. *Article must focus on category selected and should be 2,000 words or less.*
- Direct visitors to the landing page of your choice.
- Archived for top searchability on the *Tissue360* website.

Article will be accessible through:

- 1 The main sponsored content section on the home page.
- 2 The thumbnail and hyperlinked article section on all pages of the website.
- 3 The sub page that houses your article.
- 4 The top navigation bar by category /Archived under the Sponsored Content tab.

Sponsored Content Rate
1 month: \$3,000

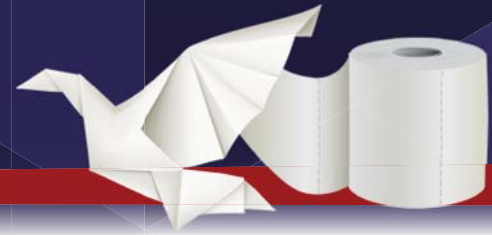
For a complete online specs, please visit www.naylor.com/onlinespecs

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

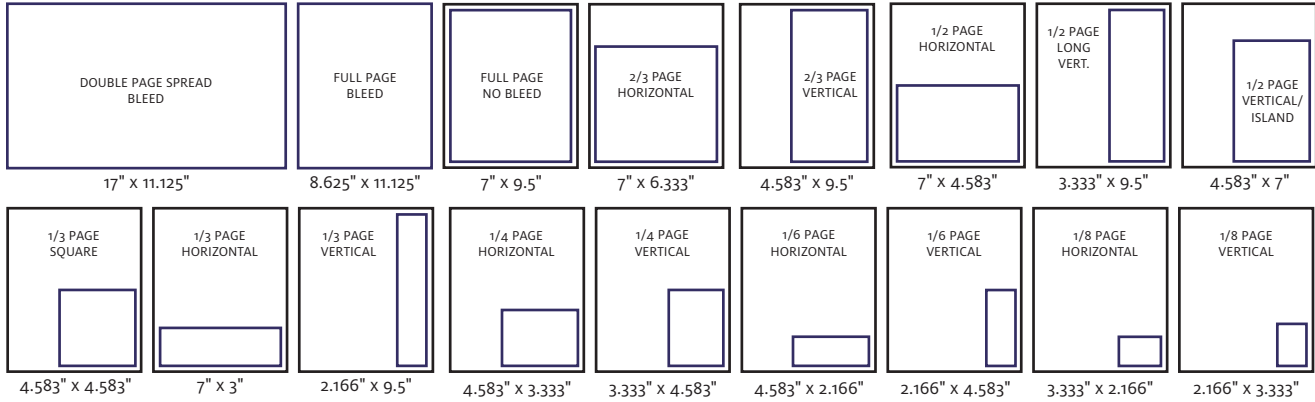


- 457 average total visits
- 306 unique visitors
- 1,070 page views
- 2:49 average session duration

* Traffic from December 2017 - June 2018



PRINT SPECIFICATIONS



Trim Size: 8.375" x 10.875"

Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

DPS Live Area: 15.417" x 9.5"

Full-Page Live Area: 7" x 9.5"

Artwork Requirements

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted.

IMAGES FROM THE WEB ARE NOT SUITABLE FOR PRINTING.

All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift.

All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor website at www.naylor.com and click on "Ad Upload." Locate your publication code, advertising order number and advertising code in the box at the top right-hand side of your Advertising Space Contract. Simply fill in your company's contact information along with these three pieces of information, attach your files and click "Submit."

Production Services, Proofs and Revisions

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

SIZE	PICAS WIDTH X HEIGHT	INCHES WIDTH X HEIGHT	MILLIMETERS WIDTH X HEIGHT
Double Page Spread Bleed	102p x 66p9	17" x 11.125"	431.799 x 282.575
Double Page Spread Live Area	92p6 x 57p	15.417" x 9.5"	391.591 x 241.299
Full Page bleed	51p9 x 66p9	8.625" x 11.125"	219.075 x 282.575
Full Page Live Area	42p x 57p	7" x 9.5"	177.799 x 241.299
2/3 Vertical	27p6 x 57p	4.583" x 9.5"	116.408 x 241.299
1/2 Vertical	27p6 x 42p	4.583" x 7"	116.408 x 177.799
1/2 Long Vertical	20p x 57p	3.333" x 9.5"	84.658 x 241.299
1/2 Horizontal	42p x 27p6	7" x 4.583"	177.799 x 116.408
1/3 Vertical	13p x 57p	2.166" x 9.5"	55.016 x 241.299
1/3 Horizontal	42p x 18p	7" x 3"	177.799 x 76.199
1/3 Square	27p6 x 27p6	4.583" x 4.583"	116.408 x 116.408
1/4 Vertical	20p x 27p6	3.333" x 4.583"	84.658 x 116.408
1/4 Horizontal	27p6 x 20p	4.583" x 3.333"	116.408 x 84.658
1/6 Vertical	13p x 27p6	2.166" x 4.583"	55.016 x 116.408
1/6 Horizontal	27p6 x 13p	4.583" x 2.166"	116.408 x 55.016
1/8 Vertical	13p x 20p	2.166" x 3.333"	55.016 x 84.658
1/8 Horizontal	20p x 13p	3.333" x 2.166"	84.658 x 55.016

ONLINE SPECIFICATIONS

TAPPI.org

Leaderboard

- 728 x 90 pixels
- JPG or GIF accepted
- File size must be no greater than 100kb
- Animation must be no longer than 25 seconds

Halfwide Skyscrapers

- 160 x 300 pixels
- JPG or GIF accepted
- File size must be no greater than 100kb
- Animation must be no longer than 25 seconds

Rectangle

- 180 x 150 pixels
- JPG or GIF accepted
- File size must be no greater than 100kb
- Animation must be no longer than 25 seconds

Over the Wire eNewsletter

Custom Banners 1 & 2

- 500 x 125 pixels
- JPG only (no animation)
- File size must be no greater than 100kb

Custom Banners 3, 4 & 5

- 560 x 141 pixels
- JPG only (no animation)
- File size must be no greater than 100kb

Content Horizontal Banner

- 500 x 125 pixels
- JPG only (no animation)
- File size must be no greater than 100kb

Product Spotlight

- 180 x 150 pixels
- JPG only (no animation)
- File size must be no greater than 100kb

Tissue360° and STAR eNewsletters

Horizontal Banner

- 468 x 60 pixels
- JPG only (no animation)
- File size must be no greater than 100kb

Vertical Banner

- 120 x 240 pixels
- JPG only (no animation)
- File size must be no greater than 100kb

Skyscraper

- 120 x 600 pixels
- JPG only (no animation)
- File size must be no greater than 100kb

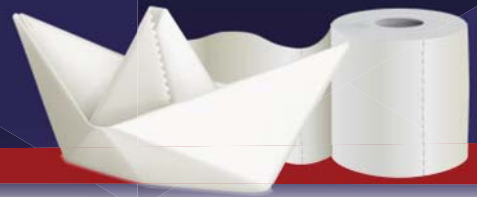
Button Tile (for content section sponsor)

- 140 x 60 pixels
- JPG only (no animation)

Paper360°, Tissue360° & Products and Services Guide Digital Editions

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TAPPI EVENTS

TAPPI conferences and symposia are the industry's preferred forums to learn, share, see and be seen. Our events provide a variety of exhibit and sponsorship opportunities designed to provide maximum exposure for your company among the industry's top influencers and decision-makers.

PaperCon

April 2019 | Location TBD

www.papercon.org

PaperCon brings together CEOs, mill managers, superintendents, scientists, process engineers and suppliers for the largest pulp and paper technical program in the world. No other event provides such a comprehensive program, networking opportunities and trade show among such a distinguished group of industry leaders.

- Three educational technical programs: PIMA Management, Papermakers, and Coating & Graphics Arts.
- Four co-located programs: *Tissue360°* Forum, RPTA P-T Seminar, OpEx Reliability Workshop and NETInc (Innovative Nonwovens Conference)
- 2,000+ attendees from 28 countries
- 158 Exhibitors & Sponsors in 2015
- Unparalleled networking opportunities

PEERS

October 2019 | Location TBD

www.tappipeers.org

PEERS is TAPPI's Fall conference addressing Pulping, Engineering, Environmental, Recycling, Sustainability topics, offering a dynamic, expert-led program with real-world results in critical areas of the mill. Planned and peer-reviewed by working professionals, every session is designed to address real challenges faced in today's mills.

- 90+ Peer-Reviewed Technical Presentations in 45 sessions
- Five Panel Discussion featuring topic experts
- Three Tutorials
- New Career Development Track
- 400+ attendees from more than 14 countries
- Exhibits – Networking – Workshops

International Bioenergy and Bioproducts Conference (IBBC)

October 2019 | Location TBD

www.tappi-ibbc.org

TAPPI's International Bioenergy and Bioproducts Conference brings together experts from around the world who are interested in leveraging the knowledge and assets in the pulp and paper industry to produce fuel, energy, and chemicals from biomass. Sponsorships available.

Tissue 2019

October 2019 | Location TBD

Tissue 2018 connects industry information with industry decision-makers and operations management. Bringing together both technical and senior management professionals in the Tissue Industry allows for an unprecedented environment for information exchange and collaboration. This event is backed by two of the leading information and education providers in the industry – TAPPI and RISI.

**Visit www.tappi.org/Events.aspx
for our full event calendar**

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