



Paper360° magazine now contains RISI/PPI content including reader favorites such as Outlook 2016, 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 :



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 (No Pun Intended)

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

Reach more than 32,000 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

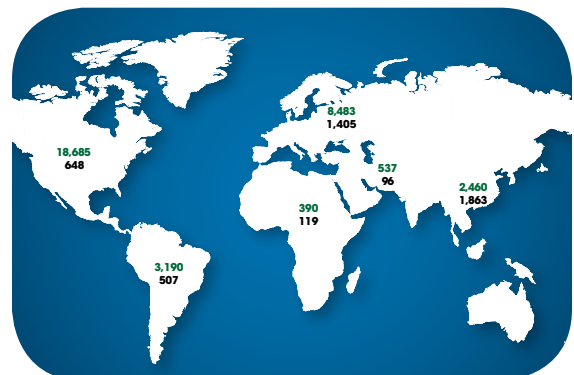
Paper360° has a significant presence at mills around the world. Our circulation reaches leading industry professionals, including:

2014-2015 CIRCULATION DATA

REGION	Paper360° Circulation*	Operating Mills Corporate Headquarters**
Africa	390	119
Asia-Pacific/ Oceania	2,460	1,863
Europe	8,483	1,405
Latin America	3,190	507
Middle East	537	96
North America/ Caribbean	18,685	648
Totals	33,745	4,638

*Print and Digital (deduped)

** FisherSolve Database 2015



"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

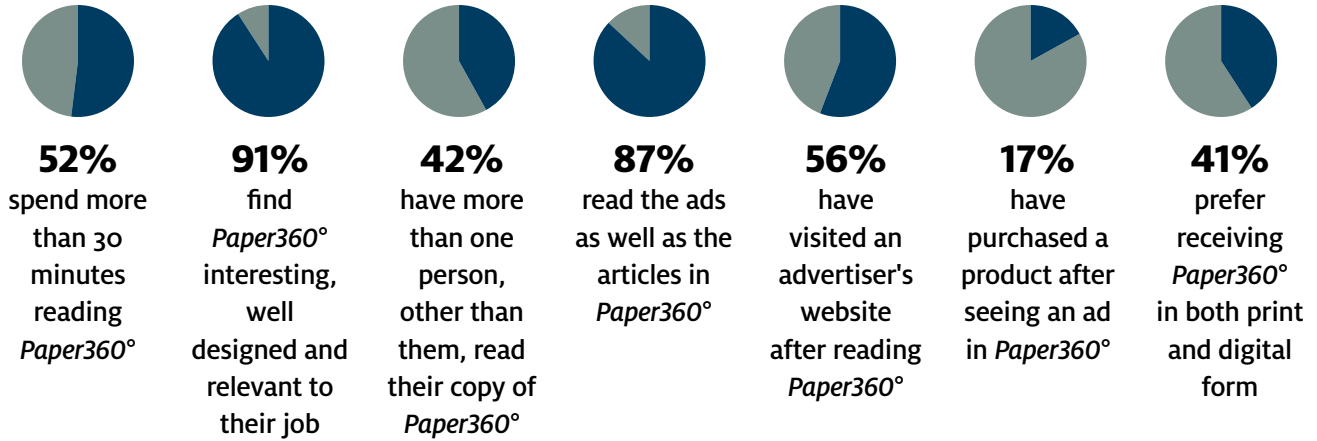
Paper360° READERS*:

- 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*:



"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

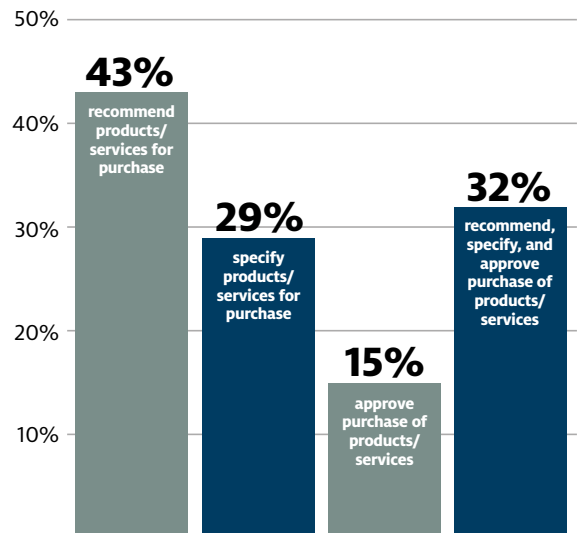
"A high quality magazine for the pulp and paper professional. Great research and always on the cutting edge"

- 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	SPECIAL FEATURE & ADVERTISER BONUS	BONUS DISTRIBUTION	SPACE RESERVATION DEADLINE	MATERIALS DEADLINE
JANUARY/ FEBRUARY Ships February 2016	Cuba's Paper Industry A look at the paper industry in this country that has only just reestablished relations with the U.S.	 Outlook 2016	<ul style="list-style-type: none"> • Student Summit, January 15-18, Portland, ME • ASPI, February 24-26, Miami, FL • MIAC, Lucca, Italy, May 19-20 • TAPPI Courses • TAPPI/PIMA Local Section Meetings 	December 10, 2015	December 11, 2015
MARCH/APRIL Ships March 2016	The Challenge of Change How has the function of the engineer changed? Where are the opportunities in the mill?	Coating/Printing/Packaging	<ul style="list-style-type: none"> • Pulp & Paper Week, Stockholm, May 24-26 • Asian Paper, Bangkok, Thailand, June 01-03 • PaperCon, Cincinnati, OH, May 12-18 • NETInc Conference, Cincinnati, OH, May 12-18 • RPTA Conference, Cincinnati, OH, May 12-18 • International Pulp Week, Vancouver, May 1-4 • BLRBAC Spring Meeting, April 4-6, location tbd • SRW Workshop (early April, location TBD) • TAPPI Courses • TAPPI/PIMA Local Section Meetings 	February 2, 2016	February 3, 2016
MAY/JUNE Ships May 2016	The Winners Issue Coverage of the TAPPI and PIMA winners including PIMA Executive of the Year.	Nano/Bio	<ul style="list-style-type: none"> • TAPPI Intl Nanotechnology Conference, June 13 • Zellcheming, Germany, June 28-30 • PPSA, June (tbd) • TAPPI Courses • TAPPI/PIMA Local Section Meetings 	March 30, 2016	March 31, 2016
JULY/AUGUST Ships July 2016	Climate Change and the Industry The science, the controversy, and the reality for pulp and paper.	 Top 50 Power List	<ul style="list-style-type: none"> • TAPPI Courses • TAPPI/PIMA Local Section Meetings • IMPC, September 26 • PEERS, September 26 • IBBC, September 28 	May 27, 2016	May 31, 2016
SEPTEMBER/ OCTOBER Ships September 2016	Research and Development What is it, where is it being done? how get funding, build partnerships.	 Top 100 Paper Manufacturers	<ul style="list-style-type: none"> • ASPI Customer Alignment Mtr, TBD • Pan Pacific Conference of Tech Assocs of P&P, Seoul, Korea, October 25-28 • BLRBAC Fall Conference, October 3-6, location TBD • ABTCP, Brazil (tbd) • TAPPI Courses • TAPPI/PIMA Local Section Meetings • MIAC, October 	August 1, 2016	August 2, 2016
NOVEMBER/ DECEMBER Ships November 2016	Proud to be a Papermaker Our annual celebration of companies and people who make us proud to be papermakers.	 PPI Industry Award Winners	<ul style="list-style-type: none"> • TAPPI Courses • TAPPI/PIMA Local Section Meetings 	September 22, 2016	September 23, 2016

EDITORIAL TEAM



GLENN OSTLE
Associate Publisher/
Editorial Director, *Paper360*^o

Glenn has worked in the pulp and paper industry for more than 30 years, first as advertising manager for AccuRay Corporation (today part of ABB), and then 20 years as vice president of marketing and communications for Metso Paper (today Valmet) in North America. He has been a TAPPI member or corporate representative to TAPPI for almost his entire career in the industry. He also spent more than 15 years as an involved PIMA volunteer serving as Affiliate Chairman, board member and Trustee. In 2002 he won the Thomas F. Sheerin, Sr., Service Award for outstanding contributions to the pulp and paper industry and the community. During his career Glenn has written extensively about the pulp and paper industry, and shortly after taking an early retirement from Metso Paper, he helped start the new *Paper360*^o magazine.



KEN PATRICK
Editorial Director, *Tissue360*^o
Senior Editor, *Paper360*^o

Veteran paper industry editor Ken Patrick has more than 30 years experience in the pulp and paper industry. Ken joined the *Paper360*^o and TAPPI staff in December 2006 and serves as Editorial Director of *Tissue360*^o, Senior Editor with *Paper360*^o as well as Pulp & Paper Team Leader for TAPPI. Ken started his career in the pulp and paper industry as a Research Communications Supervisor for International Paper from 1973-1978. From 1978-1995, Ken worked his way to the top editorial position with *Pulp & Paper* magazine and helped compile, edit and author a series of 10 books published by Miller Freeman. Ken was managing editor for *Pulp & Paper Online*, one of the 58 Vertical Net internet portal communities and before coming to TAPPI, was Editorial Director for *PaperAge* magazine.



JAN BOTTIGLIERI
Associate Editor, *Paper360*^o

Jan Bottiglieri has a long history with pulp and paper publishing beginning in 1988 as an Assistant Editor at *PIMA Magazine* and later with *PIMA's Papermaker* and *Solutions!* magazine. She has visited and reported on paper mills, packaging plants, and manufacturing facilities in North America, Finland, Sweden, Japan, Germany and China, and recently was lead writer for TAPPI's 100-year commemorative book, *Celebrating a Century of Achievement*.



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.



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.

**Plus TAPPI
members around
the world**



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	\$7,459.50	\$7,089.50	\$6,709.50
Outside Back Cover	\$5,659.50	\$5,379.50	\$5,089.50
Inside Front or Inside Back Cover	\$5,149.50	\$4,889.50	\$4,629.50
Full Page	\$4,629.50	\$4,399.50	\$4,169.50
2/3 Page	\$3,999.50	\$3,799.50	\$3,599.50
1/2 Page Island	\$3,439.50	\$3,269.50	\$3,099.50
1/2 Page	\$2,949.50	\$2,799.50	\$2,649.50
1/3 Page	\$2,219.50	\$2,109.50	\$1,999.50
1/4 Page	\$1,699.50	\$1,609.50	\$1,529.50
1/6 Page	\$1,329.50	\$1,259.50	\$1,199.50
1/8 Page	\$1,039.50	\$989.50	\$939.50

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

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	\$8,575.43	\$8,146.66	\$7,717.89
Outside Back Cover	\$6,508.43	\$6,183.01	\$5,857.59
Inside Front or Inside Back Cover	\$5,921.93	\$5,625.83	\$5,329.74
Full Page	\$5,323.93	\$5,057.73	\$4,791.54
2/3 Page	\$4,599.43	\$4,369.46	\$4,139.49
1/2 Page Island	\$3,955.43	\$3,757.66	\$3,559.89
1/2 Page	\$3,391.93	\$3,222.33	\$3,052.74
1/3 Page	\$2,552.43	\$2,424.81	\$2,297.19
1/4 Page	\$1,954.43	\$1,856.71	\$1,758.99
1/6 Page	\$1,528.93	\$1,452.48	\$1,376.04
1/8 Page	\$1,195.43	\$1,135.66	\$1,075.89

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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:

- › Almost 32,000 page views per issue
- › More than 1,300 Visits per issue
- › 23.97 Page views per reader
- › duration of visit - 5:16

**Stats from an average of last six issues*

Digital Edition Toolbar | \$500

Your company name is displayed on the toolbar, found in the top-right corner of every page of the digital edition next to frequently used navigational icons.

Digital Edition Sponsorship* | \$1,500

Your message will be prominently displayed directly across from the cover of the magazine.

Digital Edition Belly Band | \$2,000

Attach your direct-mail piece or belly band to the digital publication. Recipients have to click the ad to gain access to the digital edition.

Ad Link | Included in Display Ad Rates

Links increase traffic from your ad in the digital edition to your company's website or a corporate email address. Most of our advertising options include this feature at no additional charge. Additional fees apply where noted.

**Animation and video capabilities available*

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.



Digital Edition Skyscraper | \$1,500

The Skyscraper ad displays the entire time the digital edition is open giving your message consistent and lasting exposure.

** Rates are 1X rates. All advertisers receive a 10% discount on any additional contract.*

2016 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	\$3,649.50	\$2,799.50
Outside Back Cover	\$3,069.50	\$2,219.50
Inside Front or Inside Back Cover	\$2,929.50	\$2,079.50
Full Page	\$2,449.50	\$1,599.50
2/3 Page	\$2,239.50	\$1,389.50
1/2 Page Island	\$2,039.50	\$1,189.50
1/2 Page	\$1,859.50	\$1,009.50
1/3 Page	\$1,619.50	\$769.50
1/4 Page	\$1,439.50	\$589.50
1/6 Page	\$1,319.50	\$469.50
1/8 Page	\$1,209.50	\$359.50

*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. Your advertising message is bound into the seam of the publication.

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	\$10,799.50	N/A	N/A
Gatefold Front Cover	\$7,309.50	N/A	N/A
Print Belly Band	\$5,779.50	N/A	N/A
Digital Belly Band	\$4,599.50	N/A	N/A
Heavy Stock Insert	\$4,419.50	N/A	N/A
Two Page/Four Surface Outsert	\$2,909.50	\$750	\$3,109.50
One Page/Two Surface Outsert	\$2,329.50	\$500	\$2,479.50
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



Digital Edition Toolbar | \$500

250 x 50 pixels (JPG only)

Digital Edition Skyscraper | \$1,000

200 x 783 pixels (JPG or SWF)

Digital Edition BellyBand | \$1,000

PDF or JPG at 8.375 x 4.5" (300 dpi), SWF at 603 x 324 pixels

Digital Edition Sponsorship | \$1,000

550 x 480 pixels (JPG, SWF or Movie files)

Digital Edition Ad | \$1,000

Multiple pages available, 8.375 x 10.875" (JPG only)

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 directories 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

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

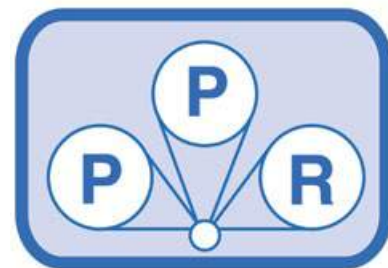
TAPPI Journal is a world-recognized technical publication focused on forest products and related industries. Coverage includes pulp, paper, packaging, printing and wood fiber research, along with emerging fields such as biorefining, nonwovens, nanotechnology and other innovative cellulosic-based products and technologies. Through its stringent peer-review process and distinguished editorial board of academic and industry experts, *TAPPI Journal* publishes peer-reviewed, impactful basic and applied research articles, communications, and technical reviews.

TAPPI Journal is delivered to all members as an interactive, online monthly edition, accompanied by an end-of-the year print summary containing abstracts of each paper printed during the year.

As an EXCLUSIVE member benefit, TAPPI Affiliate and Sustaining members will receive a printed "library edition", which is a bound volume including the full text of every paper published during the year.



All full page advertisers with a 4x or higher frequency in Paper360° are entitled to a free ad placement in subsequent issues of TAPPI Journal.



Includes Progress in Paper Recycling



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. Sweden
14. Thailand
15. Philippines

Each month TAPPI.org averages:

- 103,516 total page views
- 34,453 visitors
- 22,249 unique visitors
- 2:47 average length of visit

Traffic from January 1, 2015- May 1, 2015



Leaderboard (2) - 728 x 90 pixels

8 rotations, run of site.

12 MONTHS	6 MONTHS	3 MONTHS
\$5,250	\$2,885	\$1,585

Halfwidth Skyscrapers (2) - 160 x 300 pixels

8 rotations, run of site.

12 MONTHS	6 MONTHS	3 MONTHS
\$2,500	\$1,785	\$975

Rectangle - 180 x 150 pixels

8 rotations, run of site.

12 MONTHS	6 MONTHS	3 MONTHS
\$2,500	\$1,375	\$750

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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 **35,000** 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

Custom Banners

	12 MONTHS	6 MONTHS	3 MONTHS
1	\$16,000	\$9,000	\$6,000
2	\$12,000	\$6,000	\$4,000

Custom Banners

	12 MONTHS	6 MONTHS	3 MONTHS
3	\$12,000	\$6,000	\$4,000
4	\$10,000	\$5,000	\$3,000



ON AVERAGE

Banner ads receive almost 50,000 impressions

Tile ads receive 14,861 impressions and 7 clicks per month

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.

STANDARD & 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

Top Horizontal Banner Header position.

12 MONTHS	6 MONTHS	3 MONTHS	1 MONTH
\$1,250	\$700	\$400	\$250

Horizontal Banners

Main article section. Four positions available.

12 MONTHS	6 MONTHS	3 MONTHS	1 MONTH
\$1,000	\$600	\$350	\$150

Skyscrapers

Two positions available.

12 MONTHS	6 MONTHS	3 MONTHS	1 MONTH
\$1,500	\$950	\$500	\$350

Vertical Banner

12 MONTHS	6 MONTHS	3 MONTHS	1 MONTH
\$1,000	\$600	\$350	\$150

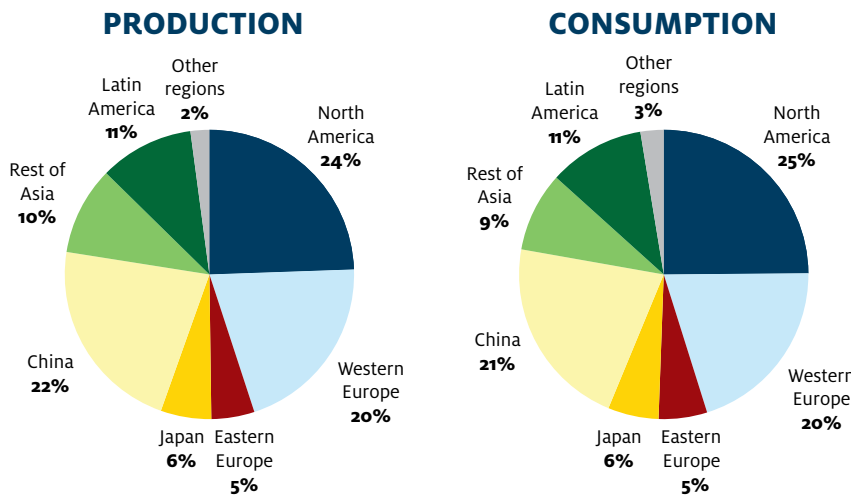
Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.



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.

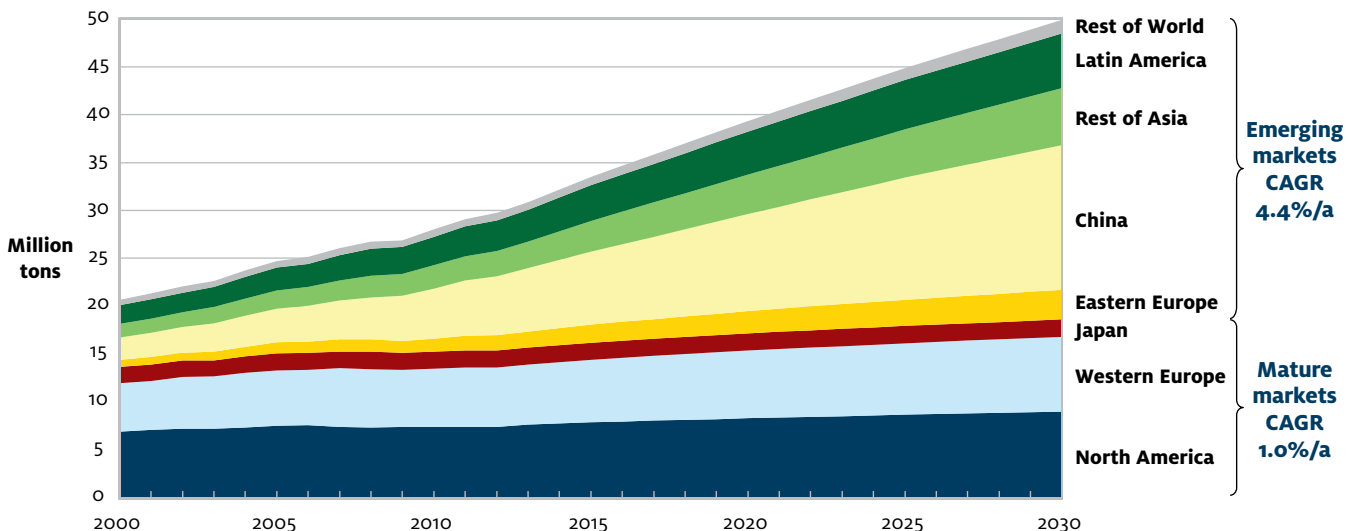
NORTH AMERICA ACCOUNTS FOR MORE THAN 24% OF GLOBAL CONSUMPTION AND PRODUCTION.



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, 2015

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, 2015

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 targets 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*

2014-2015 CIRCULATION DATA

REGION	Tissue360° 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 2015



The digital edition of Tissue 360° Averages:

- 17,679 page views per issue
- 915 visits per issue
- 19.1 page views per reader
- duration of visit 4:14 min

TISSUE 360° 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	2X RATES
Outside Back Cover	\$3,149.50	\$2,989.50
Inside Front or Inside Back Cover	\$2,829.50	\$2,689.50
Double Page Spread	\$3,669.50	\$3,489.50
Full Page	\$2,099.50	\$1,989.50
2/3 Page	\$1,809.50	\$1,719.50
1/2 Page Island	\$1,559.50	\$1,479.50
1/2 Page	\$1,329.50	\$1,259.50
1/3 Page	\$1,009.50	\$959.50
1/4 Page	\$769.50	\$729.50
1/6 Page	\$599.50	\$569.50
1/8 Page	\$469.50	\$449.50

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.

Digital Edition Toolbar | \$500 PER ISSUE

Your company name is displayed on the toolbar, found in the top-right corner of every page of the digital edition next to frequently used navigational icons.

Digital Edition Sponsorship* | \$750 PER ISSUE

Your message will be prominently displayed directly across from the cover of the magazine.

Ad Link | Included in Display Ad Rates

Links increase traffic from your ad in the digital edition to your company's website or a corporate email address. Most of our advertising options include this feature at no additional charge. Additional fees apply where noted.

*Animation and video capabilities available



Digital Edition Skyscraper \$1,000 PER ISSUE

The Skyscraper ad displays the entire time the digital edition is open giving your message consistent and lasting exposure.

* Rates are 1X rates. All advertisers receive a 10% discount on any additional contract.

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 TISSUE360° GROSS RATES

FULL-COLOR RATES	1X RATES	2X RATES
Outside Back Cover	\$3,621.93	\$3,437.93
Inside Front or Inside Back Cover	\$3,253.93	\$3,092.93
Double Page Spread	\$4,219.93	\$4,012.93
Full Page	\$2,414.43	\$2,287.93
2/3 Page	\$2,080.93	\$1,977.43
1/2 Page Island	\$1,793.43	\$1,701.43
1/2 Page	\$1,528.93	\$1,448.43
1/3 Page	\$1,160.93	\$1,103.43
1/4 Page	\$884.93	\$838.93
1/6 Page	\$689.43	\$654.93
1/8 Page	\$539.93	\$516.93

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.

Digital Edition Toolbar | \$575 PER ISSUE

Your company name is displayed on the toolbar, found in the top-right corner of every page of the digital edition next to frequently used navigational icons.

Digital Edition Sponsorship* | \$862.50 PER ISSUE

Your message will be prominently displayed directly across from the cover of the magazine.

Ad Link | Included in Display Ad Rates

Links increase traffic from your ad in the digital edition to your company's website or a corporate email address. Most of our advertising options include this feature at no additional charge. Additional fees apply where noted.

**Animation and video capabilities available*



Digital Edition Skyscraper \$1,150 PER ISSUE

The Skyscraper ad displays the entire time the digital edition is open giving your message consistent and lasting exposure.

** Rates are 1X rates. All advertisers receive a 10% discount on any additional contract.*

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.



2016 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>Tissue Mill Report: VonDrehle starts up new Valmet NTT tissue machine (first in U.S.) at Natchez, Miss., USA mill.</p> <p>Capital Spending Report: North American tissue industry capital spending report (tissue and converting sectors), by Poyry.</p> <p>New Technology Report: Recycled fiber kneading/tower-washer pilot plant in Macon, Ga., designed for tissue fiber deinking without chemicals. Hiroki Nanko (Taizen, Japan, technology).</p> <p>Tissue Chemistry Review: A close-up look/discussion of the latest tissue making and yankee chemistry approaches, based on interviews with Buckman Laboratories, Memphis, Tenn.</p> <p>Supplier Profile: A close-up look at PCMC, Green Bay, Wis., USA—operations, strategies, outlook for a leading company in the tissue converting arena. Includes special interview with Bob Chapman, chairman and CEO of Barry-Wehmiller, group owner of PCMC.</p>	<p>Tissue Mill Report: Conversion of major North American printing and writing papers mill to tissue production, including analysis of strategies and markets to be served.</p> <p>Converting Technology Roundup: Trends and new developments in the threshold of implementation (based on interviews with Fabio Perini, PCMC, Futura, Pulsar, E8o, Sonoco, Jacobs Engineering).</p> <p>New Product Highlights: Report on newest products and technologies for the global tissue converting/packaging equipment and systems side of the industry.</p> <p>Alternative Fibers: Report on the bamboo invasion—current and projected role of bamboo and other alternative fibers in the global tissue industry</p> <p>Capacity Outlook: Analysis of shifts in production capacity and market trends in the At Home and Away from Home North American tissue sectors, Fisher International or Poyry.</p>
<p>BONUS DISTRIBUTION</p>	<p>TAPPI PaperCon/Tissue360 Forum, May 12-18, 2016, Cincinnati, Ohio, USA.</p>	<p>TAPPI PEERS Conference, September 26-28, 2016, Jacksonville, Florida</p> <p>MIAC Tissue, October 12-14, 2016, Lucca Italy</p>
<p>SPACE RESERVATION DEADLINE</p>	<p>February 22, 2016</p>	<p>August 23, 2016</p>
<p>MATERIALS DEADLINE</p>	<p>March 1, 2016</p>	<p>August 31, 2016</p>

In every issue:

Executive Message

The big picture, from *Tissue360* Executive Editor Ken Patrick

Tissue360° News

News summary from TAPPI's: *Tissue Edition* eNewsletter

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 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 **4,500** 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

Top Horizontal Banner *Header position.*

12 MONTHS	6 MONTHS	3 MONTHS	1 MONTH
\$2,250	\$1,300	\$750	\$400

Horizontal Banners

Main article section. Four positions available.

12 MONTHS	6 MONTHS	3 MONTHS	1 MONTH
\$1,800	\$1,000	\$500	\$300

Bottom Horizontal Banner

Body of eNewsletter.

12 MONTHS	6 MONTHS	3 MONTHS	1 MONTH
\$1,500	\$900	\$500	\$300

Skyscrapers

Two positions available.

12 MONTHS	6 MONTHS	3 MONTHS	1 MONTH
\$2,250	\$1,300	\$750	\$400

Vertical Banner

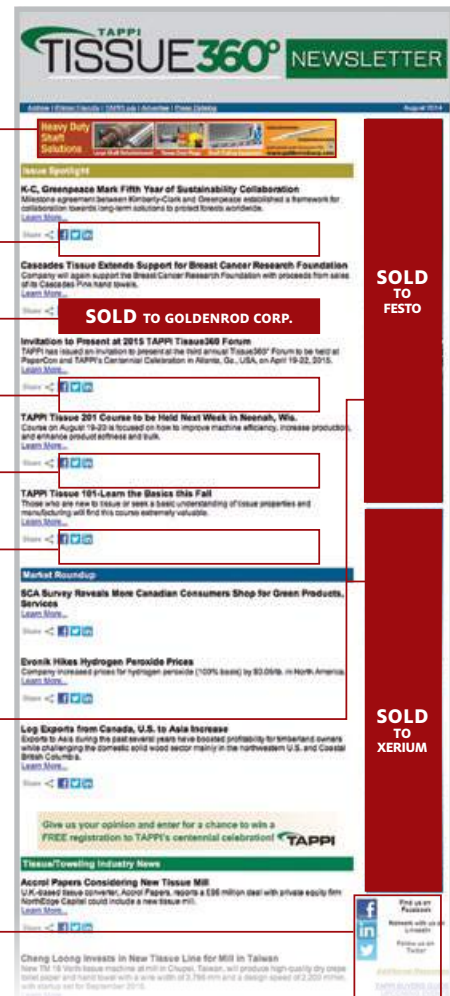
12 MONTHS	6 MONTHS	3 MONTHS	1 MONTH
\$1,500	\$900	\$500	\$300

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.

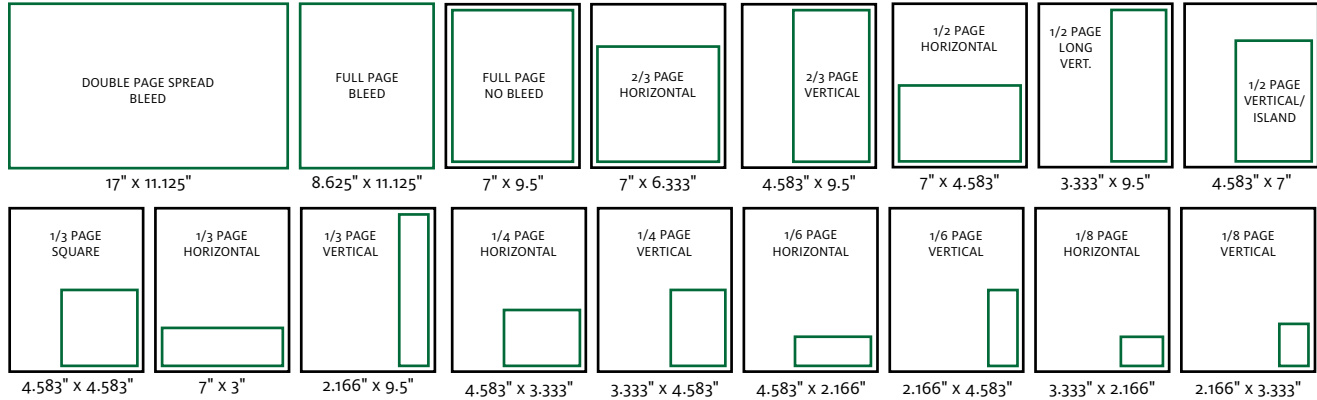
Banner ads receive more than 3,440 impressions per month

Skyscraper ads receive more than 4,002 impressions per month

ON AVERAGE



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, GIF or Flash/SWF* accepted
- File size must be no greater than 100kb
- Animation must be no longer than 25 seconds

Halfwide Skyscrapers

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

Rectangle

- 180 x 150 pixels
- JPG, GIF or Flash/SWF* 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

Sponsor

- 550 x 480 pixels
- JPG, GIF, Flash/SWF*, AVI, MPG, MOV, FLV or Real Player accepted
- Animation and video no longer than one minute in duration

Skyscraper

- 200 x 783 pixels
- JPG only (no animation)

Ad

- 8.375" x 10.875"
- JPG only (no animation)

Toolbar

- 250 x 50 pixels; 50 character limit (initial Toolbar button)
- JPG only (no animation)

BellyBand

- NO VIDEOS.
- PDF or JPG at 8.375" x 4.5" (300 dpi)
- SWF* at 603 x 324 pixels

*Visit www.naylor.com/onlinespecs for complete flash/SWF specifications.

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

May 15-18, 2016 | Cincinnati, OH, USA
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 fair 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

September 25-28, 2016 | Jacksonville, FL, USA
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

Co-located with PEERS is the International Mechanical Pulping Conference, running September 26 – 29, 2016.

For more information about exhibiting and sponsorship opportunities with TAPPI, contact:

Shane Holt, (800) 369-6220, ext. 3345 | (352) 333-3345 | sholt@naylor.com

International Bioenergy and Bioproducts Conference (IBBC)

September 28-30, 2016 | Jacksonville, FL, USA
www.tappi-ibbc.org

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

Tissue360° Forum

May 15-18, 2016 | Cincinnati, OH, USA
www.tissue360forum.org

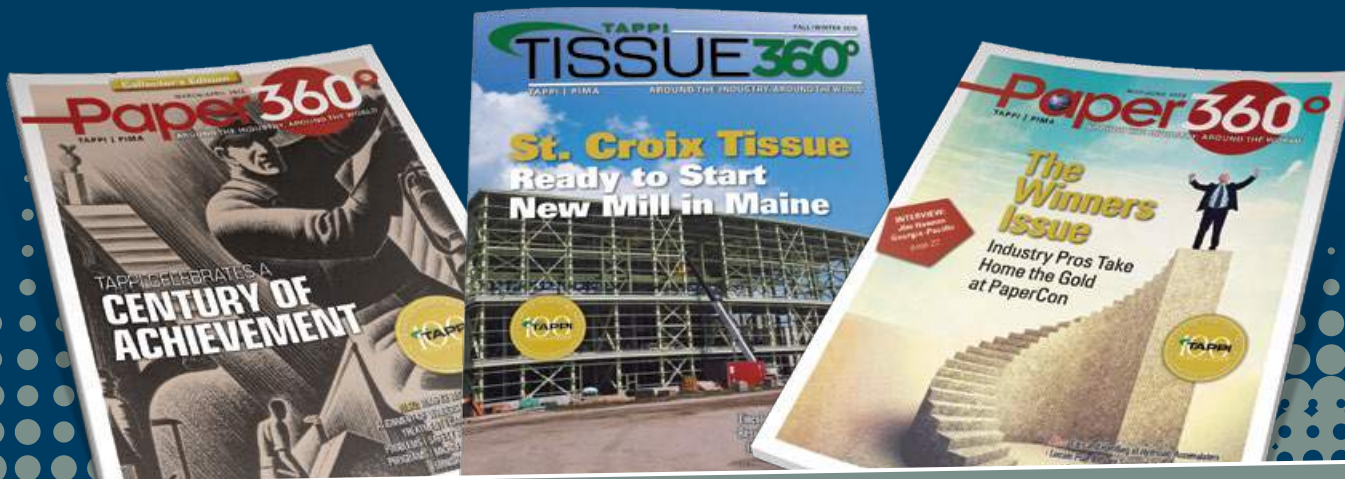
The *Tissue360°* Forum is the only peer-reviewed tissue technical program in North America. It is co-located with PaperCon in 2016 and shares the PaperCon exhibit. Tissue makers appreciate the large trade fair and TAPPI's high quality program content. Sponsorships available.

NETInc Innovative Nonwovens Conference

May 15-18, 2016 | Cincinnati, OH, USA
www.netincevent.org

NETInc (Innovative Nonwovens Conference) is organized by the Nonwovens Engineers and Technologists (NET) Division of TAPPI, and is the perfect forum for Nonwovens industry professionals and academics to share information that encourages research innovations, new product development and industry growth. NETInc is co-located with PaperCon and shares the exhibit. Sponsorships available.

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



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