



TAPPI JOURNAL RESEARCH AMBASSADOR PROGRAM

Amplify Your Company's Commitment
to Scientific Research

Become a TAPPI Journal Research Ambassador

As a TAPPI Journal (TJ) Research Ambassador, your support helps bring immediate, free access to the most current and relevant scientific developments, processes and products in the pulp and paper industry, as well as related fields such as nanocellulose, biorefinery and nonwovens to industry innovators, TAPPI members, universities, industry organizations, and research institutions.

TJ Research Ambassadors support scholarly activity, innovation, and the sustainability of the industry through advertising and sponsored content in the Journal. The program is flexible, allowing companies to share their support and expertise through publishing white papers and case studies on cutting-edge research, as well as ad placement in the Journal. Publishing your content in TJ educates TJ readers on the benefits of using your product or service, while also designating your company as a supporter of innovation to industry leaders.



BECOME A RESEARCH AMBASSADOR BY CHOOSING THE OPTION THAT BEST FITS YOUR STRATEGY

1. Purchase 3 full-page ads in TJ
2. Purchase a Sponsored Content placement, choosing either 1 White Paper or 1 Case Study placement
3. Include a TJ ad placement in your overall TAPPI media buy (minimum of \$10K total spend)

Then, prominently display the official Research Ambassador digital badge on your company website and marketing collateral to further demonstrate your company's commitment to the future of the industry, whether it's pulp, paper, tissue, packaging, nonwovens or converting.

MORE WAYS YOU'LL BENEFIT:



PROMINENT VISIBILITY

TJ is easily found on TAPPI.org attracting an average of 24K visitors per month. Also indexed by academic and corporate libraries.



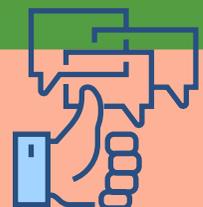
REACH

Delivered digitally to TAPPI members and more than 25k industry professionals 11 times per year.



OPEN ACCESS

Your support enables readers to gain free, timely access to impactful research and technical reviews from an internationally recognized source.



SOCIAL MEDIA

In addition to the exposure in the issue, TJ Research Ambassadors will also be recognized on TAPPI's social media outlets.

For more information on the Research Ambassador program, contact
Shane Holt at sholt@naylor.com, 352-333-3345, or view the media kit at tappi.org/tjmediakit.