

TAPPI 2009 Online Advertising Guide



One association. Thousands
of connections.

Reach your target audience and create a customer experience on tappi.org



- Get your message out on a site with **160,000 page views** per month*
- Be a part of the leading and most expansive content portal for the forest products, paper, packaging and converting industries
- Gain exposure and create demand for your products and services
- Generate qualified leads

** This is the average over a 12-month period.*

TAPPI.org is the premier information portal for the forest products, paper, packaging, converting and related industries

Why Advertise on TAPPI.org?

TAPPI is the leading association for the worldwide pulp, paper, packaging, and converting industries and publisher of *Paper360°* and *TAPPI JOURNAL*. We provide a unique opportunity to reach professionals in **multiple segments*** within the industry. For over 90 years, TAPPI has been a resource and a solution for the entire industry by providing information, education, and knowledge-sharing opportunities to members and countless individuals and companies. Some of our resources include:

- The TAPPI.org website
- Paper360°* magazine
- TAPPI JOURNAL* (TJ)
- Progress in Paper Recycling* (PPR)
- Bioenergy Technologies Quarterly* (BTQ)
- Frontline Focus* (operations & maintenance personnel)
- Specialty Newsletters
- Virtual Seminars
- Conferences and Exhibits
- Courses and Workshops
- Books and CDs
- Standards and TIPs
- Online Training
- Event Specific Microsites

*TAPPI Volunteer Divisions: PIMA (management), Paper & Board, Engineering, Pulp Manufacture, Process & Product Quality, Process Control, Coating & Graphic Arts, PLACE (Polymers, Laminations, Adhesives, Coatings & Extrusions), Corrugated Packaging, Nonwovens

Industries Served: Pulp & Paper, Corrugated Packaging, Flexible Packaging, Nonwovens, Bioenergy, Nanotechnology

Banner Ad Real Estate Home Page



[About TAPPI](#) | [Buyers Guide](#) | [Join TAPPI](#) | [Contact Us](#) | [Home](#)

Search »

[Industry News](#) | [Membership](#) | [Member Groups](#) | [Education](#) | [Events](#) | [Publications](#) | [Bookstore](#) | [TAPPI Honors](#) | [Standards & TIPS](#) | [Career Center](#)

Welcome Karen Roman!

- » My TAPPI
- » My Electronic Documents
- » TAPPI e-Library
- » Change Password
- » Logout

120 x 90

Information For

- » Pulp & Paper
- » Corrugated Packaging
- » Polymers Laminations Adhesives Coatings Extrusions (PLACE)
- » Nonwovens
- » Decorative/Industrial Laminates
- » Bioenergy
- » Marketing/Sponsorship
- » Student Members
- » Media/Press
- » Learn About Paper

Educational Resources

- » Conferences & Symposia
- » Courses
- » Virtual Seminars
- » Books and CDs
- » Standards and TIPS
- » Technical Papers and Journal Articles
- MEMBERS: Search Papers and Articles in E-Library for FREE Access

757x150 Billboard Banner

2009 TAPPI PLACE Flexible Packaging Summit Registration Deadline Extended

Great news! The pre-registration date has been extended to April 10. If you register before then, you can achieve the most favorable registration rates. Even greater savings are available if 3 or more attendees from the same company register. The level of savings depends on whether registrants attend both the course and the symposium or just one of the events.

The Flexible Packaging Industry will converge **April 28-30, 2009** in Columbus, Ohio, USA for the 2009 TAPPI PLACE (Polymers, Laminations, Adhesives, Coatings and Extrusions) [Flexible Packaging Summit](#). The event will include the two-day **Consumer Packaging Solutions for Barrier Performance Course** and the **Symposium on Nanomaterials for Flexible Packaging**.

[Read More](#)

Register by April 15 to Receive 'Nano' Rates to the 2009 International Conference on Nanotechnology for the Forest Products Industry

The Early Bird Registration deadline is drawing near. Register by April 15 and receive the best rates!

The 2009 International Conference on Nanotechnology for the Forest Products Industry brings together leading researchers, industry experts, government representatives and other stakeholders to share advances, perspectives and discuss new ideas and breakthrough concepts on nanotechnology-based advances.

In addition to the five keynote presentations and more than 40 technical presentations, attendees will also tour Canada's National Institute for Nanotechnology (NINT) on Tuesday, June 23 from 5:30 to 9:00 p.m.

[Read More](#)

Now Seeking Board Nominations

All TAPPI members are invited to submit nominations for TAPPI's Board of Directors. The

Have You Heard?

- » 2009 TAPPI PLACE Flexible Packaging Summit Registration Deadline Extended
- » Now Seeking Board Nominations
- » 2009 EPE Conference – Save the Date
- » Get New Insights at the 2009 International Conference on Nanotechnology for the Forest Products Industry
- » Sign up for PRINT 101: The Basics of Printing Seminar

More ...

120 x 90

120 x 90

Banner Ad Real Estate Example of Branded Section



Pulp & Paper

[About TAPPI](#) | [Buyers Guide](#) | [Join TAPPI](#) | [Contact Us](#) | [Home](#)

Search »

[Industry News](#) | [Membership](#) | [Member Groups](#) | [Education](#) | [Events](#) | [Publications](#) | [Bookstore](#) | [TAPPI Honors](#) | [Standards & TIPS](#) | [Career Center](#)

Welcome Karen Roman!

- » [My TAPPI](#)
- » [My Electronic Documents](#)
- » [TAPPI e-Library](#)
- » [Change Password](#)
- » [Logout](#)

120 x 90

Information For

- » [Pulp & Paper](#)
- » [Corrugated Packaging](#)
- » [Polymers Laminations Adhesives Coatings Extrusions \(PLACE\)](#)
- » [Nonwovens](#)
- » [Decorative/Industrial Laminates](#)
- » [Bioenergy](#)
- » [Marketing/Sponsorship](#)
- » [Student Members](#)
- » [Media/Press](#)
- » [Learn About Paper](#)

757x150 Billboard Banner

[Home](#) / [Pulp & Paper](#)

Best Practices in Environmentally Sound Manufacturing: Subaru's Tom Easterday Presents Keynote at PaperCon '09 (11/25/2008)

On June 1, 2009 PaperCon'09 attendees will hear first-hand how Subaru has successfully lived up to the "reduce, reuse, and recycle" challenge as Keynote Speaker Thomas V. Easterday, Senior Vice President, Secretary and General Counsel and Member of the Board of Directors of Subaru of Indiana Automotive, Inc. (SIA) shares his company's remarkable success story in the use of recycled materials, reduction of waste, energy consumption and emissions. [\[read more\]](#)

Making Pulp and Paper Series (All 15 Web-based Modules)



The Making Pulp and Making Paper Series is a set of 15 Web-Based Modules providing more than 10 hours of self-paced, interactive instruction covering the entire pulping and papermaking process. Through this highly interactive series, participants learn pulping and papermaking terms, concepts, and processes.

- » [Email this](#)
- » [Print page](#)
- » [View cart](#)

120 x 90

120 x 90

Papermakers News - March 2008

2009 TAPPI.org Rate Card

<u>Category</u>	<u>Placement</u>	<u>Dimensions</u> (pixels)	<u>Rate Card</u>		
			3 month	6 month	1 year
<u>Exclusive</u> Banner	Run of Site	120 x 90	\$ 9,360	\$ 16,848	\$ 31,824
Rotating ³ Billboard	Home Page	757 x 150	\$ 3,510	\$ 6,318	\$ 11,934
Rotating ³ Billboard	Industry Page	757 x 150	\$ 1,755	\$ 3,159	\$ 5,967
Rotating ³ Banner	Home Page with Bonus ² Pages	120 x 90	\$ 2,340	\$ 4,212	\$ 7,956
Rotating ³ Banner	Industry Page with Bonus ² Pages	120 x 90	\$ 1,170	\$ 2,106	\$ 3,978
Custom Banners	Call	Call	Call	Call	Call

1: Run of Site is defined as any tappi.org page that has a member log in

2: Bonus Pages include most interior pages of tappi.org

3: Rotating ads are refreshed each time a page is viewed and the sponsor will receive approximately 20% of the page views. Limit two (2) sponsors per billboard category and three (3) per banner category.

Specifications:

1. Electronic files are required for all banner ad submissions. Acceptable file formats include jpeg and gif. Other media types are potentially acceptable – please contact TAPPI for details.
2. Animated gifs are accepted. Ads requiring scripting (such as DoubleClick) are not compatible with our current architecture. Flash is NOT accepted.
3. Sponsor is responsible for final proofing of all creative.
4. All sponsorship must be prepaid.
5. TAPPI requires 3-5 business days for implementation of campaigns and creative refreshes.
6. TAPPI reserves the right to update specifications and pricing at any time.
7. Advertising agencies can receive a 15% commission if invoices are paid in full

Artwork/Production:

Lisa Hightower

E-mail: lhightower@tappi.org

+1-770-209-7313

15 Technology Parkway South

Norcross, GA USA 30092



Contact Us

For advertising inquiries, please contact:

Simona Marcellus

+1-770-209-7293

E-mail: smarcellus@tappi.org

For information on creative requirements, please contact:

Lisa Hightower

+1-770-209-7313

E-mail: lhightower@tappi.org