

NPTA Advertising & Sponsorship Opportunities



What is **NPTA**?

The NPTA Alliance (formerly the National Paper Trade Association, Inc.), founded in 1903, is the association for the \$60+ billion paper, packaging and supplies distribution industries and it is comprised of 1,000 member locations.

What is the Mission of **NPTA**?

NPTA's mission is to actively support the success of its members through the delivery of networking, advocacy, education and research that focuses on the health of the distribution channel.

NPTA's primary objectives in 2010 include:

- Providing educational programming focused on developing industry talent, continuous improvement and application of industry strategies and best practices
- Coordinating stimulating events that attract the leaders within the paper and industrial distribution channels
- Serving as the preeminent resource for industry data and analysis
- Supporting initiatives that advocate on behalf of the paper and packaging distribution channels
- Offering stimulating communication vehicles that deliver industry, member and association news
- Offering scholarships and industry awards

Who Makes Up **NPTA**?

Distributors and manufacturers selling the following products:

Packaging Segment

- Industrial packaging
- Secondary packaging
- Shipping supplies
- Packaging equipment

Paper Segment

- Printing papers
(commercial and digital)
- Publishing papers
- Business and office papers
- Converting papers
- Specialty papers
(i.e. eco-friendly, technical)

Facility Supplies Segment

- Towels and tissue
- Foodservice disposables
- Sanitary and
maintenance supplies
- Janitorial products and supplies



NPTA Alliance

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Event Sponsorship Opportunities

PACK EXPO International 2010

NPTA has partnered with the Packaging Machinery Manufacturers Institute (PMMI) to showcase a DistriPak Pavilion, sponsored by NPTA, on the show floor of PACK EXPO International 2010, October 31 – November 3 in Chicago, IL.

Your company can obtain valuable exposure to senior executives from leading packaging distributors by sponsoring NPTA's annual networking reception at PACK EXPO.

Sponsorship packages include:

Reception Co-Sponsor – \$6,000

- Company logo on reception invitation
- Company logo on NPTA Web site
- Company logo on pre-event marketing messages
- Table at reception with company literature
- Logo on signage outside the reception
- Opportunities for additional exposure during the reception

Paper & Packaging Pre-PACK EXPO Issue Co-Sponsor – \$6,000

- One (1) full-page, four-color ad in quarterly *Paper & Packaging* newsletter
- One (1) ad in three (3) issues of *Paper & Packaging Update* e-newsletter
- Full Web site banner on NPTA Web site through December 2010



Contact Nicole Boland, NPTA sales manager, at 312.673.5828 or nicole.boland@goNPTA.com for more information on sponsoring the reception or advertising in one of NPTA's communication vehicles.

Advertising Opportunities

Paper & Packaging Newsletter

Gain exposure to the leaders within the distribution channel by advertising in NPTA's quarterly publication, which provides relevant news, trends, professional profiles and timely information to member professionals. *Paper & Packaging* allows you to get in front of its circulation of 6,000 contacts, and it is the only publication covering the paper, packaging and supplies distributor channel. Sponsorship and advertising options are available in each issue.

Display Advertising

Premium positions are available.

- Full-page, four-color ads – \$1,500 – \$1,850
- Half-page, four-color ads – \$800 – \$1,000

Paper & Packaging Update

NPTA distributes *Paper & Packaging Update*, the association's monthly e-newsletter, to nearly 13,000 individual contacts. It includes NPTA Alliance updates, member and industry news, as well as special reports, white papers and more. *Update* is a must-read for all individuals working within the paper, printing, packaging and supplies industries.

Display Advertising

- Single banner ads – \$500
- Multiple banner ads – \$300 per ad (minimum purchase of two)

NPTA Alliance Web Site

NPTA's Web site, www.goNPTA.com, is a resource for paper, packaging and supplies distributors and manufacturers. Purchasing a banner ad entitles you to:

- A personalized sales message with your ad
- A hyperlink from your ad to either your company Web site or a personalized e-mail
- A report from NPTA for each individual banner ad on the NPTA Web site, which includes the number of "click-throughs" your ad receives (number of times your banner ad is clicked on)

Display Advertising

- \$250 – \$3,000 (based on location and length of contract)