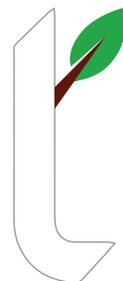


# Advertising Options, Specifications and Requirements

Paperitalo Publications has numerous advertising options available. Banner, Tower and Button ads are available on Nip Impressions, PaperMoney and OnlyPulpandPaperJobs.com websites and other newsletters. Radio advertising is also available.



## Paperitalo Publications

## Other newsletter and radio advertising options available include:

### Capital Arguments

#### Industree 4.0

Currently, Industree 4.0 newsletter has an exclusive sponsorship.

### Helen's Newsletter

#### Pulp and Paper Radio International

Commercials, Podcasts and Interviews.

## Copy Insertion and Specifications

All ads need to be in one of the following formats:



Joint Photographic Experts Group



Portable Graphics Format



Shockwave Flash File



Graphics Interchange Format



- 1 Banner ads** 728 pixels x 90 pixels, resolution 72 pixels/inch\*
- 2 Tower ads** 324 pixels x 162 pixels, resolution 72 pixels/inch\*
- 3 Button ads** 162 pixels x 162 pixels, resolution 72 pixels/inch\*

**\*Contact us for rates**

## Supplier Directory advertising options available include:

- A featured listing, which includes top category search results, at least three category placings, company logo, product images, a detailed description of your products and services plus includes an ad at the top for the categories chosen and is included in our Supplier Showcase.
- A deluxe listing, which includes top category search results, three category placements, a detailed description, company logo, and contact information.
- A premium listing, which includes three category placements and a detailed description of your products and services, company logo, and contact information.
- A basic listing, which allows for a company logo, website link and one category placement.

## Please contact us for current advertising prices!

**And don't forget, with your premium contract you will receive the following benefits:**

- Paperitalo Interactive Services – We will send alerts regarding industry news and upcoming capital projects that are important for your business growth.
- Unlimited access and jobs postings on [onlypulpandpaperjobs.com](http://onlypulpandpaperjobs.com).

For more information, please contact:  
**Helen Roush**

✉ [helen.roush@ipulpmmedia.com](mailto:helen.roush@ipulpmmedia.com)  
☎ 937-403-8602