



PPAI[®]

Promotional Products Work![®]

MEDIA KIT



PPAI
EXPO
2024

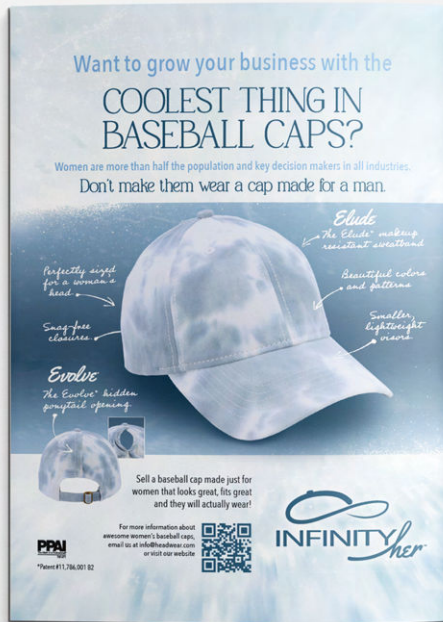
Welcome

There are many layers when it comes to creating effective advertising and marketing campaigns. PPAI can help your company build the perfect advertising campaign to reach your target audience. Through a combination of print and digital advertising, as well as in-person and virtual event sponsorships, you can engage with your target audience on multiple levels. Your dedicated account manager can tailor the perfect combination of award-winning media to help solidify your brand while exceeding your marketing goals.

PPAI Magazine

Optimize your messaging with PPAI Magazine, PPAI's award-winning publication. Your business messaging has a circulation of more than 15,000 and the potential to reach the hands of 30,000 industry-leading subscribers monthly. A 60/40 editorial-to-advertising ratio means your brand is noticed by PPAI members and paid subscribers. It's the perfect platform to make your products truly stand out. As an added bonus, when you advertise in PPAI Magazine, your ad will also run in the digital flipbook: flipbook.ppai.org





Pricing:

NET RATES	1X
Full Page	\$4,500 ea
1/2 Page	\$2,700 ea
Inside Front	\$5,150 ea
Inside Back	\$4,950 ea
Back Cover	\$5,850 ea
Sponsored Content	\$3,000 ea

*Add 20% to all prices for non-members.

Guaranteed premium placement (excluding covers): Add 10%

Special Bundle Pricing: For \$3,500, receive a full page of sponsored content in PPAI Magazine, plus one PPAI Newslink Sponsored Content #2 placement within the same month as well as one week featured on PPAI.org in its sponsored content slot.

Advertising Specs/Policies:

AD SIZE	LIVE (WIDTH X HEIGHT)	TRIM (WIDTH X HEIGHT)	BLEED (WIDTH X HEIGHT)
Two-Page Spread	15.75" x 10.875"	16.75" x 10.875"	17.25" x 11.125"
Full Page	7.375" x 9.875"	8.375" x 10.875"	8.625" x 11.125"
Horizontal Half Page	7.125" x 4.75"		
Vertical Half Page	3.875" x 9.25"		

[DOWNLOAD TEMPLATES](#)

General Policy:

All copy is subject to approval. Publisher reserves the right to reject or cancel any advertisement for any reason at any time. Advertisers and advertising agencies assume liability for all content of advertisements printed and assume responsibility for any claims which may arise against publisher for their advertising.

PSA Deadline:

Advertisers must obtain Product Safety Aware before the listed material deadline.

Payment Terms:

Invoices are due and payable upon receipt and are considered past due after 30 days. PPAI reserves the right to cancel future ad placements if a company is 30+ days past due. Non-members and non-credit qualified PPAI members must pre-pay for their advertising.

Insertion Orders And Cancellation:

A signed insertion order with PPAI Media is a legally binding contract and is subject to the terms and penalties stated on the insertion order. Notice of cancellation of scheduled advertising must be received in writing 30 days prior to the space deadline listed in the media kit. Advertisers will be billed if cancellation is received after this date.

Short Rates And Rebates:

Advertiser will be short rated, if within a 12-month period from the date of the first insertion, the amount of space upon which billings have been based has not been used. Advertisers will receive a rebate if, within 12 months from the date of the first insertion, they have used additional space to allow a lower rate than originally billed.

Special Position:

Advertiser must run a minimum of six times to be eligible for premium positions in PPAI Magazine. Position requests other than premium positions cannot be guaranteed. Ask your account manager about availability and pricing.

Bleed:

Available on full or two-page spreads only (no additional charge for bleed).

Inserts:

Must be pre-printed and supplied by advertiser. Special rates available for more than four-page format such as mini-catalogs and brochures. Maximum acceptable insert weight is 80# text. Inserts exceeding this will receive a surcharge and be placed at the back of the publication. Contact an account manager for more information.

Production Charges:

Advertiser will be billed for any reworking of ad materials requiring additional steps.

Submission Instructions:

Visit: sparkpublications.com/digital/PPB

- The file name needs to be labeled as CompanyName_PPB_MMY
- Click the upload tab and load the file

Editorial Calendar:

	JANUARY	MARCH	APRIL	MAY	JUNE
COVER STORY:	Research: Legislation & Compliance	Best of The PPAI Expo	Profile: PPAI's New CEO	The Coolest Stuff In Promo	PPAI 100
FEATURE (S):	PPAI Hall of Fame Winners	Research: Consumer Study; New PPAI Board Profile; Icon Award Winners	LEAD Preview; Annual Distributor Sales Volume Estimate	PPAI Professional Development Enhancements; Inside The Creation of PPAI 100	Research: Consumer Study
PYRAMID:		Top Client Programs			
PROMO IN STYLE:	PANTONE Color of the Year	The PPAI Expo: Fashion	Transitional Apparel (Work-to-Casual)	Inclusive Sizing	Fall 2025 Preview
USE CASE:	Small Budget, Big Expectations	The PPAI Expo: Product Trends	Summer Fun	Americana	Supporting Diversity
PPW:	SaaS Companies	Co-working Spaces	Cannabusiness	Theme Parks	Medical Specialists
AD SPACE DEADLINE:	11/27/2024	1/29/2025	2/21/2025	3/30/2025	4/30/2025
MATERIAL DEADLINE:	12/10/2024	2/3/2025	2/26/2025	4/4/2025	5/2/2025

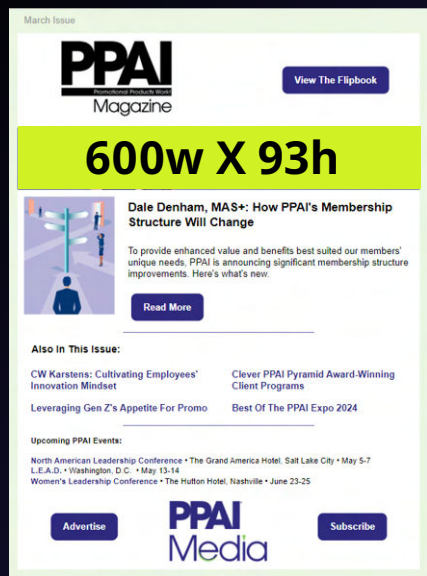
	JULY	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
COVER STORY:	Promotional Products Work! Day Preview	Greatest Companies to Work For	Promo's Sustainability Journey	PPAI Rising Star	The PPAI Expo Preview
FEATURE (S):	Sales Benchmarking & Growth Leaders; Woman of Achievement	Innovation Benchmarking & Leaders; Using PPAI's Solutions Center	Responsibility Benchmarking & Leaders; Research: Consumer Study	PPEF Scholars	Consumer Study
PYRAMID:	Best in Supplier Decorating		Top Marketing Programs	Best In Technology	
PROMO IN STYLE:	Heat Transfer Graphics	Socks	Gen Z In The Workplace	Gen Z vs. Millennial Fashions	Spring 2026 Preview
USE CASE:	When In Doubt Products	Improving Team Morale	Minimizing Carbon Footprint	Engaging Remote Employees	Personal Brands
PPW:	On Campus	Subscription Services	The Farmer's Market	E-sports & Gaming	Microbreweries & Wineries
AD SPACE DEADLINE:	5/30/2025	7/25/2025	8/29/2025	9/30/2025	10/30/2025
MATERIAL DEADLINE:	6/6/2025	7/30/2025	9/3/2025	10/3/2025	11/4/2025

PPAI Magazine Preview Email

A PPAI Magazine preview email is distributed at the beginning of each month (excluding February and August) to more than 70,000 industry professionals with an open rate of 25% and provides a link to the digital flipbook with an exclusive location for your advertising.

Ad Size:

600w x 93h (Exclusive Ad)



Pricing:

PRICING

\$950 ea

*Add 20% to all prices for non-members

File Format:

JPEG or GIF file only;
size should not exceed
200K. Flash-animated
files are not accepted.

Artwork Deadline:

One business week prior
to the run date.

Submission Instructions:

Email to mediasales@ppai.org
and include the URL for the ad.

*Advertisers must obtain
Product Safety Aware status
prior to the listed artwork
deadline.





PromoPro Daily

PromoPro Daily, PPAI's daily e-newsletter, is a quick and easy way to get your message directly to the inbox of 46,000 industry pros. With a large, exclusive ad space and an average 21.6% open rate, plus your company's name appearing prominently in the email's preview text, PPD lets you connect your brand directly with distributor salespeople. It's powerful and cost-effective — a perfect balance for any of your marketing campaigns.

Ad Size:

400w x 530h (Exclusive Ad)

Hello, Monday ...
Share your promo knowledge generously.

What Is A High-Gain Question (And 5 Types To Ask)

You know open-ended questions are great for keeping conversations going, but what about high-gain questions? These kinds of questions also lead to dialogue, but they're more efficient. Instead of having a meandering discussion, when you ask high-gain questions, you spark a more thought-provoking dialogue and prompting the prospect to think about their business, pain points and potential solutions.

400w X 530h

Molly Clarke, the product marketing director at Salesforce, says high-gain questions should be a sales rep's best friend because they're open-ended in nature and structured so that prospects provide the most valuable information in the shortest amount of time.

In this issue of PromoPro Daily, we highlight some types of high-gain questions that can help you close more deals.

- 1. Decision-maker magnets.** Clarke says these are questions that help you get the appropriate contacts on the phone. You could ask, "Who is responsible for purchasing promotional products at your company?" or "Is there anyone else you think I should speak to about this?"
- 2. Door-openers.** Try using these questions to get prospects quickly engaged in the conversation, even when the outreach wasn't prompted. Clarke says you could ask something like, "How are you holding up, given the [seasonal or timely] problem?" Maybe it's the summer rush or back-to-school planning.
- 3. Pain point identifiers.** Uncovering the prospect's pain points is one of the most crucial steps in any sales conversation, Clarke says. Some high-gain questions include, "What led you to take this call today?" and "How long have you been dealing with this problem?"

Pricing:

PRICING
\$700 ea

*Add 20% to all prices for non-members

File Format:

JPEG or GIF file; size should not exceed 100K. If submitting an animated gif, the file should not exceed 200K. Flash-animated files are not accepted.

Schedule:

Promo Pro Daily is delivered Monday through Friday, excluding these holidays: Memorial Day, Independence Day (July 4), Labor Day, Thanksgiving Day, the Friday after Thanksgiving and the day after Christmas.

Artwork Deadline:

One business week prior to the run date.

Submission Instructions:

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*Advertisers must obtain Product Safety Aware status prior to the listed artwork deadline.

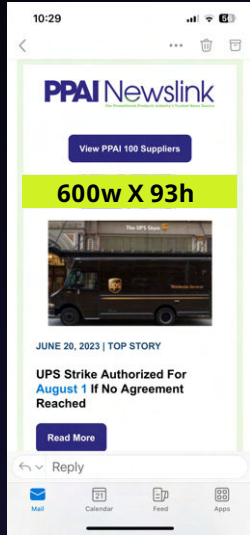
PPAI Newslink

Premium Banner & Secondary Banners

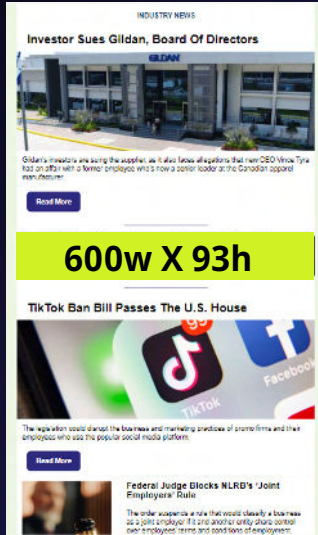
Tuesdays and Thursdays belong exclusively to PPAI's e-newsletter, PPAI Newslink. Reaching more than 50,000 professionals twice a week with an average 29.1% open rate, PPAI Newslink helps you extend your reach to an audience who is informed and engaged with all things happening in the promotional products industry.

Ad Specs:

Premium Banner (Sold Out for 2024)
Secondary Banners



Mobile Version



Web Version

Pricing:

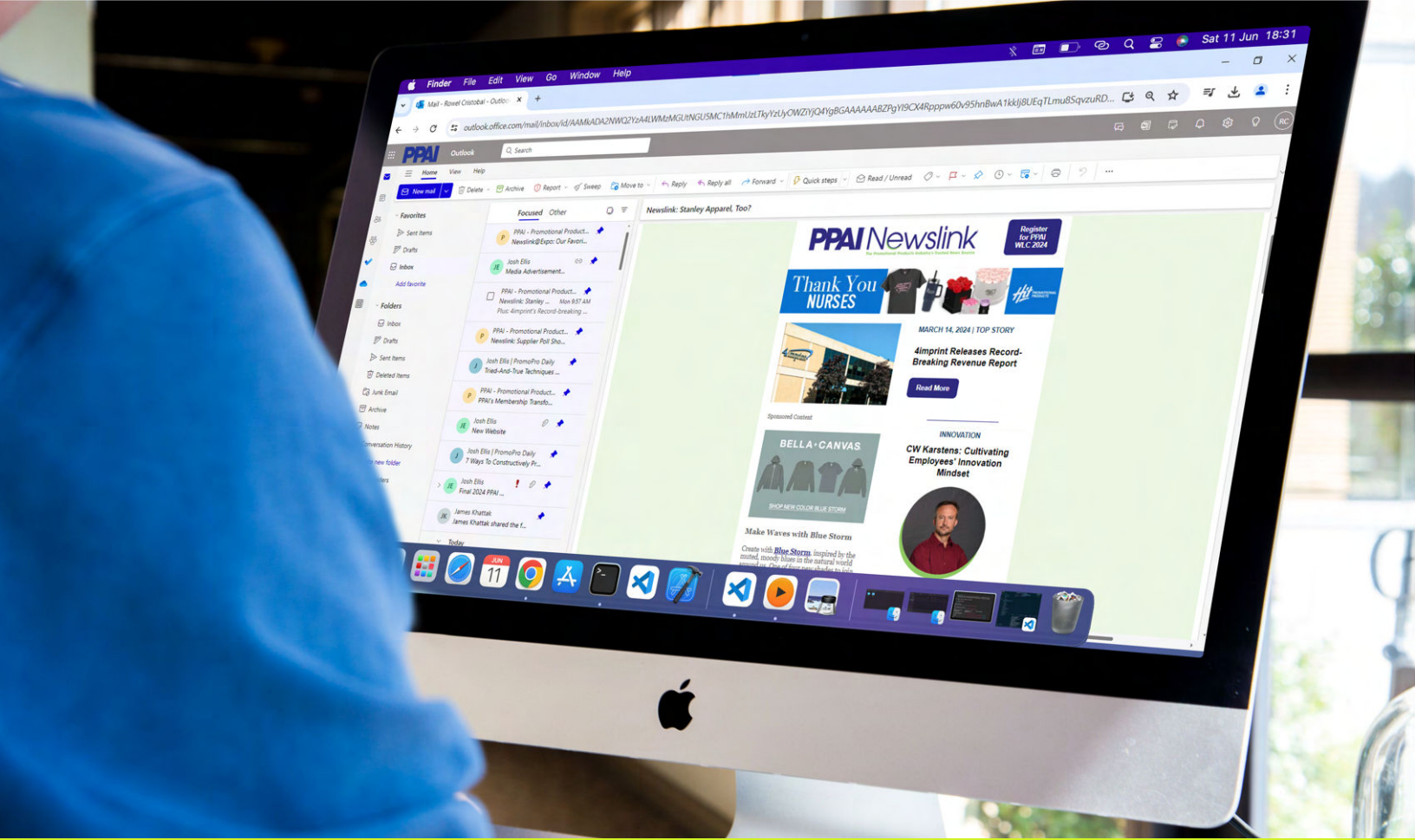
AD SIZE	PRICING
Premium Banner Ad 600w x 93h pixels	\$950 ea (Sold Out for 2024)
Horizontal Banner Ad #2 600w x 93h pixels	\$780 ea
Horizontal Banner Ad #3 600w x 93h pixels	\$700 ea
Horizontal Banner Ad #4 600w x 93h pixels	\$650 ea

*Add 20% to all prices for non-members

File Format:

JPEG or GIF file only; size should not exceed 100K. If submitting an animated GIF, should not exceed 200K. Flash-animated files are not accepted.





PPAI Newslink Sponsored Content

Ad Specs:

Sponsored Content Ad

Your content is nested within the PPAI Newslink story flow, making it a premium space for your brand to present a case study, show off a new line or promote special offers to a highly engaged audience.

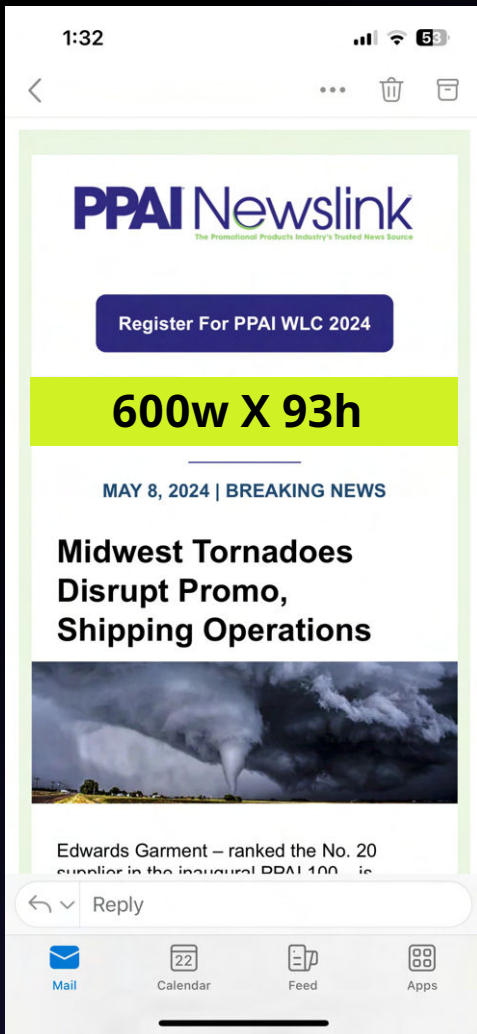
Pricing:

AD SIZE	PRICING
Sponsored Content #1 288w x 200h pixels	\$1,375 ea
Sponsored Content #2 288w x 200h pixels	\$1,000 ea

*Add 20% to all prices for non-members

Sponsored Content Ad Material:

- Content Title between 25-40 Characters
- Image Size: 288w x 200h pixels
- URL for Image Link
- URL for "Read More" Link
- 200-250 Characters



PPAI Newslink Breaking News Blast Ad

From major acquisitions to big-name promotions, PPAI Newslink Breaking News reports noteworthy industry news as it happens. As the exclusive advertiser, you'll have complete exposure in this must-read industry alert.

Ad Size & Pricing:

AD SIZE	PRICING
Premium Banner Ad 600w x 93h pixels	\$950 ea

*Add 20% to all prices for non-members

Artwork Deadline:

One business week prior to the run date.

Submission Instructions:

Email to mediasales@ppai.org and include the URL for the ad.

*Advertisers must obtain Product Safety Aware status prior to the listed artwork deadline.





PPAI Newslink @ EXPO Banner Ad

The special edition of PPAI Newslink@Expo will help your brand reach more than 61,000 trade show attendees, PPAI members, and subscribers during each event. Be sure your brand reaches this all-encompassing distributor audience daily during The PPAI Expo.

Ad Size & Pricing:

AD SIZE	PRICING
Premium Banner Ad 600w x 93h pixels	\$950 ea (Sold Out for 2024)
Horizontal Banner Ad #2 600w x 93h pixels	\$780 ea
Horizontal Banner Ad #3 600w x 93h pixels	\$700 ea
Horizontal Banner Ad #4 600w x 93h pixels	\$650 ea

*Add 20% to all prices for non-members

File Format:

JPEG or GIF file only; size should not exceed 100K. If submitting an animated GIF, should not exceed 200K. Flash-animated files are not accepted.

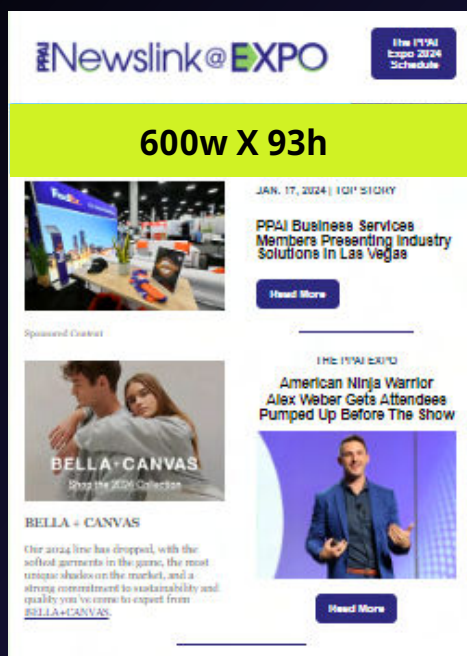
Artwork Deadline:

One business week prior to the run date.

Submission Instructions:

Email to mediasales@ppai.org and include the URL for the ad.

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PPAI Media Monthly Series

Premium Banner & Sponsored Content

Subscribing to Newslink ensures you'll receive four distinct newsletters each month – a different one each week – as part of the PPAI Media Monthly series. Curated by PPAI experts, the series shares the most important industry developments.

PPAI Media Monthly Series:

Week 1: Responsibility Monthly

Elizabeth Wimbush, PPAI Director of Corporate Responsibility & Sustainability, tackles all things CSR.

Week 2: Innovation Monthly

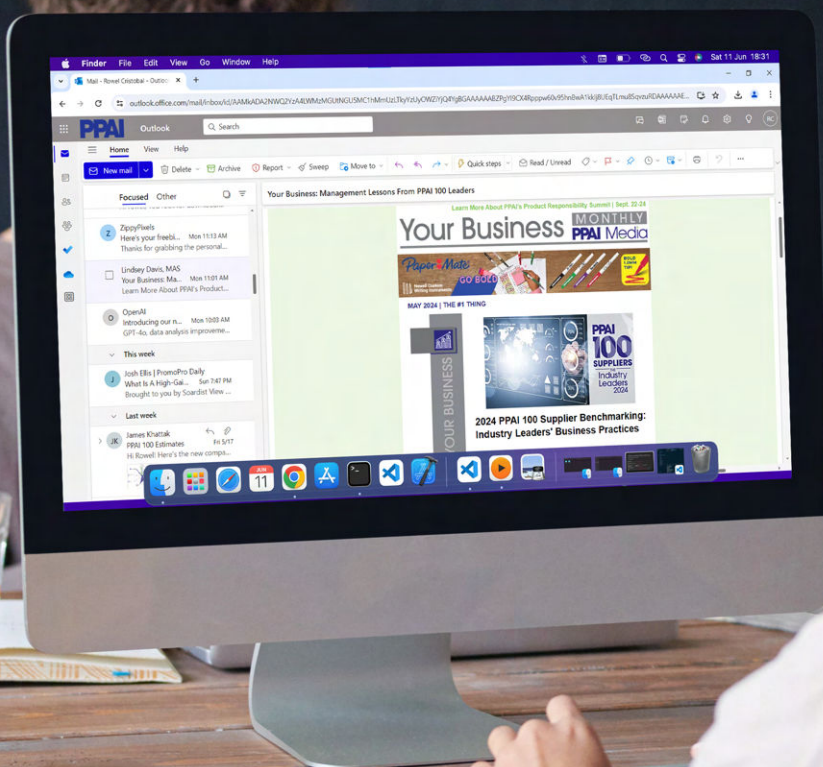
Tanaisha Dunbarger, Business Systems Analyst Lead, provides updates on the industry's digital transformation.

Week 3: Your Business Monthly

Lindsey Davis, MAS, PPAI Director of Business Development, shares new sales and leadership insights.

Week 4: Industry News Monthly

James Khattak, CAS, PPAI Media Deputy Editor, combines the most important stories affecting the industry.



600w X 93h

JUNE 2024 | THE #1 THING



Gemline Reincorporates As A Public Benefit Corporation

PPAI 100's No. 11 supplier is now recognized by the government as being in the public interest. The designation comes with fiduciary responsibilities.

[Read More](#)

SUSTAINABILITY LEADERS' STRONG PPAI 100 RANKINGS are a welcome sign. PPAI 100 makes clear that the companies at the forefront of our industry are investing in environmental, social and governance responsibility with not only their resources but also their time and expertise. This issue of *Responsibility Monthly* looks at some of these leaders, as well as several issues and trends shaping our sustainability goals and challenges.



Elizabeth Wimbush, PPAI Director of Sustainability & Responsibility

Sponsored Content

PCNA+ Rewards: Sell More, Earn More!

PCNA+ is a loyalty and rewards program for select customers. Program benefits include EQP, special offers, and exclusive webinars. Unlock additional benefits like free samples, self-promos, and themed sample boxes as you order more with PCNA!

288w X 200h

Ad Size & Pricing:

AD SIZE	PRICING
Premium Banner Ad 600w x 93h pixels	\$550 ea
Sponsored Content 288w x 200h pixels	\$700 ea

*Add 20% to all prices for non-members

Premium Banner Ad File Format:

JPEG or GIF file only; size should not exceed 100K. If submitting an animated GIF, should not exceed 200K. Flash-animated files are not accepted.

Sponsored Content Ad Material:

- Content Title between 25-40 Characters
- Image Size: 288w x 200h pixels
- URL for Image Link
- URL for "Read More" Link
- 200-250 Characters

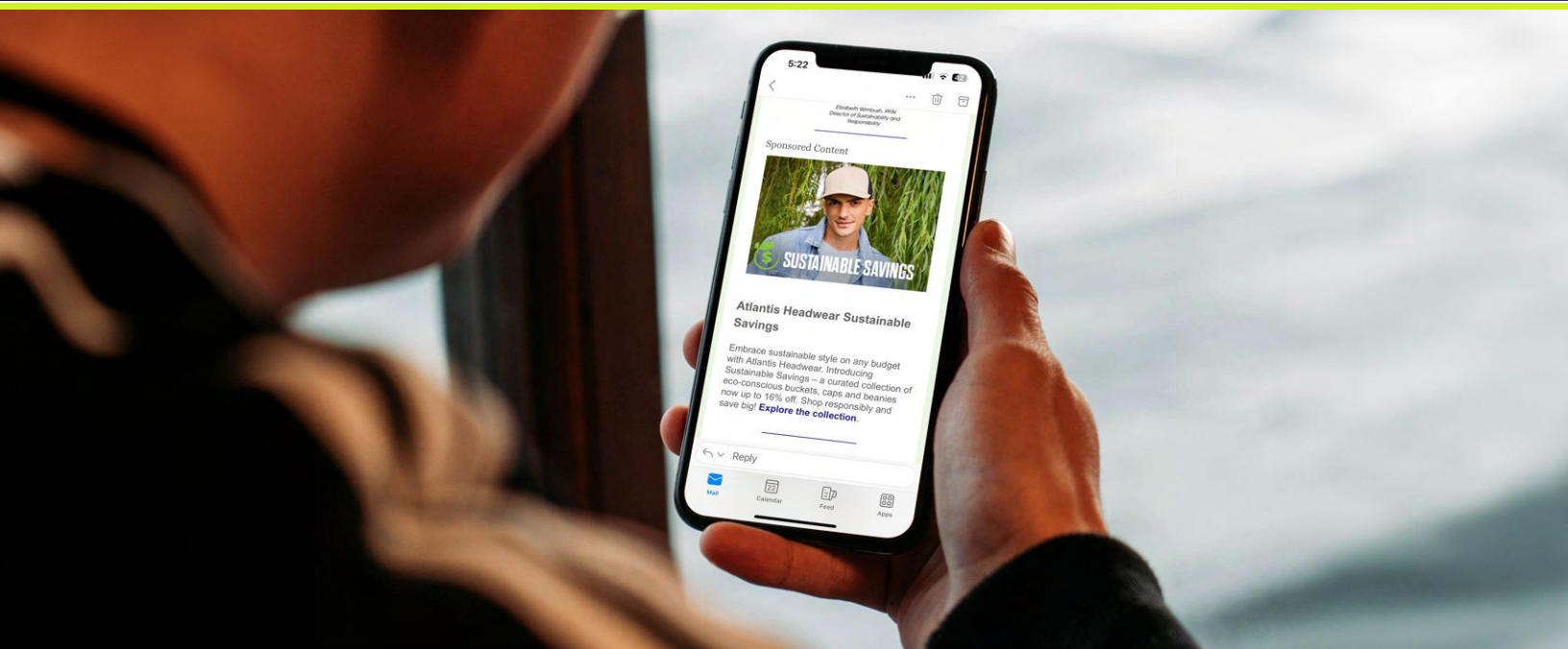
Artwork Deadline:

One business week prior to the run date.

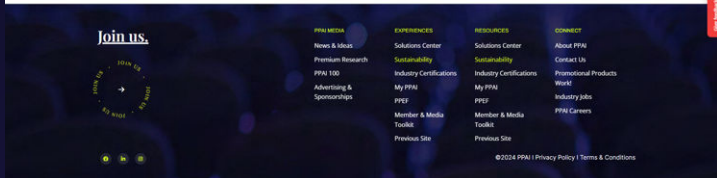
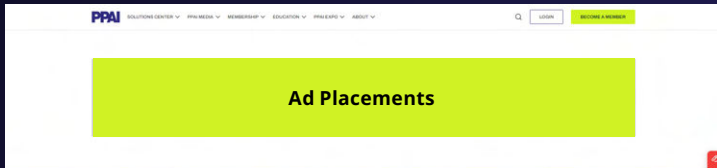
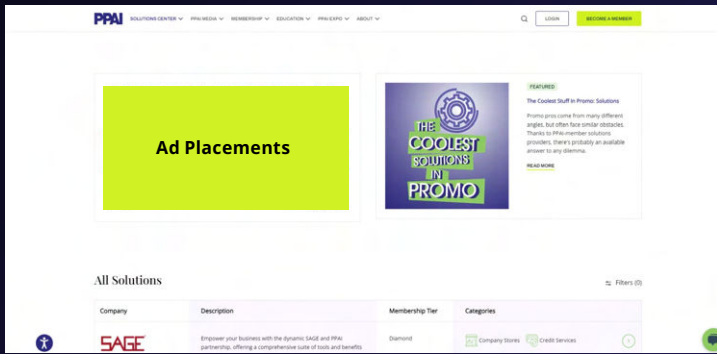
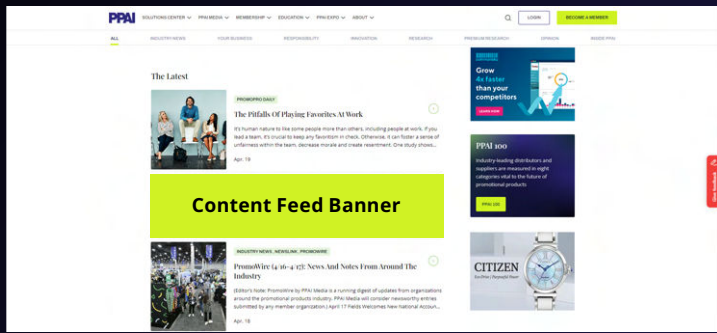
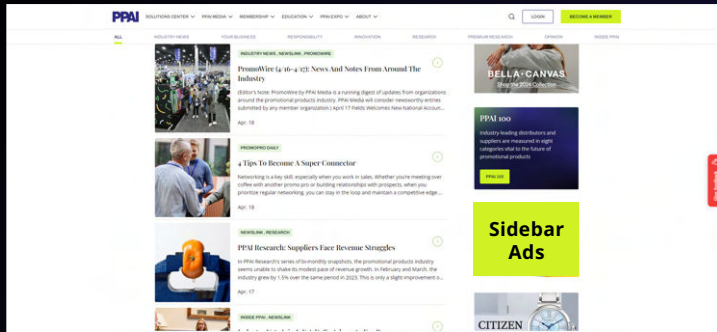
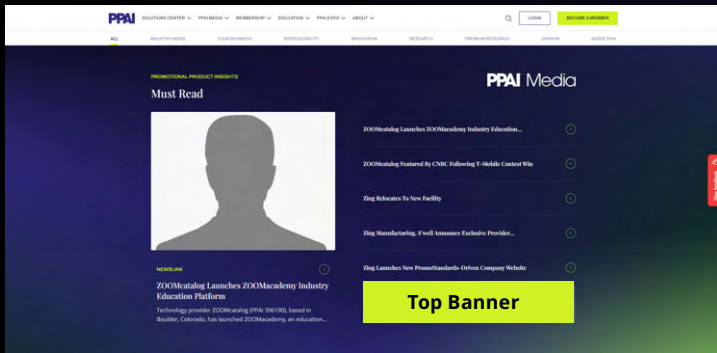
Submission Instructions:

Email to mediasales@ppai.org and include the URL for the ad.

*Advertisers must obtain Product Safety Aware status prior to the listed artwork deadline.



PPAI Website



Quality and quantity is the name of the game for PPAI's hub for all things news, the PPAI Media website, media.ppai.org. Continuing to attract one of the most engaged and informed audiences in the industry, PPAI Media helps your brand create a personal connection with those who seek quality content. Averaging more than 175,000 monthly pageviews, you can optimize your audience by taking advantage of this high concentration of information seekers.

Ad Size & Pricing:

AD SIZE	PRICING
PPAI.org/media Top Banner	\$750 ea
PPAI.org/media Sidebar Ads	\$650 ea
PPAI.org/media Content Feed Banners	\$750 ea
PPAI.org/solutions Ad Placements **	\$750 ea
PPAI.org Ad Placements	Contact Account Manager

*Add 20% to all prices for non-members
 **PPAI.org/solutions advertising opportunity exclusive to business services companies

Ad File Format:

JPEG or GIF file only; size should not exceed 200K. Flash-animated files are not accepted.

*All artwork must include PPAI member number or PPAI non-member number.

Artwork Deadline:

One business week prior to the run date.

Submission Instructions:

Email to mediasales@ppai.org and include the URL for the ad.

*Advertisers must obtain Product Safety Aware status prior to the listed artwork deadline.

Contact Us

Account Coordinator/ Billing Contact
Alea Quintanilla
972-258-3037
AleaQ@ppai.org

Account Manager Business Services (Allowed To Exhibit)	Strategic Account Manager Professional Members East Of The Mississippi River	Strategic Account Manager Professional Members West Of The Mississippi River	Account Manager Standard Members East Of The Mississippi River	Account Manager Standard Members West Of The Mississippi River
Connie Brazil	Heather Mangold	Taylor Coward	Mark Rykojc	Sandy Mendoza
972-258-3064	972-258-3051	972-258-3033	972-258-3027	972-258-3019
ConnieB@ppai.org	HeatherM@ppai.org	TaylorC@ppai.org	MarkR@ppai.org	SandyM@ppai.org

Publisher & Editor-In-Chief	Manager, Content & Special Media Projects	Deputy Editor	News Editor	Market Economist & Research Lead	Public Affairs & Research Editor
Josh Ellis	James Khattak	John Corrigan	Jonny Auping	Alok Bhat	Rachel Zoch
JoshE@ppai.org	JamesK@ppai.org	JohnC@ppai.org	JonnyA@ppai.org	AlokB@ppai.org	RachelZ@ppai.org

Product Safety Awareness Status

Advertiser, Exhibitor & Sponsor Requirement

All companies wanting to access the PPAI marketplace through trade-show exhibit space, sponsorships or advertising must obtain Product Safety Aware (PSA) status prior to the deadline for the event or publication. This free program for both suppliers and distributors is designed to ensure that at least one person at each company possesses a basic understanding of our industry's compliance obligations. This can be achieved by completing four hours of product safety education. Every two years you must take two additional hours to maintain Product Safety Aware status. There are a few simple ways to obtain the PSA designation, including on-demand webinars.

To learn about the available opportunities to earn credits toward your PSA status, [click here](#) or contact PPAI's professional development team at: certification@ppai.org.