Ratecard Description Line Description Rate

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| --- | --- | --- |
| 2023 - PW - Banner Ads on 3rd Party - NM | Banner Ads on 3rd Party - (LIP PACKAGE ONLY) | 0 |
| 2023 - PW - Banner Ads on 3rd Party - NM | Banner Ads on 3rd Party | 50 |
| 2023 - PW - Content Creation - NM | Print Ad | 550 |
| 2023 - PW - Content Creation - NM | Video Editing | 650 |
| 2023 - PW - Content Creation - NM | Case Study Creation | 2600 |
| 2023 - PW - Content Creation - NM | Video Creation | 2600 |
| 2023 - PW - Content Creation - NM | Webinar Brief PDF | 2600 |
| 2023 - PW - Content Creation - NM | Custom Template Creation | 950 |
| 2023 - PW - Content Creation - NM | Printable PDF Only | 600 |
| 2023 - PW - Contract Packaging Focus Services - HOUSE | Contract Packaging Focus Slot - House Materials | 0 |
| 2023 - PW - Contract Packaging Focus Services - NM | CM+P Focus - Services Edition | 1050 |
| 2023 - PW - Contract Packaging Focus Services - NM | CM+P Focus - Services Edition CPA Member Only | 0 |
| 2023 - PW - Contract Packaging Newsletter - NM | Contract Packaging Newsletter | 4150 |
| 2023 - PW - Contract Packaging Newsletter - NM | CPA Member Only Contract Packaging Newsletter | 0 |
| 2023 - PW - Contract Packaging Magazine - NM | Outside Back Cover | 4450 |
| 2023 - PW - Contract Packaging Magazine - NM | Inside Front Cover | 4450 |
| 2023 - PW - Contract Packaging Magazine - NM | Inside Back Cover | 4450 |
| 2023 - PW - Contract Packaging Magazine - NM | 1/2 Page Horizontal Spread | 6000 |
| 2023 - PW - Contract Packaging Magazine - NM | 1/2 Page Island | 2850 |
| 2023 - PW - Contract Packaging Magazine - NM | 1/2 Page Horizontal | 2850 |
| 2023 - PW - Contract Packaging Magazine - NM | 1/2 Page Vertical | 2850 |
| 2023 - PW - Contract Packaging Magazine - NM | 1/3 Page Horizontal | 2300 |
| 2023 - PW - Contract Packaging Magazine - NM | 1/3 Page Square | 2300 |
| 2023 - PW - Contract Packaging Magazine - NM | 1/3 Page Vertical | 2300 |
| 2023 - PW - Contract Packaging Magazine - NM | 1/4 Page | 2300 |
| 2023 - PW - Contract Packaging Magazine - NM | 2 Page Spread | 8300 |
| 2023 - PW - Contract Packaging Magazine - NM | Full Page | 4050 |
| 2023 - PW - Contract Packaging Magazine - NM | Annual Resource Guide Profile | 4050 |
| 2023 - PW - Custom Question - NM | Custom Question | 550 |
| 2023 - PW - Permission Builder - NM | Permission Builder 2022 | 2100 |
| 2023 - PW - Sponsored Quiz - NM | Collaborative robots | 8250 |
| 2023 - PW - Sponsored Quiz - NM | Cybersecurity/Remote access | 8250 |
| 2023 - PW - Sponsored Quiz - NM | Proactive/Predictive maintenance | 8250 |
| 2023 - PW - Sponsored Quiz - NM | Direct-to-consumer secondary packaging | 8250 |
| 2023 - PW - Sponsored Quiz - NM | Primary package design for e-commerce | 8250 |
| 2023 - PW - Sponsored Quiz - NM | Composability/biodegradability | 8250 |
| 2023 - PW - Sponsored Quiz - NM | Recycled content | 8250 |
| 2023 - PW - Sponsored Quiz - NM | Recyclability | 8250 |
| 2023 - PW - Sponsored Quiz - NM | Bio-based packaging | 8250 |
| 2023 - PW - Telephone Lead Generation - NM | Telephone Lead Generation | 3950 |
| 2023 - PW - Leaders in Packaging Program - NM | Scholarship Supporter | 0 |
| 2023 - PW - Leaders in Packaging Program - NM | YouTube Amplify | 0 |
| 2023 - PW - Leaders in Packaging Program - NM | PW - Leaders in Packaging Program - Intro | 8000 |
| 2023 - PW - Leaders in Packaging Program - NM | PW - Leaders in Packaging Program - Pro | 15000 |
| 2023 - PW - Leaders in Packaging Program - NM | PW LinkedIn Feed Post | 0 |
| 2023 - PW - Leaders in Packaging Program - NM | Enhanced Converge Features | 0 |
| 2023 - PW - Leaders in Packaging Program - NM | Enhanced Editorial Reporting | 0 |
| 2023 - PW - Leaders in Packaging Program - NM | Contextually Triggered Listings | 0 |
| 2023 - PW - Leaders in Packaging Program - NM | Enhanced Digital Profile | 0 |
| 2023 - PW - Leaders in Packaging Program - NM | PW - Leaders in Packaging Program - Premium | 20000 |
| 2023 - PW - Targeted Cover - NM | Up to 1,500 | 6800 |
| 2023 - PW - Targeted Cover - NM | 1,501 to 2,000 | 7050 |
| 2023 - PW - Targeted Cover - NM | 2,001 to 2,500 | 7300 |
| 2023 - PW - Targeted Cover - NM | 2,501 to 3,000 | 7550 |
| 2023 - PW - Targeted Cover - NM | 3,001 to 3,500 | 7850 |
| 2023 - PW - Targeted Cover - NM | 3,501 to 4,000 | 8250 |
| 2023 - PW - Targeted Cover - NM | 4,001 to 4,500 | 8550 |
| 2023 - PW - Targeted Cover - NM | 4,501 to 5,000 | 8900 |
| 2023 - PW - Supplied HTML Additional Links - NM | Supplied HTML Additional Link | 550 |
| 2023 - PW - E-blast Extension - NM | E-blast Extension | 800 |
| 2023 - PW - Standard E-blast - NM | Case Study | 5050 |
| 2023 - PW - Standard E-blast - NM | Co-Branded Newslettter | 6250 |
| 2023 - PW - Standard E-blast - NM | Video | 5050 |
| 2023 - PW - Standard E-blast - NM | White Paper | 5050 |
| 2023 - PW - Standard E-blast - NM | Application Brief | 5050 |
| 2023 - PW - Standard E-blast - NM | Case Study w/ article PDF reprint | 5450 |
| 2023 - PW - Standard E-blast - NM | E-Book | 5050 |
| 2023 - PW - Standard E-blast - NM | Event | 5050 |
| 2023 - PW - Standard E-blast - NM | Supplied HTML | 5700 |
| 2023 - PW - Standard E-blast - NM | Infographic | 5050 |
| 2023 - PW - Standard E-blast - NM | Industry Webinar | 5050 |
| 2023 - PW - Standard E-blast - NM | Product Update | 5050 |
| 2023 - PW - Standard E-blast - NM | Technology Minute | 7850 |
| 2023 - PW - Standard E-blast - NM | Multi-Video Spotlight eblast | 5350 |
| 2023 - PW - Standard E-blast - NM | CM+P Case Study | 4200 |
| 2023 - PW - Standard E-blast - NM | CM+P Event | 4200 |
| 2023 - PW - Standard E-blast - NM | CM+P Product Update | 4200 |
| 2023 - PW - Standard E-blast - NM | CM+P Video | 4200 |
| 2023 - PW - Standard E-blast - NM | CM+P White Paper | 4200 |
| 2023 - PW - Standard E-blast - NM | Webinar | 5050 |
| 2023 - PW - Facebook - NM | Sponsored Post - Targeted | 2500 |
| 2023 - PW - Facebook - NM | Sponsored Post - General | 5000 |
| 2023 - PW - Facebook - NM | Video - Targeted | 2500 |
| 2023 - PW - Facebook - NM | Video - General | 5000 |
| 2023 - PW - LinkedIn - NM | LinkedIn - Targeted | 3500 |
| 2023 - PW - LinkedIn - NM | LinkedIn- General | 7000 |
| 2023 - PW - Native Ads on 3rd Party - NM | Native on 3rd Party | 100 |
| 2023 - PW - CM+P Focus - Equipment Edition - NM | CM+P Focus - Equipment Edition | 1050 |
| 2023 - PW - CM+P Focus - Equipment Edition - NM | CM+P Focus - Equipment Edition CPA Member Only | 0 |
| 2023 - PW - End-of-Line Strategies - NM | End-of-Line Strategies | 4050 |
| 2023 - PW - Editor's Picks - NM | PW - Editor's Picks | 4450 |
| 2023 - PW - Interpack Wrap - NM | Interpack Wrap | 2450 |
| 2023 - PW - Machine Automation Insights - NM | Machine Automation Insights | 3500 |
| 2023 - PW - New Issue Alert - NM | New Issue Alert | 2100 |
| 2023 - PW - New Machinery - NM | New Machinery | 3950 |
| 2023 - PW - Packaging Focus - House - NM | Packaging Focus | 2100 |
| 2023 - PW - Packaging Insights - NM | Packaging Insights | 4450 |
| 2023 - PW - Shelf Impact! - NM | Shelf Impact! | 4050 |
| 2023 - PW - Spotlight on Interpack - NM | Spotlight on Interpack | 1500 |
| 2023 - PW - Bagging, Pouching & Wrapping Equipment Playbook - NM | 125 leads + Full Page Ad | 5950 |
| 2023 - PW - Conveying, Feeding & Handling Equipment Playbook - NM | 125 leads + Full Page Ad | 5950 |
| 2023 - PW - Coding Marking Equipment Playbook - NM | 125 leads + Full Page Ad | 5950 |
| 2023 - PW - Labeling Equipment Playbook - NM | 125 leads + Full Page Ad | 5950 |
| 2023 - PW - Packaging Robotics Playbook - NM | 75 Leads | 4150 |
| 2023 - PW - Packaging Robotics Playbook - NM | 125 Leads and Full Screen Ad | 5950 |
| 2023 - PW - PACK EXPO E-blast - NM | PEI White Paper | 5950 |
| 2023 - PW - PACK EXPO E-blast - NM | PEI Product Update | 5950 |
| 2023 - PW - PACK EXPO E-blast - NM | PEI Technology Minute | 8650 |
| 2023 - PW - PACK EXPO E-blast - NM | PEI Video | 5950 |
| 2023 - PW - PACK EXPO E-blast - NM | Supplied HTML | 6100 |
| 2023 - PW - PACK EXPO E-blast - NM | Co-Branded Newslettter | 7350 |
| 2023 - PW - PACK EXPO E-blast - NM | Multi-Video | 6250 |
| 2023 - PW - Cannabis supplement - NM | Inside Front Cover | 1550 |
| 2023 - PW - Cannabis supplement - NM | Inside Back Cover | 1550 |
| 2023 - PW - Cannabis supplement - NM | Outside Back Cover | 1550 |
| 2023 - PW - Cannabis supplement - NM | 1/2 Page Island | 1105 |
| 2023 - PW - Cannabis supplement - NM | 1/2 Page Horizontal | 1105 |
| 2023 - PW - Cannabis supplement - NM | 1/2 Page Vertical | 1105 |
| 2023 - PW - Cannabis supplement - NM | 2 Page Spread | 2545 |
| 2023 - PW - Cannabis supplement - NM | Full Page | 1410 |
| 2023 - PW - Cannabis supplement - NM | 1/3 Page Horizontal | 870 |
| 2023 - PW - Cannabis supplement - NM | 1/3 Page Square | 870 |
| 2023 - PW - Cannabis supplement - NM | 1/3 Page Vertical | 870 |
| 2023 - PW - Cannabis supplement - NM | 1/4 Page | 705 |
| 2023 - PW - Craft Brewing supplement - NM | Outside Back Cover | 5550 |
| 2023 - PW - Craft Brewing supplement - NM | Inside Front Cover | 5550 |
| 2023 - PW - Craft Brewing supplement - NM | Inside Back Cover | 5550 |
| 2023 - PW - Craft Brewing supplement - NM | 1/2 Page Island | 2600 |
| 2023 - PW - Craft Brewing supplement - NM | 1/2 Page Horizontal | 2600 |
| 2023 - PW - Craft Brewing supplement - NM | 1/2 Page Vertical | 2600 |
| 2023 - PW - Craft Brewing supplement - NM | 2 Page Spread | 9850 |
| 2023 - PW - Craft Brewing supplement - NM | Full Page | 5050 |
| 2023 - PW - Digital Printing Supplement - NM | 1/2 Page Island | 2900 |
| 2023 - PW - Digital Printing Supplement - NM | 1/2 Page Horizontal | 2900 |
| 2023 - PW - Digital Printing Supplement - NM | 1/2 Page Vertical | 2900 |
| 2023 - PW - Digital Printing Supplement - NM | 2 Page Spread | 7550 |
| 2023 - PW - Digital Printing Supplement - NM | Full Page | 3900 |
| 2023 - PW - Digital Printing Supplement - NM | Inside Back Cover | 4300 |
| 2023 - PW - Digital Printing Supplement - NM | Inside Front Cover | 4300 |
| 2023 - PW - Digital Printing Supplement - NM | Outside Back Cover | 4300 |
| 2023 - PW - Emerging Brands Supplement - NM | 1/2 Page Island | 2895 |
| 2023 - PW - Emerging Brands Supplement - NM | 1/2 Page Horizontal | 2895 |
| 2023 - PW - Emerging Brands Supplement - NM | 1/2 Page Vertical | 2895 |
| 2023 - PW - Emerging Brands Supplement - NM | 2 Page Spread | 7510 |
| 2023 - PW - Emerging Brands Supplement - NM | Full Page | 3875 |
| 2023 - PW - E-Commerce Supplement - NM | Outside Back Cover | 4300 |
| 2023 - PW - E-Commerce Supplement - NM | Inside Front Cover | 4300 |
| 2023 - PW - E-Commerce Supplement - NM | Inside Back Cover | 4300 |
| 2023 - PW - E-Commerce Supplement - NM | 1/2 Page Island | 2900 |
| 2023 - PW - E-Commerce Supplement - NM | 1/2 Page Horizontal | 2900 |
| 2023 - PW - E-Commerce Supplement - NM | 1/2 Page Vertical | 2900 |
| 2023 - PW - E-Commerce Supplement - NM | 2 Page Spread | 7550 |
| 2023 - PW - E-Commerce Supplement - NM | Full Page | 3900 |
| 2023 - PW - Leaders in Packaging Print Issue - NM | Leaders Profile | 0 |
| 2023 - PW - Leaders in Packaging Print Issue - NM | Leaders Profile (Print and Digital) | 0 |
| 2023 - PW - Leaders in Packaging Print Issue - NM | Full Page | 7200 |
| 2023 - PW - Leaders in Packaging Print Issue - NM | Corner Cut | 3000 |
| 2023 - PW - Leaders in Packaging Print Issue - NM | Inside Front Cover | 8000 |
| 2023 - PW - Leaders in Packaging Print Issue - NM | Inside Back Cover | 8000 |
| 2023 - PW - Leaders in Packaging Print Issue - NM | Outside Back Cover | 8000 |
| 2023 - PW - Leaders in Packaging - NM | Leaders in Packaging | 0 |
| 2023 - PW - Packaging World Magazine - NM | 1/2 Horizontal Spread | 11250 |
| 2023 - PW - Packaging World Magazine - NM | Full Page - (LIP PACKAGE ONLY) | 0 |
| 2023 - PW - Packaging World Magazine - NM | 1/2 Page Island | 4950 |
| 2023 - PW - Packaging World Magazine - NM | 1/2 Page Horizontal | 4950 |
| 2023 - PW - Packaging World Magazine - NM | 1/2 Page Vertical | 4950 |
| 2023 - PW - Packaging World Magazine - NM | 1/3 Page Horizontal | 3550 |
| 2023 - PW - Packaging World Magazine - NM | 1/3 Page Square | 3550 |
| 2023 - PW - Packaging World Magazine - NM | 1/3 Page Vertical | 3550 |
| 2023 - PW - Packaging World Magazine - NM | 1/4 Page | 3550 |
| 2023 - PW - Packaging World Magazine - NM | 2 Page Spread | 14300 |
| 2023 - PW - Packaging World Magazine - NM | Full Page | 7200 |
| 2023 - PW - Packaging World Magazine - NM | Leaders Print Profile` (PACKAGE ONLY) | 0 |
| 2023 - PW - Packaging World Magazine - NM | Belly Band | 10650 |
| 2023 - PW - Packaging World Magazine - NM | Inside Back Cover | 7300 |
| 2023 - PW - Packaging World Magazine - NM | Inside Front Cover | 7300 |
| 2023 - PW - Packaging World Magazine - NM | Outside Back Cover | 7300 |
| 2023 - PW - Packaging World Magazine - NM | Cover Sticker | 7100 |
| 2023 - PW - Packaging World Magazine - NM | Corner Cut-Cover | 3550 |
| 2023 - PW - Template Creation - NM | Custom Template Creation | 950 |
| 2023 - PW- Targeted Direct Mail - NM | Targeted Direct Mail | 1900 |
| 2023 - PW - Targeted Direct Mail (add' 1000 names) - NM | Add'l 1000 names | 350 |
| 2023 - PW - Video Pre-Roll 3rd Party - NM | Pre-Roll on 3rd Party | 50 |
| 2023 - PW - Webinar - NM | PW Webinar | 1550 |
| 2023 - PW - Native Ads on PW.com - NM | Native Ads on PW.com | 1100 |
| 2023 - PW - Banner Ads on PW.com - NM | Company Targeted Sponsorship Flexi | 150 |
| 2023 - PW - Banner Ads on PW.com - NM | Flexi | 100 |
| 2023 - PW - Banner Ads on PW.com - NM | Roadblock Flexi Campaign | 150 |
| 2023 - PW - Additional LIP Categories - NM | 1 Additional LIP Category | 1965 |
| 2023 - PW - Additional LIP Categories - NM | 2 Additional LIP Categories | 3925 |
| 2023 - PW - Additional LIP Categories - NM | 3 Additional LIP Categories | 5889 |
| PW - Leaders Mini Directory -NM2023 | Additional Mini Directory Ad | 1050 |
| PW - Leaders Mini Directory -NM2023 | Mini Directory Ad (PACKAGE ONLY) | 0 |
| PW - Leaders Mini Directory (DIGITAL ONLY) -NM2023 | Additional Category | 1050 |
| PW - Leaders Mini Directory (DIGITAL ONLY) -NM2023 | First Category | 0 |