

Healthcare⁺

P A C K A G I N G

2020

Media Kit

Contents

02	<i>Healthcare Packaging</i>
03	Magazine Audience
06	Editorial Calendar
07	Premier Suppliers
08	Asked & Answered
09	Print Ad Specs
12	Digital & PMMI Audience Network
13	Web Display Ads
14	Lead Generation
15	Newsletter Comparisons
17	eBlast Options
18	Playbooks
21	Video Podcast
22	PACK EXPO International/Healthcare Packaging EXPO
25	Our Team

Healthcare Packaging »



Healthcare Packaging is the industry's leading source for information about packaging and logistics for pharmaceuticals, biologics, medical devices, and nutraceuticals.

Healthcare Packaging reaches packaging and logistics professionals with our print and digital magazine, website, Playbooks and newsletters.

Outstanding multi-channel distribution, state-of-the-art lead-generation, and acclaimed content has made *Healthcare Packaging* the media choice for companies like Mettler-Toledo, PCI, Uhlmann, Optel Vision and many more. Delivering exceptional packaging content to connect buyers and sellers is what we do best.

Our three distinct audiences have relatively little duplication

Healthcare Packaging's various advertising channels – magazine, email, and Web – offer distinct, unduplicated exposure for your message. Because there is relatively little audience overlap between channels, choose an integrated ad program to combine audiences for the largest total reach.

Magazine Audience >>

Healthcare Packaging (HCP) delivers the largest print circulation in the field:

Healthcare Packaging magazine reaches 18,000 pharmaceutical, nutraceutical, biologics and medical device packaging and logistics professionals six times per year. A digital edition of each issue is also posted online and distributed to 19,000 professionals. Audience figures are verified by BPA Worldwide.

Looking for totals? Access real-time print circulation details at <http://zigma.pmmi.org/hcp/print>

Industries include:

- Pharmaceutical
- Medical Devices
- Biological / Biopharmaceutical
- Medical / Dental Instruments or Supplies
- Nutraceutical, Vitamin, Dietary Supplement
- Government
- Diagnostic kits, reagents, blood/tissue samples
- Specialty Pharmacy
- Contract Manufacturing Org - Pharma/Biopharma

Packaging Suppliers who receive HCP include:

- Packaging Machinery
- Package Design Firms
- Packaging Distributor
- Raw Materials (board, resin, additives, etc.)
- Consulting Services
- Line Integration Engineering Services
- Container / Closure manufacturers

Job Responsibilities include:

- Package Design / Brand Mgmt. / Marketing
- Regulatory Affairs, Validation / Compliance
- Procurement
- CEO/Gen. Mgr. / Other Senior Mgmt.
- Engineering
- Production/Operations/Quality
- Logistics/Supply Chain Mgmt.

Multi-channel Reach

Reach the largest possible audience with an integrated ad program; *HCP* has relatively little audience overlap between channels. Our recent stats show:

- Print and Web - overlap is 11%
- Email and Print - overlap is 39%
- Email and Web - overlap is 9.5%

One of the benefits advertisers receive with PMMI Media Group publications is access to the highest quality audience.



Active Audience

With our Active Audience integration, we put your message in front of fresh new prospects faster than ever! Our audience development team is now allocating a portion of our circulation to a continuously “refreshed” list of high-value readers we call “Active Audience.”

Within the Active Audience group, you’ll find:

- current PACK EXPO and Healthcare Packaging EXPO attendees
- individuals in fast-growing market segments
- trending companies so new they aren’t available via traditional databases

This group of verified end-users comprises up to 30% of our magazine distribution. The balance of our circulation are traditional, qualified “direct request” subscribers. And, our entire circulation is audited by BPA Worldwide*, industry leader in third-party audience data verification.

Acclaimed Content

Healthcare Packaging is known for its exceptional coverage of trends, technology, new products and applications for those who package and ship pharmaceuticals, medical devices, biologics, and nutraceuticals. *HCP* offers a knowledgeable perspective on issues of importance to a global marketplace. Director of Content, Keren Sookne, ensures latest trends and solutions are covered in each issue. Contributing editors with expertise in specific areas distinguish *HCP* as a sought after resource.



Keren Sookne,
Director of
Editorial Content



Anne Marie Mohan,
Senior Editor



Eric Greenberg, PC
Contributing Editor,
Legal & Regulatory



Tim Hayes,
Contributing Editor

Editorial Calendar >>

Healthcare Packaging 2020 Calendar

Issue & Closing Dates	Special Focus	Other Possible Topics
January/February Ad closing: 1/13 Materials due: 1/20	Premier Suppliers Directory Jan/Feb advertisers will be included in Premier Suppliers , our annual directory of leading suppliers with print and year-round online branding.	<ul style="list-style-type: none"> • Patient adherence/compliance/CR packaging • OTC and nutritional supplements • Packaging equipment advances • Blister pack sealing • BONUS DISTRIBUTION: PACK EXPO East, Mar 3-5, Philadelphia
March/April Ad closing: 3/9 Materials due: 3/13	INTERPHEX Preview Issue	<ul style="list-style-type: none"> • Medical device and diagnostic kits, incl. connected devices • Machinery and controls: advances in packaging automation and processing • E-commerce trends and technologies • Cartons/cartoning • Contract manufacturing/packaging
May/June Ad closing: 5/8 Materials due: 5/15	Supply chain, traceability, anti-counterfeiting	<ul style="list-style-type: none"> • Package design focus (photo gallery/editor's insights, innovations) • Medical cannabis packaging • Drug delivery methods and unit dosing • Materials such as labels, leaflets, inserts, outserts, cartons
July/August Ad closing: 7/13 Materials due: 7/17	Medical devices, UDI, lidding, kits, trays	<ul style="list-style-type: none"> • E-commerce trends and technologies • Advances in blister packaging machinery and materials • Sustainable packaging, waste reduction • Shipping containers
September/October Ad closing: 9/11 Materials due: 9/18	PACK EXPO 2020 / Healthcare Packaging EXPO Preview	<ul style="list-style-type: none"> • Machinery controls: Advances in packaging automation and robotics • Operator safety • Clinical trials and logistics • Nutraceuticals, functional foods, supplements • Biologics • BONUS DISTRIBUTION: PACK EXPO/Healthcare Packaging EXPO, Nov. 8-11, Chicago
Nov/December Ad closing: 11/9 Materials due: 11/13	Logistics, package testing and cold chain	<ul style="list-style-type: none"> • Sterilization methods • Blisters: machinery, materials, and sustainable solutions • Contract packaging • Materials such as labels, leaflets, inserts, outserts, cartons

Premier Suppliers >>

Get in front of your best customers and prospects with 12 months of print and online branding.



Healthcare Packaging's exclusive **Premier Suppliers Program** offers outstanding visibility for suppliers to the healthcare packaging and logistics marketplace, with print and online exposure and 12 months of branding on HealthcarePackaging.com.

To qualify for Premier Suppliers, reserve a half-page or full-page ad in *Healthcare Packaging's* Jan/Feb 2020 issue.

Qualifying companies receive this FREE exposure with the Premier Suppliers program:

Medium	Description	Distribution
Print	Company Profile in Jan/Feb <i>Healthcare Packaging</i> . Detailed, full-page profile on your company, including company logo. (A PDF of your profile can be downloaded for your own promotions.)	21,500 in the Jan/Feb issue
Web	Company Profile on HealthcarePackaging.com, with your logo, company information and your YouTube videos, as available.	19,500+ unique visitors/month
Home page	Company name link on the Premier Suppliers Index will appear on the home page and throughout HealthcarePackaging.com.	19,500+ unique visitors /month
Contextually Triggered	Pop-up data card (from the Premier Suppliers index) will be displayed throughout HealthcarePackaging.com. Data card contains your logo, photo of key contact, editor-written enticement copy, a link to your profile, a link to your website, and your YouTube videos, as available.	19,500+ unique visitors/month

See samples: www.pmmimediagroup.com/hcp/premier-suppliers

Asked & Answered >>

Asked & Answered spotlights your company's area of expertise!

Healthcare Packaging is offering a new ad product that enables suppliers to highlight their distinctive difference! **Asked & Answered** spotlights your company's expertise by attracting end-user interest in a common pain point or challenge. This topic is featured in an Asked & Answered advertorial and optional companion e-blast, sponsored by your company. Advertisers gain brand awareness and leads.

To get started, provide *Healthcare Packaging* with the question and answer you'd like to feature in your Asked & Answered campaign; also provide an image of your expert. We'll produce both the print advertorial and, if desired, a follow up companion e-blast to the *Healthcare Packaging* audience.

YOUR ASKED & ANSWERED CAMPAIGN INCLUDES:

- Half-page print advertorial, with a question and answer of your choice
- Promotion of your product expert
- Turnkey production, using professionally designed templates
- Optional companion e-blast to *Healthcare Packaging* e-data-base branding, thought-leadership and lead-generation

Asked & Answered offers exceptional branding in print, positioning your company as an expert in your field. Topics which resonate with our online audience have generated click-throughs from hundreds of end-users. Your sales support team can then nurture these individuals and grow your prospect list.

Asked & Answered

Q: How can we reduce or eliminate wrinkles in our Heat-sealed pouches?

A: The biggest cause of wrinkling is improper pouch size—not having enough material to lay flat in the sealing area. There is a formula that includes length, width, and height of the pouch contents. However, to get the optimal size (one that fits the device best, works with the sealer of choice, and utilizes the least amount of materials for cost savings and sustainability) it is best to provide the device contained in the pouch to your medical device packaging supplier to allow the packaging engineers to size a pouch for the sealer. Not all sealers have the same headspace requirements. The contour of the contents play a role in the size. Products sometimes have different heights on opposite ends. Also, an engineer may recommend a different pouch design (corner peel vs chevron) when the height of the contents reach a specific threshold. Working with both the heat sealer manufacturer and the sterile barrier supplier at the beginning may reduce not only wrinkles, but potential headaches later as well.

Packworld
1055

Healthcare
PACKAGING

Asked & Answered

INDUSTRY EXPERTS ANSWERING YOUR QUESTIONS

“How can we reduce or eliminate wrinkles in our heat sealed pouches?”

+ Get the Answer >>

All the items are considered sponsored. Healthcare Packaging may share your contact information with sponsors as detailed in our privacy policy. We will NEVER share your contact information with a sponsor whose product you have not viewed. You are receiving this as a HealthcarePackaging.com or Healthcare Packaging registered Web site user, e-newsletter subscriber, or previous PACK EXPO participant. This email was sent to %NOMAIL% by: PLUM Media Group, 300 N. Wabash Ave, Suite 3401, Chicago, IL 60611, United States of America. Unsubscribe | Privacy Policy

Print Ad Specs >>

Advertising Specs

Print ad specifications are listed below; for materials due dates, please see our Editorial Calendar.w

PMMI Media Group Print Ad Specifications

HEALTHCARE PACKAGING			
Ad Shape	Bleed Dimensions (W x H - Inches)	Trim Size (W x H - Inches)	Safe Area (W x H - Inches)
Two Page Spread	16.25 x 10.75	16.0 x 10.5	15.5 x 10.0
1/2 Horizontal Spread	16.25 x 5.5	16.0 x 5.25	15.5 x 4.75
Full Page (Includes Cover Tip On)	8.25 x 10.75	8.0 x 10.5	7.5 x 10.0
2/3 Vertical	5.375 x 10.75	5.125 x 10.5	4.625 x 10.0
1/2 Vertical	4.5 x 10.75	4.25 x 10.5	3.75 x 10.0
1/2 Horizontal	8.25 x 5.5	8.0 x 5.25	7.5 x 4.75
1/2 Island	5.375 x 8.5	5.125 x 8.25	4.625 x 7.75
1/3 Vertical	3.125 x 10.75	2.875 x 10.5	2.375 x 10.0
1/3 Horizontal	8.25 x 3.875	8.0 x 3.625	7.5 x 3.125
1/3 Square	5.375 x 5.5	5.125 x 5.25	4.625 x 4.75
1/4 Page	4.5 x 5.5	4.25 x 5.25	3.75 x 4.75
Cover Corner Cut (Triangle - Upper Right)	2.375 x 2.375	2.125 x 2.125	1.875 x 1.875

Printing, binding methods: Printed offset and saddle-stitched.

Inserts: Contact *Healthcare Packaging* Production Manager George Shurtleff at 312-222-1010, ext. 1170.

Printing specifications: Follow SWOP recommended standards.

Artwork: Any necessary artwork or copy preparation will be billed to advertiser.

Digital Ad Specifications *Healthcare Packaging* is printed computer-to-plate (CTP). Ad material should be submitted in a digital (or electronic) format and must comply with the specifications that follow.

Accepted document formats: Properly produced PDFs are strongly encouraged. Documents saved as an EPS are also accepted. Please see additional details at right.

Fonts: All fonts should be embedded or outlined.

Images: Make sure all images are CMYK and the file is fully flattened.

Proof: Proofs are not required. However, publisher cannot be held responsible for the color quality of printed ads supplied without color proofs. If you wish to send a proof, please send it to George Shurtleff at the address below.

Submit your ad via our online ad portal, Send My Ad. We will set you up with a Send My Ad profile so you can easily submit your ad(s) through a direct materials upload link.

Contact and Shipping Information: Production questions can be directed to George Shurtleff, Production Manager at 312-222-1010, ext. 1170.

Materials may be mailed to:

George Shurtleff
Healthcare Packaging
401 N. Michigan Ave., Ste 300
Chicago, IL 60611

AD CREATION SPECIFICATIONS

All advertising material **MUST** be submitted digitally.

Accepted formats:

- High-resolution PDF (300 dpi, CMYK), saved in X1:A format
- High-resolution (300dpi, CMYK) TIFF or EPS file

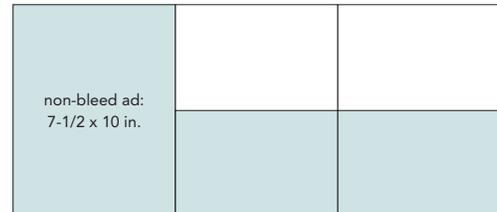
If your digital file is in a different format than above, please contact Production Manager George Shurtleff to verify acceptability.

When creating your digital ad:

1. Embed all fonts or outline them.
2. Make sure all RGB and spot colors are converted to CMYK.
3. Do not use JPEG compression or native Photoshop files.
4. Make sure all images within the ad are 300dpi and CMYK.
5. When creating a bleed advertisement, make sure all important material is within the live space and that the bleed size extends on all sides of the ad.

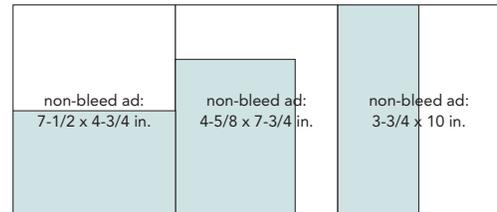


Two-Page Spread



Full Page

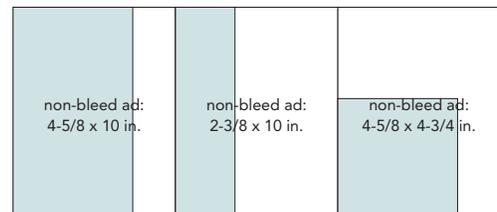
1/2 Page Horizontal Spread



1/2 horizontal

1/2 island

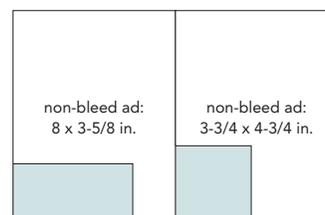
1/2 vertical



2/3 vertical

1/3 vertical

1/3 square



1/3 Horizontal

1/4 Page

Digital >>

Healthcare Packaging's digital products deliver the content, audience and results that today's industrial marketers demand.



Traditional E-Blast Options

Reach our e-database and generate leads with your white papers and videos or via our newsletters and Playbooks. Our proven performers can help you meet your advertising and marketing goals with a high degree of customization.

Targeted Advertising - PMMI Audience Network

Reach your targeted prospects online in a whole new way! PMMI Audience Network offers affordable and effective options for getting in front of precisely defined audiences of packaging, processing and automation professionals as they browse online.

Select your audience by:

- Industry
- Buying interest
- PACK EXPO trade show affiliation
- Plant packaging process

We'll deliver your message through any or all of the following:

- **Targeted Branding Ads** - Web display ads or Native ads, appearing on brand safe Websites
- **Targeted Social Media Ads** - Sponsored Posts or Videos on Facebook and LinkedIn
- **Targeted Video Pre-Roll** - appearing across the Web before videos offered by brand safe sites

PMMI Audience Network product unique benefits:

- No waste – you pick the exact recipients to see your message
- Access to PMMI's vast database
- Packaging and processing contacts are validated
- All contacts are U.S. and Canada, unless you explicitly request international reach

Web Display Ads »



Additional content. See website.

LEADERBOARD (A)

Location: Horizontal at top of page

Dimensions (px):
728 x 90 (medium)
970 x 90 (large)
320 x 50 (mobile)

SKYSCRAPER (B)

Location: Vertical right rail of page

Dimensions (px):
300 x 600

MEDIUM IMU (C)

Location: Alternates between two positions in the river of news

Dimensions (px):
300 x 250

FLEXI

Location: Alternates among all three positions (Leaderboard, Skyscraper and IMU)

Dimensions (px):
All

Healthcarepackaging.com delivers the global packaging marketplace, connecting your message with buyers of machinery and materials around the world.

Learn more here » zigma.pmmi.org/hcp/web.html

Reach Healthcare Packaging Visitors on the Web -

We can retarget visitors to Healthcarepackaging.com, displaying your banner ad to them on over 100,000 brandsafe websites.

Learn more here » pmmimediagroup.com/hcp/audience-network

Lead Generation >>

Healthcare Packaging offers the most advanced lead-generation products available for today's industrial marketers. Our products offer precision targeting and state-of-the-art reporting. Lead generation runs through our proprietary lead management platform that can automatically filter, classify and deliver activity reports according to your preferences.

ACTIVITY REPORTS CAN BE FILTERED BY:

- **Geography** - identify a sales representative to receive all leads from a particular state, region or country
- **Industry** - provide separate delivery instructions for leads from pharmaceutical manufacturers, medical device or other end-user category
- **Frequency** - choose to receive activity reports in real-time, nightly or weekly. (Log into LeadWorks anytime for real-time information.)

Campaign Analytics—exclusively from *Healthcare Packaging*!

You'll love our real-time, comprehensive campaign analytics in a variety of easy-to-consume formats. View data on screen via colorful charts and graphs that aggregate results for a wide range of demographics. Download excel docs or images to add to your own communication.

REAL-TIME DATA IS AVAILABLE BY:

- **Campaign** - view the results of individual eblasts, newsletters, etc.
- **Company** - see your complete history of digital advertising with *Healthcare Packaging* and compare results by campaign type, date, etc.

Lead-gen with *Healthcare Packaging* gives you two other exclusive benefits: original, high-quality CONTENT to attract your best customers and prospects; and a vast AUDIENCE composed of traffic to [HealthcarePackaging.com](https://www.healthcarepackaging.com) and our e-database of pharmaceutical, medical device and other related industry professionals.

To secure a steady stream of quality leads for your sales team, look no further than *Healthcare Packaging* newsletters, video and white paper eblasts, Playbooks, webinars and more.

Newsletter Comparisons >>

Newsletter advertising puts your message in front of pharmaceutical, medical device and other healthcare products professionals who purchase machinery and materials for packaging and logistics. Reserve early for best selection.

Access current email database metrics at <http://zigma.pmmi.org/hcp/email>

Monthly Editions

Newsletter	Distribution	Description	Single Sponsor	Multiple Sponsors
HCP Focus Newsletter	19,000	Supplier content, including white papers and videos	By request	
Quick Hits Newsletter	19,000	A weekly roundup of the most interesting trends, technological advancements and news in the pharma, healthcare and logistics spaces curated by Tim Hayes		Single Sponsor
Logistics for the Life Sciences	19,000	Your news source for good distribution practices for brand security, track-and-trace and the cold chain		Single Sponsor
Serialization Countdown	20,500	Your news source for regulatory compliance for product traceability.		Single Sponsor

See samples at www.pmmimediagroup.com/hcp/newsletter-comparisons

Show Support

Newsletter	Distribution	Description	Single Sponsor	Multiple Sponsors
Spotlight on PACK EXPO / Healthcare Packaging EXPO	19,000	Promote your presence and generate leads in this popular newsletter sent to packaging professionals in the weeks leading up to the show.	By request	
PACK EXPO / Healthcare Packaging EXPO Wrap	19,000	Generate additional leads in this post-show e-newsletter, highlighting the best innovations from Healthcare Packaging EXPO and PACK EXPO.	By request	

Newsletter circulation figures fluctuate; for real-time totals, [visit http://zigma.pmmi.org/brand/hcp/email.html](http://zigma.pmmi.org/brand/hcp/email.html)

See samples at www.pmmimediagroup.com/hcp/newsletter-comparisons

E-blast Options >>

Educational content makes a great call-to-action item. *Healthcare Packaging* lets you use a variety of types of content for lead generation.

Connect with customers and prospects via a dedicated message, sent to a targeted portion of our e-database. You can use *Healthcare Packaging's* e-blast templates; or you can supply us with your finished HTML document.

E-blast Options	
Call-to-action	E-blast Description
White Paper	White paper hero shot and download button in an <i>HCP</i> template
Video	Video screen shot and "watch video" button in an <i>HCP</i> template
Multiple Videos	Four video images and "watch video" links in an <i>HCP</i> template
Advertiser supplied HTML	Advertiser supplies finished HTML; <i>HCP</i> deploys

Our eblast templates accommodate videos and white papers and offer third party credibility with *Healthcare Packaging* branding. You'll receive instant lead-generation from an audience that you select, based on a variety of demographics. Plus, activity reports are exclusively yours. Contact your account representative for details.

Playbooks >>

Designed as a multi-page PDF, the Playbook contains exclusive original content from PMMI Media Group editors, sourced from known experts in the field. Topics include track and trace, GSI standards, staffing and project management, line modifications, validation and OEE considerations, software, IT and much more. Playbooks are aggressively promoted across *Healthcare Packaging's* magazine, website and newsletters.



ALL PLAYBOOK 12-MONTH SPONSORSHIPS INCLUDE:

1. **BANT-qualified responses** Readers must complete a detailed qualification form before downloading the Playbook, supplying critical BANT information. Each sponsor receives these BANT responses. *Healthcare Packaging* uses customized software to automatically evaluate responses, delivering the most valuable market intelligence to sponsors each day.
2. **Display ad(s) in the Playbook** Sponsors receive one or multiple ads within the Playbook PDF; the same ad may appear in two positions, or two different ads may be submitted (see page 21 for more details).
3. **A two-page profile in the Playbook** As a sponsor, you'll also receive a two-page profile in the Vendor Selection Resource Guide within the Playbook PDF. Your profile includes a description of your product or service offering, including photo(s). You may also feature a photo of your product expert, along with contact information.
4. **Prominent company name and logo placement** Sponsor company name and logo will appear on the sign-up page and the Playbook contents page.

Pharmaceutical Serialization Playbook

If you sell machinery, technology or solutions for serialization, *Healthcare Packaging's* Playbook will help you uncover qualified buyers, and provide year-round branding and lead generation. Over 150 pages of content is specifically designed to attract people who are about to engage in a serialization project, and are in the market for materials, software, systems or equipment for pharmaceuticals, biologics, or medical devices.



Life Science Packaging Materials Playbook

If you need to find qualified buyers seeking life sciences packaging materials solutions, whether on the pharmaceutical, biologics, or medical device corner of the healthcare field, this Playbook from *Healthcare Packaging* was designed for you.



Life Sciences Logistics Playbook

Written specifically for life sciences packaging professionals, this Playbook addresses the transport of temperature-controlled products, from the packout line through the last mile. Written for veterans and new personnel alike, readers will find tips and best practices, common mistakes and the process steps to avoid them.



Medical Device Packaging Playbook

This free e-book, written specifically for medical device manufacturers and packaging professionals addresses the unique set of obstacles that medical device manufacturers face. Getting products to destination hospitals and medical facilities, and doing so on time, on budget, and without breaking any sterile barriers are just a few examples.



See samples, and download all Playbooks at pmmmediagroup.com/hcp/playbooks



Playbook	BANT	Display Ad(s)	Two-Page Profile	Logo Placement	BONUS
Pharmaceutical Serialization	✔	2 half-page ads - can submit one or two different ads	Vendor Selection Handbook Resource Guide within Playbook	Company name and logo will appear on sign-up and Playbook contents page	Your spokesperson will appear on HCP's Serialization "Expert Network"
Life Science Packaging Materials	✔	4 - Each includes image and text and can link to Web page on your site	Vendor Selection Handbook Resource Guide within Playbook	Company name and logo will appear on sign-up and Playbook contents page	
Life Sciences Logistics	✔	1 half-page ad	Vendor Selection Handbook Resource Guide within Playbook	Company name and logo will appear on sign-up and Playbook contents page	Banner ads running on LifeScienceLogistics.com
Medical Device Packaging	✔	2 half-page ads - can submit one or two different ads	Vendor Selection Handbook Resource Guide within Playbook	Company name and logo will appear on sign-up and Playbook contents page	

Video Podcast >>

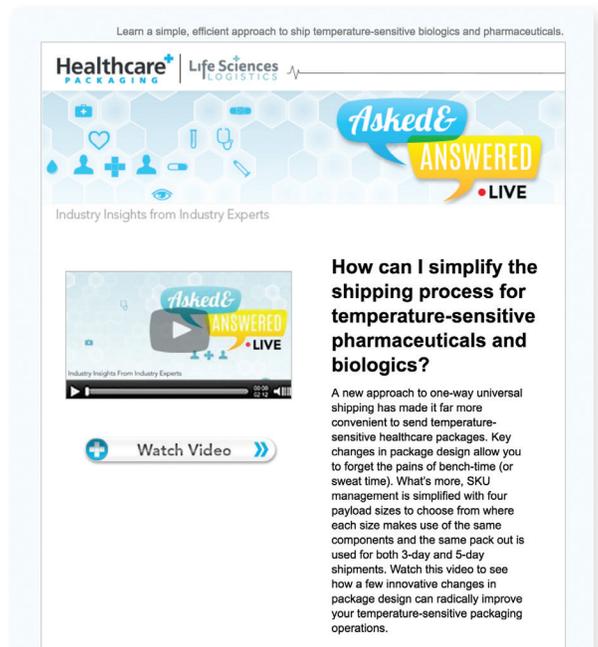
Make a big visual impact with lead generation and thought leadership through a Life Sciences Logistics TV Video Podcast.

What do you do when you want to make a big visual impact with lead generation and thought leadership, but you have no white paper, not even a video, just someone with some knowledge in their head? Spend 15 minutes on the phone with one of our editors explaining your technology and let our video producer turn your plain-jane “podcast” into a Life Science Logistics TV Video Podcast!

VIDEO PODCAST PROCESS:

From the marketer’s perspective, buying a Technology Minute Video Podcast couldn’t be more simple.

1. **Kick off phone call.** Once your order has been received, one of our editors will schedule this 10 to 15 minute call that will be conducted with your subject-matter expert to explain your technology. Please send, in advance of your interview, background material on what you want to talk about, as well as a few starter questions.
2. **Send in photos or video clips.** Separately, our video producer will be in touch to request any images or video clips you want worked into the video podcast, such as of your product, sample applications, etc.
3. **Our editor & video producer do the rest!** Our video producer films a brief intro, and then supplements your photos with carefully chosen images that help produce an artfully produced video consisting of moving still images.
4. **Editing & final product.** Our editor and producer edit the whole piece down into a concise 3 to 5 minute video that your target audience will want to watch.
5. **Specialized email.** The video is sent out in a [specialized e-mail template](#) to 19,000 industry professionals.



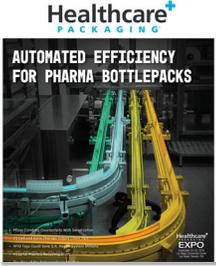
DELIVERABLES TO ADVERTISER

- Full contact information of everyone who clicks on the eblast
- Finished video footage for your use
- All production costs included

PACK EXPO/Healthcare Packaging EXPO >>

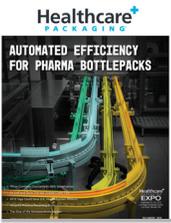


Pre-show products

	Product	Description	Audience Exposure
	Healthcare Packaging Magazine	Run your show message in Sept./Oct. <i>HCP</i> , featuring new equipment, materials and technologies being introduced in Chicago, as reported by the world's most experienced healthcare packaging journalists. All full and half page ads place in this issue get a free full page company profile Sept./Oct. ad closes: Sept. 11th	<ul style="list-style-type: none"> • <i>HCP</i> qualified subscribers • PACK EXPO & Healthcare Packaging EXPO • <i>HCP</i> e-database • HealthcarePackaging.com visitors
	Spotlight on Healthcare Packaging EXPO and PACK EXPO	Promote your presence and generate leads in this popular newsletter sent to packaging professionals in the weeks leading up to the show. Ad inventory is limited	<ul style="list-style-type: none"> • <i>HCP's</i> e-database

See samples at www.pmmmediagroup.com/hcp/healthcare-packaging-expo-ad-products

At-show products

	Product	Description	Audience Exposure
	Ad Tower	Exclusively available from PMMI Media Group, this on-site billboard at McCormick Place offers high-visibility for your show message. For qualifying advertisers; limited availability	<ul style="list-style-type: none"> • PACK EXPO/Healthcare Packaging EXPO attendees
	Healthcare Packaging Magazine	Keep in front of your best customers and prospects with an ad in <i>HCP's</i> Sept./Oct. issue, which will be distributed to attendees via our prominent location at PACK EXPO and Healthcare Packaging EXPO Sept. / Oct. ad closing: Sept. 11th	<ul style="list-style-type: none"> • PACK EXPO/Healthcare Packaging EXPO • <i>HCP</i> qualified subscribers • HealthcarePackaging.com visitors
	Video Creation	Promote your booth to the industry professionals at Healthcare Packaging EXPO by being part of <i>Healthcare Packaging's</i> exhibit video wall. Using your graphics, we'll create a 15 second video, which will play on our looping video wall several times each day.	<ul style="list-style-type: none"> • PACK EXPO/Healthcare Packaging EXPO attendees
	Social media Promotion	<i>Healthcare Packaging</i> will promote your booth on our social media channels throughout the duration of Healthcare Packaging EXPO. Posts can be provided by you or created by us, and will be shared on both our brand and editorial accounts.	<ul style="list-style-type: none"> • PACK EXPO/Healthcare Packaging EXPO attendees
	Product Video	Our crew will create a video of your products using live footage captured from your booth at Healthcare Packaging EXPO.	<ul style="list-style-type: none"> • HealthcarePackaging.com visitors

See samples at www.pmmimediagroup.com/hcp/healthcare-packaging-expo-ad-products

Post-show products

	Product	Description	Audience Exposure
	PACK EXPO / Healthcare Packaging EXPO Wrap	<p>Generate additional leads in this post-show e-newsletter, highlighting the best innovations from Healthcare Packaging EXPO and PACK EXPO.</p> <p>Ad inventory is limited</p>	<ul style="list-style-type: none"> • HCP e-database • HealthcarePackaging.com visitors
	Spotlight on Healthcare Packaging EXPO and PACK EXPO	<p>Get additional mileage out of your Innovation Stage presentation. We'll send your video link in an "Innovation Stage Encore" e-blast to the <i>Healthcare Packaging</i> audience.</p>	<ul style="list-style-type: none"> • HCP's e-database

PMMI Audience Network for PACK EXPO

	Audience Network for PACK EXPO and Healthcare Packaging EXPO Registrants	<p>This pre and post show product allows you to reach targeted, registered attendees. Select your list by industry, buying interest or plant packaging process and connect with your potential customers via Facebook and thousands of brand-safe websites.</p>	<ul style="list-style-type: none"> • HCP's e-database matched to Facebook or Web users in your targeted category(ies)
--	---	---	--

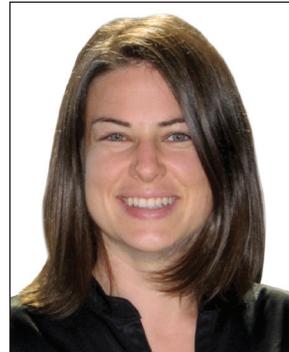
See samples at www.pmmimediagroup.com/hcp/healthcare-packaging-expo-ad-products

Our Team >>

SALES



Jim Chrzan,
Content &
Brand Strategy



Liz Tierney,
Publisher



George Shurtleff,
Ad Services &
Production Manager



Wendy Sawtell,
VP, Sales



Courtney Nichols,
Manager of
Client Success