

packagePRINTING RESEARCH SPONSORSHIP

SPONSOR ORIGINAL RESEARCH CREATED BY NAPCO RESEARCH ANALYSTS AND *packagePRINTING* SUBJECT MATTER EXPERTS.

BENEFITS:

- RECEIVE ALL LEADS FROM DOWNLOADS OF THE STUDY
- BRAND EXPOSURE WITH LOGO ON THE COVER AND ALL DISTRIBUTION CHANNELS
- POSITION YOUR FIRM AS A THOUGHT LEADER IN THE INDUSTRY

Research Study Sponsorship Includes:

- Co-branded report with logos on front, inside, and back covers.
- Report featured in *packagePRINTING* print magazine
- All leads generated from the report downloads will be shared with the sponsor
- Sponsor can include one custom question on the study download form
- **Cost: \$14,950**
*Dependent on study scope and complexity

Available at Additional Cost:

- Supplemental infographic: \$1,500
- NAPCO Media representative (e.g. Director of Research or Editor-in-Chief) present findings at industry/customer event: \$5,000 (+ cost of travel)
- Video summarizing findings (60-90 seconds): \$2,000-\$2,500 (depending on complexity)
- Podcast interview with a sponsor representative about the report and associated promotion (for NAPCO publications that include podcasts): Pricing available on request
- Webinar (includes all leads): \$11,500
- Printed copies of study for promotional purposes
 - ▮ 100 copies: Starting at \$550 (depending on study length)
 - ▮ 250 copies Starting at \$1,050 (depending on study length)
 - ▮ 500 copies: Starting at \$2,100 (depending on study length)

packagePRINTING 2019 RESEARCH CALENDAR

Q1 Understanding Packaging Requirements and Trends in Vertical Industries

Labels and packaging are critical to brand owners in selling their products. Brand owners needs and challenges are influenced by their unique industries. This study will uncover the trends shaping brand owner packaging decisions and provider expectations.

Q3 Attracting and Retaining Workforce Talent in the Package Printing and Converting Industry

This research study will uncover the best practices package printers and converters are pursuing to attract and retain workers.

*Sponsorships are available on a first-come-first serve basis.

Q2 Best Sales Practices for Selling Package Printing

Increasing sales is a top and ongoing challenge for package printers and converters. This research study will uncover the key tactics and strategies delivering sales growth for successful providers.

Q4 packagePrinting Salary Survey

Special report on key salary and compensation trends for key job titles in the packaging and converting industry.

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