

# RPA Advertising Packages 2022

CLICK TO SUBMIT YOUR AD



RPA is pleased to offer members advertising opportunities. Increase your company's exposure in the retail packaging industry and beyond. Multiple options are available for any budget or frequency.

## The Power of Packaging News

A bi-monthly digital newsletter informing members about the retail packaging industry, Association initiatives, and events — reaching over 400 retail packaging professionals.

### Acceptable Formats

- JPEG or PNG

### Size Specifications

- 600 x 200 pixels

Ad copy must be submitted by the first Wednesday of the distribution month.

### PREMIUM PLACEMENT

Your ad, linked to your website, is placed at the top of the newsletter (limit one ad per issue).

- \$300 (3 issues)
- \$500 (6 issues)

### HIGH PLACEMENT

Your linked ad is placed in the middle of the newsletter (limit one ad per issue).

- \$250 (3 issues)
- \$400 (6 issues)

### FOOTER PLACEMENT

Your linked ad is placed at the bottom of the newsletter (limit one ad per issue).

- \$150 (3 issues)
- \$200 (6 issues)

## RPA Website

Visible on the homepage, showcase your company and product in an ad hyperlinked to the URL of your choice.

### PREMIUM PLACEMENT

Top placement in the sidebar on the RPA homepage

- \$275 (vertical)
- \$200 (square)

### HIGH PLACEMENT

Ad positioned below premium placement

- \$150 (vertical)
- \$100 (square)

### Acceptable Formats

- JPEG or PNG
- Vertical Ad: 1080 x 1920 pixels
- Square Ad: 400 x 400 pixels

One ad available for each ad placement per month.

## RPA Website Featured Partners

As an RPA featured partner, your linked logo (JPEG or PNG) will be visible on every page of [www.retailpackaging.org](http://www.retailpackaging.org).

- \$400 (6 months)
- \$600 (12 months)

## RPA Social Media

With a paid/sponsored push, your social media ad is catered to a targeted audience on Facebook and Instagram that will help convert a social user into a paying customer.

- \$250 (3-day campaign)
- \$500 (7-day campaign)

### Acceptable Formats

- Image: 1080 x 1080 pixels
- Video: MP4 format, no more than 30 seconds in length
- Maximum of 200 characters for text ads

Two companies per month are available. Ad copy deadline is the last Monday of the previous month the ad is scheduled to run.