

The Yellow Sheet

Official Board Markets

THE NEWS AND PRICING AUTHORITY



2011 MARKETING GUIDE

YOUR BEST MEDIA CHOICE TO ACCELERATE SALES

The News and Pricing Authority

Frequency: Weekly

Subscribers: 3,218 PAID — digital and print



Unmatched Content

With volatile OCC prices and an unpredictable containerboard price environment, it's an interesting time in the in the board converting and recovered paper markets. As the industry's news and pricing authority, Official Board Markets is here to report on the news and transacted pricing information our readers require.

It's also an exciting yet challenging time for suppliers to these markets, and OBM continues to offer opportunities to reach integrated and independent paperboard converters, packaging buyers and end-users, paper and paperboard brokers, recyclers, and other stakeholders in the market.

News

In Every Issue:

Headlines and analysis from the board converting, paper recycling, and recovered paper stock markets

Plus:

- Periodical insights from economic consultant Norma Pace
- Monthly columns from Dirk Pastoor of DJP Consulting Group
- Monthly Market Reports

Pricing

- Transacted containerboard prices (linerboard and medium)
- Transacted paper stock prices (low and high grades – including OCC)
- Average sheet prices
- Transacted boxboard prices

Leading Companies Subscribe and Purchase Products

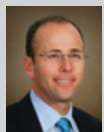
Subscribers are coming from industry leading companies such as:

- | | |
|---|------------------------------|
| Revlon | NASA |
| Pepsico | US Army |
| K-Line Logistics | Mandalay Bay Resort & Casino |
| Nordstrom | Abbott Labs |
| Toys R' Us | Georgia Pacific |
| City of Austin, TX | Dupont |
| Procter & Gamble | The Home Depot |
| Cargill, Inc. | Kraft Foods |
| The UPS Store | Whirlpool Corp. |
| Florida Department of Environmental Service | Lockheed Martin |
| | U.S. Corrugated |

A recent Reader Preference Survey conducted by *Official Board Markets* showed that over 80% of our subscribers have purchasing authority. Below is a breakdown of what they purchase, recommend or specify:

Paper	64%
Material Handling Equipment.....	58%
Pallets	41%
Inventory Control	30%
Diecutters	23%
Converting Equipment	23%
Folder Gluers	18%
Corrugators/Corrugating - Dry-End	10%
Corrugators/Corrugating - Wet-End	8%

Readers Highly Value OBM



"As owner and manager of a multi-plant independent corrugated company, I rely heavily on Official Board Markets to keep me apprised of industry happenings.

The packaging sector continues to become more dynamic in pricing and competition, and a lack of coverage by mainstream business media makes insightful industry information extremely valuable. Official Board Markets is therefore a must read every week."

Jonathan Kraft

President, The Kraft Group
Owner, Rand-Whitney Container Corporation



"Since OBM went online a few years ago, I have actually gone so far as to read the electronic version on Friday so I don't have to wait until Monday. The publication

clearly has the pulse of the industry, and I am not aware of a better place to get timely and accurate information about the markets I operate in. I have faith in the process OBM utilizes to evaluate and report on market conditions and containerboard pricing, and I greatly appreciate the integrity with which Mark has managed this critical facet of what they do for so long."

Dennis D. Mehiel

President & COO, U.S. Corrugated, Inc.



"I'm a regular reader of Official Board Markets. I pick up market information and news from many sources, but the "Yellow Sheet" offers analysis you don't find in other publications. The research is thorough and the analysis is sound. I wouldn't miss an issue."

Mike Siegel

President, Evergreen Fibres, Inc.

Advertising Rates

Four Color Rates (in US Dollars)

SPACE UNIT	
Full page	\$1,000
1/2 page island	550
1/2 page	505
1/4 page	315

Classified Rates: Print and Web—1 Inch

SIZE	1X
Black & white	\$114
4-color	164

Frequency discounts and 4-color rates available.

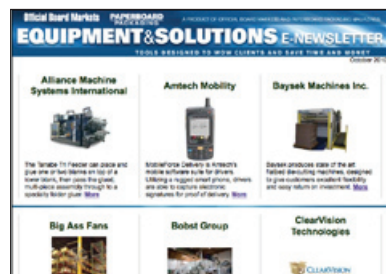
Mechanical Requirements

SPACE UNIT DIMENSIONS	WIDTH x DEPTH
Full page	7" x 10"
1/2 page, horizontal	7" x 4-3/4"
1/2 page, island	4-1/2" x 7-1/4"
1/4 page, vertical	3-1/2" x 10"
1/4 page, square	3-1/2" x 4-3/4"
Single page (full bleed)	8" x 11"
Single page (gutter bleed only)	8-5/8" x 10"
Spread (full bleed)	16-1/2" x 11"
Trim size	7-3/4" x 10-3/4"

Acceptable in a spread, full page, or fraction of a page unit

Online Opportunities

Packaging-Online.com is the only industry web site updated daily with the latest news, current and archived issues, plant profiles, job listings and so much more. With an average of more than 10,000 monthly visitors, advertising on Packaging-Online.com is the perfect way to reach your audience online through web ads, sponsorships or custom digital solutions.



Banners
\$700/month (net)
468x60 pixels, 10–20kb max file size

Buttons
\$300/month (net)
120x60 pixels 7–10kb max file size

Skyscrapers
\$1,000/month (net)
160x600 pixels, 35–38kb max file size

Equipment & Solutions Monthly E-Newsletter

\$500 per month
Free for monthly Advertisers in Official Board Markets & Paperboard Packaging
Sent to 5,600 subscribers



Mailing Instructions

Contracts, insertion orders, correspondence, proofs, copy, and reproduction materials should be sent to: Superior Media Solutions, Attn: Sue Gigliotti 306 W. Michigan St., Suite 200, Duluth, MN 55802 218-279-8852, Fax 218-279-8813 • Email: sgigliotti@questex.com

Box Biz Weekly E-Newsletter

Box Biz the weekly e-newsletter for Official Board Markets and Paperboard Packaging — sent to 5,300 subscribers.

- Exclusive Sponsorship (per issue) \$1,000
- Partner Sponsorship 675
- Shared Sponsorship 500
- Product spotlight 350



The Bottom Line Monthly Podcast

Limited sponsorships available



Soap Box Blog

Limited sponsorships available

Custom E-Newsletters

Content directed to a targeted audience of registered users. Pricing based on length, frequency and audience.

Official Board Markets

600 Superior Avenue East, Suite 1100 • Cleveland, OH 44114 • Phone 216-706-3700 • Fax 216-706-3711

EDITORIAL STAFF



Mark Arzoumanian

Editor in Chief, Official Board Markets
marzoumanian@questex.com
Phone 773-880-2234
Fax 773-880-2244



Marisa Palmieri

Managing Editor, Official Board Markets
mpalmieri@questex.com
Phone 216-706-3764
Fax 216-706-3712

PRODUCTION MANAGER

Sue Gigliotti

Senior Production Manager
sgigliotti@questex.com
Phone 218-279-8852
Fax 218-279-8813

SUBSCRIPTIONS/ CIRCULATION

Antoinette Sanchez-Perkins

Subscription Services Manager
asanchez-perkins@questex.com
Phone 216-706-3750
Fax 216-706-3714

BUSINESS STAFF



Rob Fulop

Publisher
rfulop@questex.com
Phone 216-706-3741
Fax 216-706-3710



Brian Olesinski

National Account Manager
bolesinski@questex.com
Phone 216-706-3722
Fax 216-706-3712



Ria Van Den Bogaert

European/Asian Sales Manager
ria@questex.com
Phone +32 2 569 8905
Fax +32 2 569 8906

Official Board Markets are published by 

Questex Media Group LLC is a global, diversified business-to-business integrated media and information provider, headquartered in Newton, MA. Questex serves multiple industries through a range of well-established, market-leading publications, events, interactive media, research, information and integrated marketing development services. Visit www.questex.com for more information.