



FEBRUARY/MARCH

- **Buyers Resource Guide Edition**
- Market Focus: Trading Cards
- Application: Sustainable Design
- Process Highlight: Cold Foil
- Technology: Automation in Finishing
- Event Preview: drupa

Bonus Distribution: LuxePack New York, Print Embellishment Conference, RadTech 2024

Ad Closing **Feb. 5, 2024**
 Ad Materials Due **Feb. 12, 2024**
 Publication Date **Mar. 11, 2024**
 Online Launch **Mar. 20, 2024**



MAY/JUNE

- Market Focus: Direct Mail
- Application: Embellished Labels
- Process Highlight: Foil Stamping and Embossing
- Technology: Binding

Bonus Distribution: PRINTING United, LabelExpo Americas

Ad Closing **Apr. 29, 2024**
 Ad Materials Due **May 6, 2024**
 Publication Date **June 3, 2024**
 Online Launch **June 12, 2024**

Monthly Exposure Opportunities in *PostPress* ENews

The *PostPress* ENews is distributed to 4,400 print industry professionals throughout the US each month, providing

- Increased circulation
- Up-to-date industry news
- Product launches and technology trends
- Conference and event updates for FSEA

This cost-effective advertising vehicle offers another way to reach the *PostPress* audience and drive traffic through direct links to the advertiser's website.

Daily Exposure Opportunities on the *PostPress* Website

The *PostPress* website offers additional advertising opportunities to connect with customers and prospects through strategically placed web banners. The website contains expanded news stories, fresh content and live links to industry resources.

- Banner ads available
- Averaging 5,700 page views per month from 4,000 unique monthly visitors



AUGUST/SEPTEMBER

- Market Focus: Folding Cartons
- Application: Film Casting
- Process Highlight: Digital Foil/Coatings
- Technology: Folding/Gluing

Bonus Distribution: PACK EXPO International

Ad Closing **Aug. 2, 2024**
 Ad Materials Due **Aug. 9, 2024**
 Publication Date **Sept. 6, 2024**
 Online Launch **Sept. 13, 2024**



NOVEMBER/DECEMBER

- Market Focus: Cannabis Packaging
- Application: Specialty UV Coating
- Process Highlight: Holographic Technology
- Technology: Diecutting (conventional, rotary and digital)

Bonus Distribution: AMPLIFY Print Expo 2025

Ad Closing **Oct. 28, 2024**
 Ad Materials Due **Nov. 4, 2024**
 Publication Date **Dec. 6, 2024**
 Online Launch **Dec. 13, 2024**

Expanded Exposure Opportunities in the *PostPress* Digital Edition

- Free links to advertisers' websites through the digital editions, with 7,025 page views per month
- Video links available as an ad enhancement
- Promoted via email and social media for additional exposure

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