

NPTA PAPER MERCHANT WEEKLY

REACH

7,200

DISTRIBUTORS, SUPPLIERS AND SERVICE PROVIDERS OF THE PAPER INDUSTRY

EACH WEEK

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npta ALLIANCE **PAPER MERCHANT WEEKLY**

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ATW Manufacturer of PacWrap® Shrink Wrap Machines

Supply Chain

Integrated vs. best-in-class warehouse management and logistics systems

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A mid-sized manufacturer of dried fruit and juice products was running high inventory and below target customer delivery metrics. The primary reason was that its inventory management operations in the warehouse were tracking finished goods by quantity, but not by storage location. As a result, they knew whether or not they had product in stock, but could not tell which warehouse location had it, leading to significant incremental costs in pulling products for shipment. They knew that a warehouse inventory management system will help them reduce inventory costs, while improving delivery metrics. [MORE](#)

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Sustainability

Premier Press latest Sustainable Green Printing

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In Portland, Ore., Premier Press is not only the latest printing company to have achieved Sustainable Green Printing Partnership certification, but it is the first west coast printer to have done so. The impetus for pursuing SCP certification was from its larger clients' own sustainability requirements. "Sustainability is desirable, feasible and necessary," says Jodi Krohn, CEO of Premier Press. [MORE](#)

Product Showcase

NCR PAPER **Mohawk Fine Papers, LLC.** **Neenah Paper**

WELCOME TO INTERNATIONAL PAPER

NCR PAPER® brand of carbonless paper is a multi-part form paper system uniquely coated to transmit images from one ply to subsequent plies, with manual or mechanical presses, without using carbon paper.

Mohawk offers a forward-looking product line of writing, text, cover and digital papers that are used for corporate reports, corporate identity systems, brochures, packaging, on-demand photo books, personalized direct mail, custom packaging, and everyday communication for businesses of all types and sizes.

Neenah Paper is recognized as a world-class manufacturer of premium writing, text, cover, specialty and private watermark papers. We are committed to producing only superior quality products and developing new technologies that meet the needs of designers, consumers, printers and merchants and ensure that paper remains a vital and vibrant medium of expression.

NPTA

NAW launches Innovations in Distribution Selling Research Series

NAW [Share](#) [f](#) [t](#) [l](#) [i](#) [c](#)

The National Association of Wholesaler-Distributors (NAW) Institute for Distribution Excellence will produce a new series of quarterly white papers on critical wholesale distribution sales management topics titled, Innovations in Distribution Selling Research Series. The first white paper, "... But What Did It Cost Us? How to Reduce Selling Costs in Wholesale Distribution," has just been released and is available for free. [MORE](#)

xpedx Commercial printers know xpedx is the country's top paper supplier.

Georgia-Pacific *Consumer products that clean up and make machine conversions.*

Featured Companies

Lecta Specialty paper in Lecta is exclusively a Torsaspapel business. Sales during 2010 were 184,000 tons, yielding 264 million Euros. [MORE](#)

Neenah Paper Neenah Paper is recognized as a world-class manufacturer of premium writing, text, cover, specialty and private watermark papers. [MORE](#)

Print Media

'Social Media Monthly' is the first printed social media magazine

DSCOOP News [Share](#) [f](#) [t](#) [l](#) [i](#) [c](#)

Social media gets — as if it needed it — some traditional validation by going print. Cold Blue Company releases their first print magazine, Social Media Monthly, dedicated to social media. While publications are progressively going digital, there is still a certain something about holding a print magazine between one's fingers. [MORE](#)

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MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

ADVERTISING OPTIONS

A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

B/1 TOP/BOTTOM SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

C/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

D PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

E FEATURED COMPANY

Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.

F TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

SEE PRICING NEXT >>>

AD RATES & SPECS

Prices are for participation in 13 emails to the 7,200 distributors, suppliers and service providers of the paper industry. (one 90 day cycle)



Leaderboard
\$3000

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$2500/\$2000

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Skyscraper Top/Bottom
\$2500/\$2000

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



Product Showcase
\$2250

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Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**



Featured Company
\$2000

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Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**



Traditional Text Ad
\$1500

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Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**

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NPTA PAPER MERCHANT WEEKLY, POWERED BY MULTIBRIEFS, PROVIDES WEEKLY NEWS AND INFORMATION TO DISTRIBUTORS, SUPPLIERS AND SERVICE PROVIDERS OF THE PAPER INDUSTRY.

NPTA Paper Merchant Weekly tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications and is delivered to the inboxes of paper merchants, industrial distributors and paper and packaging manufacturers.

NPTA PAPER MERCHANT WEEKLY
IS A PROFESSIONAL RESOURCE FOR

NEWS+
IDEAS+

TOP TEN REASONS TO ADVERTISE IN NPTA PAPER MERCHANT WEEKLY:

1

CREDIBLE SOURCE

For over 50 years, our members have turned to the association as the informational authority of the industry. Advertising in NPTA Paper Merchant Weekly solidifies your place among weekly information provided to NPTA members.

2

TARGETED DISTRIBUTION

Advertising in NPTA Paper Merchant Weekly allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.

3

OPT-IN SUBSCRIBER LIST

Subscribers to NPTA Paper Merchant Weekly have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.

4

RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.

5

FREQUENCY

Frequency builds awareness. As a weekly publication, NPTA Paper Merchant Weekly ensures your ad will be seen weekly by our 7,200 subscribers.

6

AFFORDABLE

Advertising in NPTA Paper Merchant Weekly is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?

7

YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of NPTA Paper Merchant Weekly has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.

8

IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!

9

EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in NPTA Paper Merchant Weekly.

10

TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.