



# 2020 MEDIA KIT



## BUILDING BRAND AWARENESS

Reach your marketing goals with AICC, The Independent Packaging Association, the only association dedicated to the independent corrugated, folding carton, and rigid box manufacturers and industry suppliers.

AICC members are industry leaders from around the world. This year, you will continue to see stories about strategy, new technology, paper, and packaging issues, and industry advancements...topics as diverse as our growing membership.

As a prominent partner in an industry that is constantly changing, AICC will explore issues that make the future of the industry “larger, smaller, and faster” in both print and electronic media.

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## AICC'S MISSION

AICC, The Independent Packaging Association is a growing membership association which has served independents since 1974. When you invest & engage AICC delivers success.

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### BOXSCORE MAGAZINE

BoxScore Magazine reaches approximately

**2500** readers



### inBOX

Every week, inBox reaches approximately

**4200** readers



### ONLINE

**62,500+** visitors annually

**377,000+** pageviews annually



**30%** increase in website visitors



## MEMBERSHIP



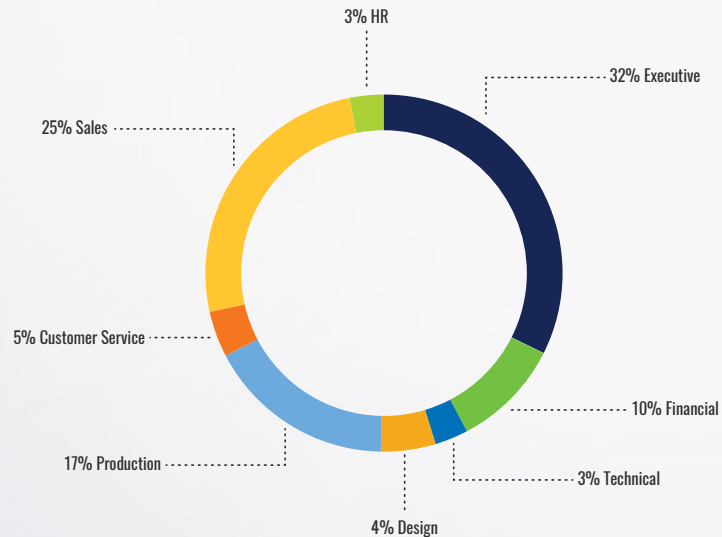
**535**

physical box plants within the AICC General Membership

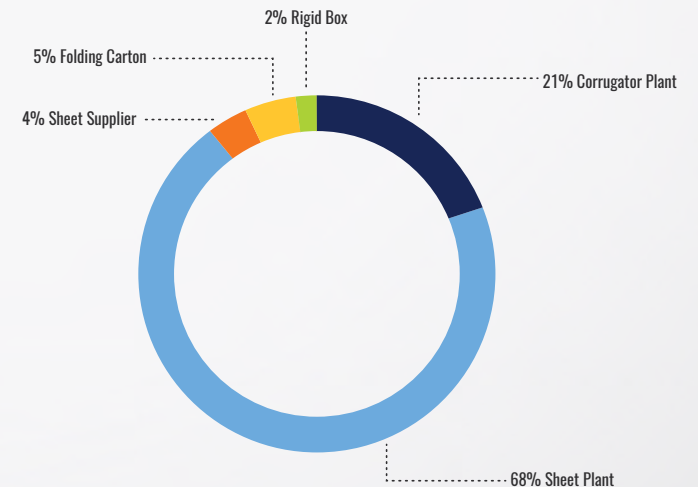
**220**

Associate Members

## READERS



## AICC GENERAL MEMBER COMPANIES



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## BOXSCORE MAGAZINE

Circulation: 2,500 | Frequency: Bi-Monthly

**BoxScore**, AICC's bi-monthly magazine, provides AICC members with valuable information for every department in their company. Articles and features are an in-depth look at the marketplace and business practices. Members and industry experts alike share their knowledge and experience in this highly regarded magazine.

## EDITORIAL CALENDAR

### JANUARY/FEBRUARY

*The Big Associate Issue*

**Ad Close**  
November 26, 2019

**Art Due**  
December 12, 2019

### MARCH/APRIL

*Spring Meeting Issue\**

**Ad Close**  
January 22, 2020

**Art Due**  
February 5, 2020

*\*Bonus Distribution*

### MAY/JUNE

*Membership Issue\**

**Ad Close**  
April 31, 2020

**Art Due**  
April 14, 2020

*\*Bonus Distribution*

### JULY/AUGUST

**Ad Close**  
May 22, 2020

**Art Due**  
June 8, 2020

### SEPTEMBER/OCTOBER

*Annual Meeting Issue\**

**Ad Close**  
July 6, 2020

**Art Due**  
July 20, 2020

*\*Bonus Distribution*

### NOVEMBER/DECEMBER

**Ad Close**  
September 30, 2019

**Art Due**  
October 14, 2020

## AD SIZES

### FULL-PAGE AD:

**Trim (Actual Size):** 8"w x 10.75"h + 0.125" bleed on each side.

**Live Area:** All Text and logos must be kept 0.25" inside the trim to avoid being cut off when the magazine is trimmed.

### HALF-PAGE HORIZONTAL AD:

**Trim (Actual Size):** 7"w x 4.25" h. Bleed is not necessary.

### HALF-PAGE VERTICAL AD:

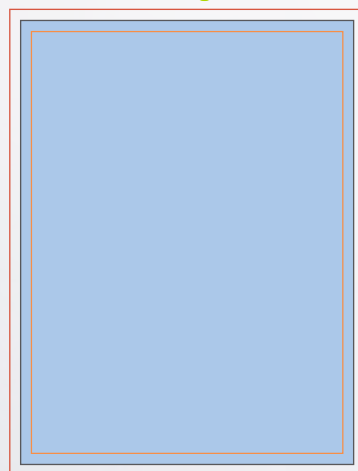
**Trim (Actual Size):** 3.25"w x 8.25"h. Bleed is not necessary.

### QUARTER-PAGE AD:

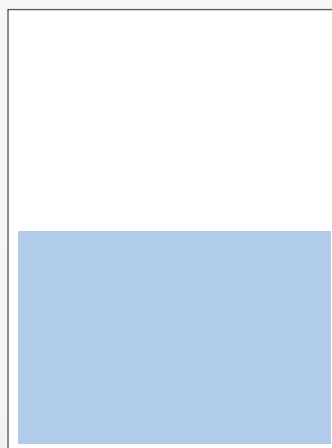
**Trim (Actual Size):** 3.25"w x 4.25"h. Bleed is not necessary.

*For all ads, we accept high-resolution, press-ready PDFs with all fonts and images embedded. For bleed ads, please allow a 1/8" bleed on all sides. BoxScore's trim size is 8" x 10.75".*

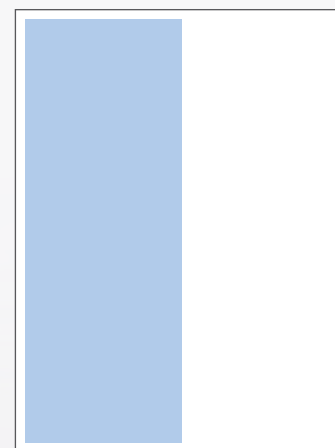
Full-Page Ad



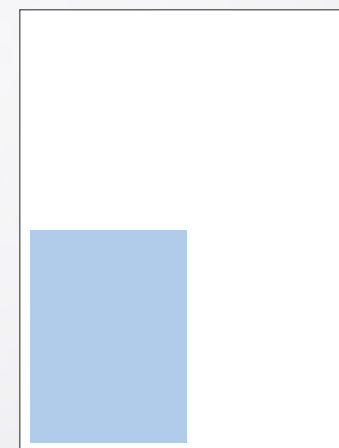
Half-Page Horizontal Ad



Half-Page Vertical Ad



Quarter-Page Ad



### KEY

- Magazine Page
- Ad Size
- Bleed Line
- Live Area

## FILE SUBMISSION GUIDELINES

**Materials:** The magazine is produced using Adobe InDesign CC 2015 for Mac. All materials must be SWOP (Specifications for Web Offset Publications) compliant. Acrobat PDF/X - 1a files. PDF ads must be at least 240 dpi at the desired print size, process color with fonts and art embedded. Please include all printer's marks and a 0.25" bleed on your PDF file. Art should originate in Adobe InDesign, Adobe Photoshop, or Adobe Illustrator. For information on what a PDF/X - 1a is or how to create a PDF/X - 1a go to [www.adobe.com/products/acrobat/pdfs/pdfx.pdf](http://www.adobe.com/products/acrobat/pdfs/pdfx.pdf).

**Images:** Images must be submitted as SWOP (CMYK or Grayscale) .tif, .eps, or .jpg in final high-resolution format, 300dpi. We do not scan or place images for advertisers. All files must be linked appropriately to layout. No RGB formats will be accepted. Do not nest .eps files into other .eps files. Do not embed ICC Profiles within files. Files should be right reading, portrait mode (no rotations), 100% size.

**Color:** All layout and art files must be converted to CMYK mode as a process color equivalent. PMS inks are not used; files for two-color ads must be converted to CMYK to match the desired color. If color mode is not submitted as CMYK, publisher cannot be held responsible for color reproduction.

**Fonts:** All fonts must be embedded or subset in the supplied PDF files.

## AD REJECTIONS

Any ad art that does not meet the requirements listed above will be flagged as failing preflight review. The publisher will then request a new ad with the errors resolved or they will request written approval to run the ad art as is. If written approval is given, the publisher cannot be held responsible for reproduction errors.

## UPLOAD INFORMATION

Please upload ad artwork to the upload link below. After the ad artwork is uploaded please alert your Boxscore media sales representative via email that the ad artwork has been submitted for the contracted issue.

<https://ygsgroup.egnyte.com/ul/3kt9ttgPfW>

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## inBOX

Circulation: 4,200 | Frequency: Weekly

AICC's inBox, published weekly, provides members with relevant industry information and highlights upcoming AICC events, programs, publications, and services. Born out of a strategy to provide the most up-to-date information for independents, inBox brings the news to AICC members.

## inBOX DUE DATES

<b>JANUARY 2020</b>  <b>Ads Due</b> December 15, 2019	<b>FEBRUARY 2020</b>  <b>Ads Due</b> January 15, 2020	<b>MARCH 2020</b>  <b>Ads Due</b> February 15, 2020	<b>APRIL 2020</b>  <b>Ads Due</b> March 15, 2020	<b>MAY 2020</b>  <b>Ads Due</b> April 15, 2020	<b>JUNE 2020</b>  <b>Ads Due</b> May 15, 2020
<b>JULY 2020</b>  <b>Ads Due</b> June 15, 2020	<b>AUGUST 2020</b>  <b>Ads Due</b> July 15, 2020	<b>SEPTEMBER 2020</b>  <b>Ads Due</b> August 15, 2020	<b>OCTOBER 2020</b>  <b>Ads Due</b> September 15, 2020	<b>NOVEMBER 2020</b>  <b>Ads Due</b> October 15, 2020	<b>DECEMBER 2020</b>  <b>Ads Due</b> November 15, 2020



## AD SIZES

	Mechanical Specs
Leaderboard	790 x 97 pixels
Center Banner	790 X 97 pixels
Footer Banner	790 X 97 pixels

Leaderboard



Center Banner Ad



## FILE SUBMISSION GUIDELINES

- JPG or PNG files only. No animation.
- File size no greater than 100kb.
- Please send all inBox Ad artwork to Alyce Ryan at [aryan@aiccbbox.org](mailto:aryan@aiccbbox.org).

## UPLOAD INFORMATION

Please send all online advertising to Patrick Moore at [pmoore@aiccbbox.org](mailto:pmoore@aiccbbox.org).

## BOXSCORE ADVERTISING RATES

*Net rates for members shown.*

	1x-2x	3x-5x	6x+
Back Cover Wrap (FC4)	\$3000	n/a	n/a
Back Cover (C4)	\$2500	\$2300	\$2200
Inside Front Cover (FC2/ C2)	\$2570	\$2400	\$2300
Inside Back Cover (FC3/ C3)	\$2340	\$2200	\$2100
Full-Page	\$1950	\$1840	\$1750
Half-Page	\$1170	\$1100	\$1050
Quarter Page	\$700	\$665	\$630

Contact us for information on spreads or specific configurations you are looking for.

## ONLINE ADVERTISING RATES

*Net rates for members shown. Pre-payment is due for all Online ads upon receipt of contract agreement.*

	12 months
Banner	\$2500
iDirectory Logo	\$500 (Additional locations +\$50)

## inBox ADVERTISING RATES

*Net rates for members shown. Pre-payment is due for all BoxScore Online ads upon receipt of contract agreement.*

	1 month	3 months	6 months
Center & Footer	\$250	\$200	\$175
Leaderboard	\$500	\$400	\$300

BoxScore and InBox rates are per insertion.

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## CONTACT US

### Print & inBox Sales

Virginia Humphrey | AICC  
P.O. Box 25708, Alexandria, VA 22313  
(703) 535-1383  
[vhumphrey@aiccbbox.org](mailto:vhumphrey@aiccbbox.org)

Taryn Pyle | AICC  
P.O. Box 25708, Alexandria, VA 22313  
(703) 535-1391  
[typyle@aiccbbox.org](mailto:typyle@aiccbbox.org)

### InBox Ad Artwork & News

Alyce Ryan | AICC  
[aryan@aiccbbox.org](mailto:aryan@aiccbbox.org)  
(703) 836-2422

# 2020 Media Contract

## BOXSCORE MAGAZINE

### Ad Size:

- ☐ Back Cover ☐ Inside Front Cover ☐ Inside Back Cover  
☐ Full-Page ☐ Half-Page ☐ Quarter-Page

**Number of Issues:** ☐ 1month ☐ 3 months ☐ 6 months

### Issues:

- ☐ Jan/Feb ☐ Mar/Apr ☐ May/June ☐ July/Aug ☐ Sept/Oct ☐ Nov/Dec

*(typically 3x and 6x ad placements run concurrently).*

*3x and 6x insertions will be invoiced with a copy of the ad after it has been placed in the magazine.  
Pay is due within 30 days. Pre-payment is required when placed a 1x ad.*

**Advertising begins on:** \_\_\_\_\_ (Issue Month/  
Year)

Rate Total \$ \_\_\_\_\_

## INBOX EMAIL (SENT TO ALL AICC MEMBERS EVERY MONDAY)

### Ad Type:

- ☐ Leaderboard ☐ Center Banner ☐ Footer Banner

Start Date \_\_\_\_\_ Number of Months \_\_\_\_\_

Rate Total \$ \_\_\_\_\_

## EDITORIAL CALENDAR

Issue	Ad Close	Art Due
Jan/Feb	11/26/19	12/12/19
Mar/Apr	1/22/20	2/5/20
May/June	3/31/20	4/14/20
July/Aug	5/22/20	6/8/20
Sept/Oct	7/6/20	7/20/20
Nov/Dec	9/30/20	10/14/20

## INBOX DUE DATES

The 15th of the preceeding month.

## BILLING INFORMATION

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email \_\_\_\_\_

Total Amount Due \$ \_\_\_\_\_

- ☐ Payment Enclosed (check payable to AICC) ☐ Credit Card

*Please provide credit card information if placing a 1x print ad or online ads.*

- ☐ Visa ☐ Mastercard ☐ Amex

Card #                 Exp. Date

Name on Card \_\_\_\_\_

Billing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Signature \_\_\_\_\_

## ARTWORK CONTACT

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_



AICC • 113 S. West Street • Alexandria, VA 22314  
Phone (703) 836-2422 • Toll Free (877) 836-2422  
AICCbox.org



## CONTRACT INFORMATION

In consideration of the acceptance of the advertisement (subject always to the terms and conditions of our Rate Card), the agency and the advertiser must, in respect of the contents of the advertisement, indemnify, and save the Publisher harmless against any expense arising from claims or actions against the Publisher because of the publication of the contents of the advertisement.

Space orders are due on or before closing date and may not be cancelled by the advertiser after that date.

The Publisher's office reserves the right to reject any advertising for any reason at any time even though the reservation has been directly solicited by a representative. All advertisements must be clearly and prominently identified by the trademark and/or signature of the advertiser.

All advertisements are accepted and published by the Publisher upon the representation that the agency and/or advertiser is authorized to publish the entire contents and subject matter thereof.

In the event of a printing error, the Publisher's liability is limited to a makegood of the advertisement.

No conditions, printed or otherwise, appearing on contracts, orders, or copy instructions, that conflict with the Publisher's policies will be binding on the Publisher. Insertion Orders, with disclaimers will not be accepted.

Rates and units of space subject to change by the Publisher.

### Inserts:

Consult AICC for rate and availability.

### Terms:

- 3x and 6x insertions will be invoiced with a copy of the ad after it has been placed in the magazine. Payment is due within 30 days. Pre-payment is required when placing a 1x ad.
- The Publisher reserves the right to hold the advertiser and/or its agency jointly responsible for money due and payable to the Publisher for all duly authorized advertising inserted in the publication.

### Submissions:

Send all contracts to your ad rep or Virginia Humphrey at AICC.

Taryn Pyle | AICC

P.O. Box 25708, Alexandria, VA 22313 (703)

535-1391

tpyle@aiccbox.org

Virginia Humphrey | AICC

P.O. Box 25708

Alexandria, VA 22313

Phone: (703) 836-2422 | Fax: (703) 836-2795

Email: vhumphrey@aiccbox.org

Art submissions:

**Online advertising** to Patrick Moore at pmoore@aiccbox.org.

**InBox Advertising** to Alyce Ryan at aryan@aiccbox.org.

**BoxScore advertising:**

Please upload ad artwork to the upload link below.

There is no need for login and a password is not required. After the ad artwork is uploaded please alert your Boxscore media sales representative via email that the ad artwork has been submitted for the contracted issue.

<https://ygsgroup.egnyte.com/ul/BUoVwPUrIO>



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