

2022 Advertising Packages

Reserve Your Advertisement



Now Available to
Non-Members

RPA is pleased to offer advertising opportunities to both members and non-members. Increase your company's exposure in the retail packaging industry and beyond. 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 1,500 retail packaging professionals. One ad is available in each ad placement per issue. Ad copy deadline is the first Wednesday of the distribution month and should be submitted as 600 x 200 pixels in a high resolution .jpeg or .png. format.

Premium Placement: your ad, linked to your website, is placed at the top of the newsletter.

RPA Member
\$300 (3 issues)
\$500 (6 issues)
Non-Member
\$700 (3 issues)
\$900 (6 issues)

High Placement: your ad, linked to your website, placed in the middle of the newsletter.

RPA Member
\$250 (3 issues)
\$400 (6 issues)
Non-Member
\$650 (3 issues)
\$800 (6 issues)

Footer Placement: your ad, linked to your website, is placed toward the bottom of the newsletter.

RPA Member
\$150 (3 issues)
\$200 (6 issues)
Non-Member
\$550 (3 issues)
\$600 (6 issues)

RPA WEBSITE ADVERTISEMENT

Visible on the homepage, showcase your company and product in an ad hyperlinked to the URL of your choice. One ad is available for each ad placement per month. Ad copy should be submitted as 1080 x 1920 pixels for a vertical ad or 400 x 400 pixels for a square ad in a high resolution .jpg or .png format.

Premium Placement: your ad, linked to your website, will receive top placement in the sidebar of RPA's homepage.

RPA Member
\$275 (vertical)
\$200 (square)
Non-Member
\$675 (vertical)
\$600 (square)

High Placement: your ad, linked to your website, will receive secondary placement in the sidebar of RPA's homepage.

RPA Member
\$150 (vertical)
\$100 (square)
Non-Member
\$550 (vertical)
\$500 (square)

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RPA WEBSITE FEATURED PARTNERS

As an RPA Partner, your linked logo will be visible on every page of the website. Your logo should be submitted in a high resolution .jpeg or .png format.

| RPA Member | Non-Member |
|-------------------|---------------------|
| \$400 (6 months) | \$800 (6 months) |
| \$600 (12 months) | \$1,000 (12 months) |

RPA SOCIAL MEDIA ADVERTISING

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. Two companies per month are available. The ad copy deadline is the last Monday of the previous month the ad is scheduled to run. The image should be submitted as 1080 x 1080 pixels in a high resolution .jpeg or .png format or 30-second MP4 for video format. Text submitted with your ad is limited to 200 characters.

| RPA Member | Non-Member |
|------------------------|------------------------|
| \$250 (3-day campaign) | \$650 (3-day campaign) |
| \$500 (7-day campaign) | \$900 (7-day campaign) |

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