

# BOX SCORE



The Foremost Authority  
on Independent Box  
Plant Manufacturers  
and Their Products



MEDIA  
KIT

## AICC BoxScore – Editorial Mission

# AICC: The Art of Thinking Independently Together



President  
Publisher  
syoung@aiccbox.org

Publisher Malcolm Forbes said it, and Independent Packaging Manufacturers have lived it for over 100 years. If they have survived, as independents they will continue to thrive.

Over the last two years many of these manufacturing facilities are in a strong position because they have invested in their people, their equipment, their products and supplies and their association: AICC. They have also adopted stronger business practices and are now more flexible than ever and able to take on any packaging need, design, and printing challenge with the tightest and leanest of turn-around times.

Additionally, they have embraced the diverse packaging needs of their customers and are now a stronger, more viable choice for their customer.

AICC and its publication *BoxScore* has evolved to reflect these changes. Recently, AICC opened the doors to Independent Folding Carton and Rigid Box Manufacturers expanding our reach in North America and our visibility among Consumer Packaging Groups and Retail Packaging Customers.

The publication has dedicated more pages to business related topics such as lightweight containerboard, developing manufacturing and business plans, retail ready packaging, and addressing issues and challenges such as box strength,

paper supply, sustainability, and addressed specific topics in the areas of Human Resources, Sales, Customer Service, Finance, Production, Design and Executive Management.

We have done this because the Board of Directors and staff at AICC realize that every person in an independent packaging manufacturing business needs to know the how and why of what makes good business. That is why in 2012 you will continue to see stories about strategy, new technology, paper and packaging issues, and industry advancements.

Also in 2012, the publication will include dedicated articles in finance with articles written by industry expert Mitch Klingher, and industry box plant statistics by seasoned veteran Dick Storat who publishes *Scoring Boxes*. Our technical advisor Ralph Young will continue to provide articles on industry best practices and increase awareness of paper properties. Our articles will expand to include topics as diverse as our growing membership and will continue to include Member Features from around the globe.

And we will explore all these issues in print and electronic media bringing *BoxScore* and its articles to you electronically and with follow up discussions on our Blog, Linked In, and Facebook.

Together, all independents will succeed.



Steve Young  
President and Publisher



**JOHN BACOT**  
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(703) 836-2422 • Toll-Free (877) 836-2422  
Fax (703) 836-2795 • tpyle@aiccbox.org  
Website: <http://www.aiccbox.org>

### FOR ADVERTISING INFORMATION CONTACT:

Howard Neft, InTheKnow, Inc.  
(847) 899-7104

## Editorial Calendar

<b>NOVEMBER/DECEMBER ISSUE:</b>	<b>ISSUE NO.: 15.6</b>	<b>MAIL DATE: DEC 4</b>	<b>ADS CLOSE: NOV 1</b>
<b>Theme:</b> Packaging Design and Performance			
<b>JANUARY/FEBRUARY ISSUE:</b>	<b>ISSUE NO.: 16.1</b>	<b>MAIL DATE: FEB 4</b>	<b>ADS CLOSE: JAN 2</b>
<b>Theme:</b> Sales Entrepreneurship: How Leaders Make It Happen			
<b>*MARCH/APRIL ISSUE:</b>	<b>ISSUE NO.: 16.2</b>	<b>MAIL DATE: APR 4</b>	<b>ADS CLOSE: MAR 2</b>
<b>Theme:</b> Producing the Best Box: Best Practices in Paper and Production			
<b>MAY/JUNE ISSUE:</b>	<b>ISSUE NO.: 16.3</b>	<b>MAIL DATE: JUNE 4</b>	<b>ADS CLOSE: MAY 2</b>
<b>Theme:</b> Making Your Mark. Company Branding, Marketing and Promotion			
<b>JULY/AUGUST ISSUE:</b>	<b>ISSUE NO.: 16.4</b>	<b>MAIL DATE: AUG 4</b>	<b>ADS CLOSE: JULY 2</b>
<b>Theme:</b> Packaging Design, Innovation and Performance			
<b>*SEPTEMBER/OCTOBER ISSUE:</b>	<b>ISSUE NO.: 16.5</b>	<b>MAIL DATE: OCT 4</b>	<b>ADS CLOSE: SEPT 3</b>
<b>Theme:</b> Trend Spotting: Innovations and the SuperCorr EXPO Issue			
<b>NOVEMBER/DECEMBER ISSUE:</b>	<b>ISSUE NO.: 16.6</b>	<b>MAIL DATE: DEC 4</b>	<b>ADS CLOSE: NOV 1</b>
<b>Theme:</b> Tackling Technology			

\*Special Editions in conjunction with AICC National Meetings

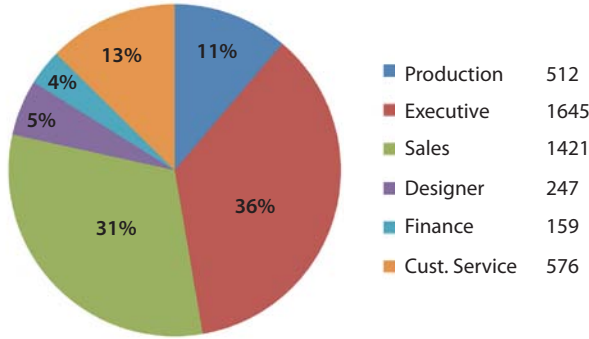
## Boxscore Ad Information

	<b>Live</b>	<b>Bleed</b>	<b>Trim</b>	<b>1x</b>	<b>3x</b>	<b>6x</b>
<b>Back Cover 4/C</b>	7½ x 10½	8¼ x 11	8 x 10¾	n/a	n/a	\$2,200
<b>Inside Front Cover</b>	7½ x 10½	8¼ x 11	8 x 10¾	\$2,000	\$1,900	\$1,700
<b>Page Four Color</b>	7½ x 10½	8¼ x 11	8 x 10¾	\$1,500	\$1,400	\$1,200
<b>Page B&amp;W</b>	4½ x 7	n/a	—	\$1,200	\$1,100	\$1,000
<b>Inside Back Cover</b>	7½ x 10½	8¼ x 11	—	\$950	\$900	\$850
<b>Half Page 4/C</b>	7½ x 5	n/a	—	\$900	\$850	\$790
<b>Half Page B&amp;W</b>	7½ x 5	n/a	—	\$750	\$650	\$550
<b>Quarter Page 4/C</b>	3½ x 5	n/a	—	\$550	\$500	\$450
<b>Quarter Page B&amp;W</b>	3½ x 5	n/a	—	\$400	\$375	\$350

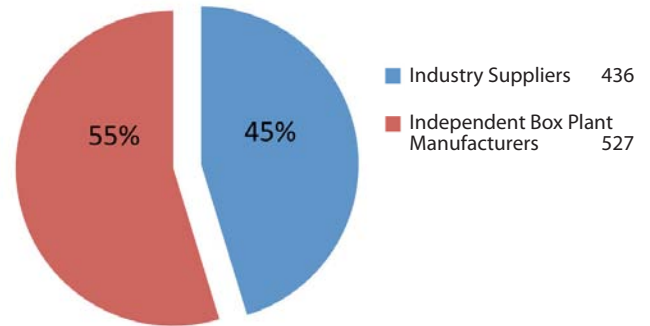
## Maximize Your Advertising Dollars

**Feature Member Articles:** If you want us to feature one of your customers, contact us about developing a feature story for *BoxScore*. AICC welcomes non-commercial articles from corrugated industry suppliers. Contact Taryn Pyle at [tpyle@aiccbox.org](mailto:tpyle@aiccbox.org) or (703) 535-1391 to pitch your article ideas for consideration.

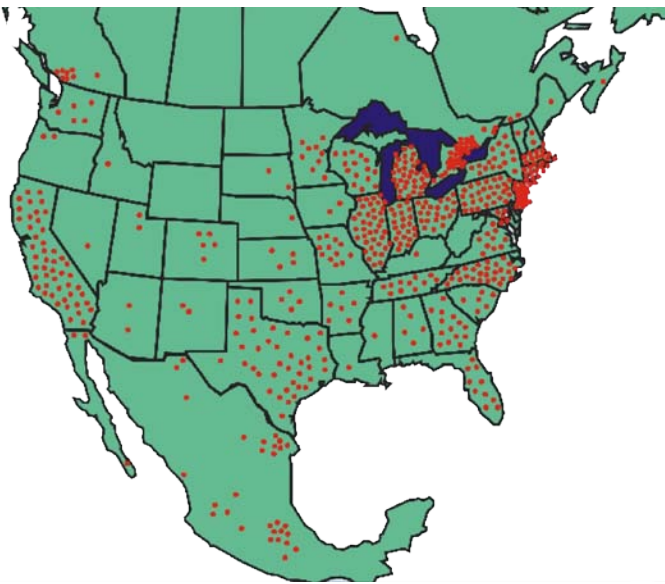
## AICC's BoxScore – reaches readers in every department and multiple levels.



## AICC Member Companies



## AICC Independent Box Plants in North America



### What our Readers are saying about BoxScore:

"I read every issue of *BoxScore* and encourage my employees to read it as well. The articles are readily applicable to our daily plant operations and it's a wonderful resource regarding issues affecting our business and the corrugated industry"

– Andrew Pierson, President, Mid-Atlantic Packaging

"To me, *BoxScore* is the leading industry publication for Independent BoxPlants. It's up to date, informative and I learn a great deal from other box plants and our industry suppliers."

– Dave Urquhart, President, New England Woodenware



VOTED THE **#1** RESOURCE  
AICC INDEPENDENTS CAN'T DO WITHOUT!

## 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 canceled 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 a reservation has been previously acknowledged and even though a product or account 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.

Orders or contracts that specify position will be considered by the Publisher to be requests only.

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

### Ad Specifications:

- Files can be pdf or working files. Two page spreads must be sent as working files as requested.
- All ads have bleeds.
- Ads need to be correctly sized when sent to designer or printer.
- Files are correct with the color species aka 4color process not 4cp with a pms color.
- ¼ to 1/8 "live area" border (area around the outside that does not have type, logos, etc.).
- Trim size is 8 ½ X 11 inches; add ¼ inch to trim on all sides for full bleeds and include bleed marks for correct placement.

### Terms and Conditions:

All contracts, insertion orders, proofs, copy, and reproduction materials should be sent prepaid to: AICC *BoxScore*, PO Box 25708, Alexandria, VA 22013.

All advertising materials shipped to the Publisher, stored, or returned by the Publisher will be at the risk of the advertiser or its agency.

### Inserts:

Consult the publisher for rates and availability.

### Commissions and Terms:

- A 15% commission on space, color, and position will be paid to recognized agencies.

- Terms are net 30 days from date of invoices.
- 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.

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Want to know more about upcoming trade shows, national and region meetings?

Check us out at [www.aiccbox.org](http://www.aiccbox.org) or call us at 1-877-836-2422 where you always get a live and friendly hello.

## 2012 AICC BOXSCORE INSERTION ORDER

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

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

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Ad Agency: \_\_\_\_\_

Address: \_\_\_\_\_

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

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Account Representative: \_\_\_\_\_

E-mail: \_\_\_\_\_

### Ad Information

Ad Size	Color or B/W	Issue(s)
<input type="checkbox"/> Full Page	<input type="checkbox"/> Color <input type="checkbox"/> B/W	<input type="checkbox"/> Jan/Feb <input type="checkbox"/> Mar/Apr
<input type="checkbox"/> Half Page	<input type="checkbox"/> Color <input type="checkbox"/> B/W	<input type="checkbox"/> May/June <input type="checkbox"/> Jul/Aug
<input type="checkbox"/> Quarter Page	<input type="checkbox"/> Color <input type="checkbox"/> B/W	<input type="checkbox"/> Sept/Oct <input type="checkbox"/> Nov/Dec
<input type="checkbox"/> Materials Enclosed <input type="checkbox"/> Materials to come		
Specify any special positioning (special rates apply, call for availability)		
<input type="checkbox"/> Inside Front Cover <input type="checkbox"/> Inside Back Cover <input type="checkbox"/> Specific Page (if available)		
<input type="checkbox"/> Back Cover <input type="checkbox"/> Other _____		

Total Amount due \$ \_\_\_\_\_

Payment enclosed

Credit Card  
 VISA  MasterCard  American Express

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_ Card Verification Value Code \_\_\_\_\_

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

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

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

The undersigned ("Advertiser") agrees to advertise in AICC's *BoxScore*.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Under this contract, Advertiser's ad will run in *BoxScore* beginning with: \_\_\_\_\_ Advertising begins on: \_\_\_\_\_  
 \_\_\_\_\_ (Issue month/year) Number of Issues: 1X 3X 6X [Typically 3X and 6X ad placements run concurrent!]

If ads are to be placed at different times please outline below placement dates: Other Placements should be made on:

\_\_\_\_\_ Issue \_\_\_\_\_ Issue \_\_\_\_\_ Issue

\_\_\_\_\_ Issue \_\_\_\_\_ Issue