

2012 MEDIA GUIDE

THE MARKETPLACE FOR PULP & PAPER MACHINERY

PAPER INDUSTRY

VOL. 28, NO. 3 PULP, PAPER & RECYCLING MACHINERY, TECHNOLOGY & BUSINESS NEWS LEADER JUNE/JULY 2011

Pilot lignin plant begins production in Thunder Bay

A lignin demonstration plant that ties directly into the black liquor stream of AbitibiBowater's Thunder Bay kraft pulp mill is now producing its first batches of operational lignin for Canadian researchers. The project is a partnership between FPInnovations, the Centre for Research and Innovation in the Bio Economy (CRIBE), Natural Resources Canada (NRCAN) and AbitibiBowater. The partners will develop a world-class demonstration plant. When fully operational, the plant will produce up to 100 kg of lignin/day for shipment to a network of R&D labs across Canada that are developing novel uses for wood products.



Photo courtesy of AbitibiBowater Canadian Forest Products Inc.
AbitibiBowater's Thunder Bay operation is Canada's largest pulp and paper mill.

Also on site is a lignin characterization lab, currently with a staff of three but increasing to six people as capacity grows. Thunder Bay's Lakehead University and its Biorefining Research Institute will be closely linked to the research and will train students and postdoctoral fellows at the facility. The potential market for lignin-based products is large; lignin can be used as

a green alternative to many petroleum-derived substances such as fuels, resins, rubber additives, thermoplastic blends, nutra- and pharmaceuticals. "The lignin evaluation plant provides us an opportunity to move wood-based products beyond traditional markets. We are pleased to have this innovative lab at our mill site and look forward to continued progress," said Doug Murray,

general manager of AbitibiBowater's Thunder Bay Operations. "We feel very fortunate to be part of this initiative." The mill makes market pulp, newsprint and commercial printing papers with a total production capacity of 579,000 tonnes/year. It is currently Canada's largest pulp and paper mill. CRIBE is a provincial initiative to transform the forest products industry in Northern Ontario. FPInnovations is a not-for-profit R&D and innovation organization that is positioned to perform research, innovate and deliver state-of-the-art solutions for every area of the forest value chain, from genetics and harvesting operations to wood and paper products and beyond. www.abitibibowater.com. **PI**

MNC MX8000 analyzer measures moisture numbers

Two configurations are available: MX8000-T80 for lighter papers 30-400 g/m²; MX8000-T90 for heavier papers and boards 150-1200 g/m².

Options include: supplied pre-calibration is unaffected by color, pH, strong conductive salts or fiber content. Module provides RS232, USB and Ethernet communications options. **PI** Engineering Inc., www.pie.com



FastInfo # 201

Pulp/Paper/Fiber Recycling Machinery/Technology Marketplace

- ✓ The only magazine aimed at bringing buyers together with suppliers
- ✓ Targeted Audience: ALL Buyers & Specifiers at ALL North American Mills (USA/Canada/Mexico Plus key prospects in South America/Europe/Asia)
- ✓ Higher Visibility — Tabloid format promotes higher readership
- ✓ Tangible Results — The Inquiry Producing Leader for over 30 years
- ✓ Affordable Promotion — The Industry's most cost-effective ad rates

Single and multi-tube rotameters

Positive displacement oval gear meters interface directly with DCS systems

1-800-885-esko

FastInfo # 101

INSIDE

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PRODUCT OF THE MONTH

CVN Vooner suction boxes for better performance



Crockett™ suction boxes from CVN Vooner Paper Machinery®, Greenville, TN, are designed to provide efficient cleaning and dewatering of felts. They are adaptable to all current machine conditions and mount vertically or horizontally, vertically or upside down. Formed boxes can fit the available height; the custom rectangular design limits velocity to under 3,500ft/min. An option allows quick removal and installation of uhle box wear surfaces using CVN Vooner's rotating uhle box design. The anti-blow box is custom-designed to get as close as possible to the press nip for effective air removal with the custom offset throat. **PI** CVN Vooner, www.cvnvooner.com More details — page 27. **FastInfo # 202**

ONLINE AT www.paperindustrymag.com
1-888-224-6611
PROMOTION THAT IS SEEN — AND WORKS

2012 Advertising/Editorial Planner

EDITION	EDITORIAL FOCUS	MERCHANDISING	BONUS DIST.
<p>February</p> <p>Editorial: January 15 Ad Deadline: January 20</p>	<ul style="list-style-type: none"> • Rolls / Coverings / Accessories • Recycling • Testing / Quality Control • Energy Management / Production Technology 	<ul style="list-style-type: none"> • Website advertising / Hotlinks 	<ul style="list-style-type: none"> • MOTAG South 2012, Atlanta • AF&PA /NPTA Paper 2012, NYC
<p>April</p> <p>Editorial: March 15 Ad Deadline: March 20</p>	<ul style="list-style-type: none"> • Pollution Control • Materials Handling • Dry End / Finishing • Converting • Drive Systems / Motors • Biorefining Technology 	<ul style="list-style-type: none"> • Website advertising / Hotlinks 	<ul style="list-style-type: none"> • TAPPI Spring Tech. Sessions / PaperCon 2012 • TissueWorld 2012 Miami • APPITA Conf / Expo 2012, Melbourne
<p>June</p> <p>Editorial: May 15 Ad Deadline: March 20</p>	<ul style="list-style-type: none"> • Machine Clothing / Accessories • Stock Prep / Wet End / Dewatering • Valves / Flow Control • Biomass Systems Technology 	<ul style="list-style-type: none"> • Website advertising / Hotlinks 	<ul style="list-style-type: none"> • Zellcheming 2012, Wiesbaden, Ger • Int'l Paper & Coating Chemistry Conference, Stockholm
<p>August</p> <p>Editorial: July 15 Ad Deadline: July 20</p>	<ul style="list-style-type: none"> • Air Quality Control • Pumps • Motag / Woodyard / Woodroom • Biomass Systems Technology 	<ul style="list-style-type: none"> • Website advertising / Hotlinks 	<ul style="list-style-type: none"> • APA Engineered Wood 2011 • Tappi Engineering Pulp/Environment Fall Tech.
<p>October</p> <p>Editorial: September 15 Ad Deadline: September 20</p>	<ul style="list-style-type: none"> • Engineering • Maintenance • Rebuilds / Retrofitting • Pulping / Bleaching • Chemicals 	<ul style="list-style-type: none"> • Website advertising / Hotlinks 	<ul style="list-style-type: none"> • MOTAG North • China Paper 2012
<p>December</p> <p>Editorial: November 15 Ad Deadline: November 30</p>	<ul style="list-style-type: none"> • Water Quality Control • Papermaking – Wet End • Process Control / Automation • Sustainable Energy Technology • Wood-to-energy 	<ul style="list-style-type: none"> • Website advertising / Hotlinks 	<ul style="list-style-type: none"> • EXFOR / PAPTAC Paperweek 2012, Montreal Event Special

PAPER INDUSTRY

#1 IN DIRECT RESPONSE
FOR THE
PULP/PAPER INDUSTRY

- ✓ Increase Product Awareness
- ✓ Generate a Flow of Qualified Leads
- ✓ Advertise more Cost-effectively

More Tangible Results for Less Ad Cost!

- ✓ In print and on-line, PI new technology product news format is aimed specifically at operating mill management maintenance, engineering and purchasing personnel at ALL pulp/paper mills in the North/South America, Europe and Asia.
- ✓ PI is the leading and most interactive source of new machinery technology, systems, services and supplies for the pulp/paper/paperboard, fiber processing, recycling and converting industry.
- ✓ PI has led the industry in feedbacks generated per page for over 25 years.

CIRCULATION

JUNE 2012 – 17,000

- ✓ 99.9% address by name and job title.

PAPER INDUSTRY is aimed specifically at **operating mill management**, key equipment buyers and specifiers, engineers and maintenance supervisory personnel – by name and job title – **at ALL mills in NAFTA – USA, Canada, Mexico – and key prospects in S. America, Asia & Europe.** Circulation coverage supported and guaranteed by ongoing collaboration with **the industry's leading database Fisher International, Norwalk, CT.**

Mill Manager	Plant Manager	Paper Machine Manager	Process Control Manager
Resident Engineer	Maintenance Superintendent	Maintenance Supervisor	Chief Engineer
Engineering Supervisor	Design Engineer	Maintenance Engineer	Chemical Engineer
Chief Chemist	Control Supervisor	Process Engineer	Electrical Engineer
Instrument Technician	Mechanical Superintendent	Design Engineer	Purchasing Agent
	Woodroom Manager	Woodyard Manager	

WEBSITE AND LITERATURE DIRECTORY:

This popular New Product, Service Literature and Website Guide Concept is the most cost-effective way to generate leads from your brochures, websites and collateral sales literature. This section appears in every issue of PAPER INDUSTRY.

Cost:	\$325 camera ready for advertisers using 3 pages or more in PI
	\$395 camera ready for advertisers using between 3 fractional pages or more per year
	\$500 camera ready non-advertisers

*Add \$150 for set and neg production if not supplied camera ready.

www.spray.com

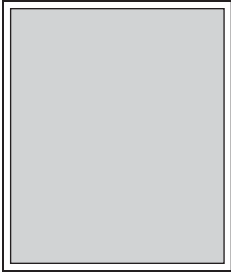
AIR ATOMIZING MANIFOLDS

Save time with readily available nozzles and manifolds that ensure spray quality with optimum spray performance. As a single source solution, Spraying Systems Co. offers a complete product line of Air Atomizing Spray Manifolds for covering a wide variety of spray applications in the paper industry. Request Bulletin 607 for more information.

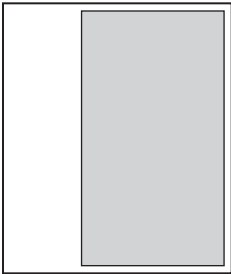


Spraying Systems Co., 1-800-95-SPRAY, www.spray.com

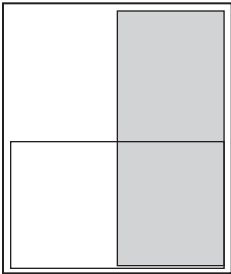
FastInfo #281



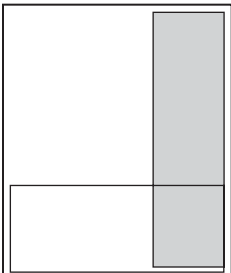
Full Tabloid Page
Bleed 10³/₄ x 14³/₄ 273x375mm
Trim 10¹/₂ x 14¹/₂ 267x369mm
INSERTIONS **RATE**
 1x \$3300
 6x 2925



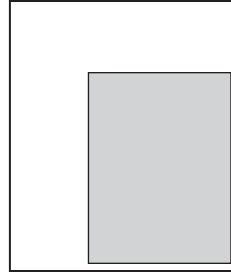
2/3 Tabloid Page
7 x 13¹/₂ 178x343mm
INSERTIONS **RATE**
 1x \$2715
 6x 2555



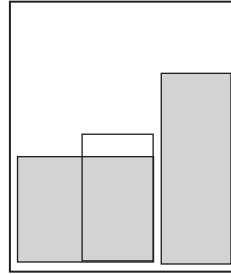
1/2 Tabloid Page
Horizontal 10 x 6³/₄ 254x172mm
Vertical 4⁷/₈ x 13¹/₂ 124x343mm
INSERTIONS **RATE**
 1x \$2400
 6x 2305



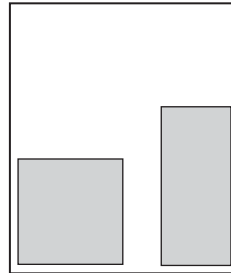
1/3 Tabloid Page
Horizontal 10 x 4¹/₂ 254x114mm
Vertical 3¹/₄ x 13¹/₂ 83x343mm
INSERTIONS **RATE**
 1x \$1875
 6x 1755



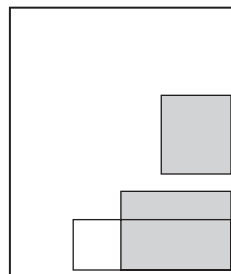
Full Standard Page
Bleed 8³/₈ x 11¹/₈ 213x283mm
Trim 7 x 10 178x254mm
INSERTIONS **RATE**
 1x \$2450
 6x 2385



1/2 Standard Page
Horizontal 7 x 4⁷/₈ 178x124mm
Vertical 4⁹/₁₆ x 7¹/₂ 115x191mm
INSERTIONS **RATE**
 1x \$1620
 6x 1480



1/3 Standard Page
Square 4⁷/₈ x 4⁷/₈ 124x124mm
Vertical 2⁹/₁₆ x 10 65x254mm
INSERTIONS **RATE**
 1x \$1215
 6x 1115



1/4 Standard Page
Square 4⁷/₈ x 3³/₄ 124x95mm
Horizontal 7¹/₂ x 2¹/₂ 191x63mm
Vertical 3³/₈ x 4⁷/₈ 86x124mm
INSERTIONS **RATE**
 1x \$875
 6x 815

Color:

4-color process, per page or fraction \$ 500

Professional Services/Paper Recruiters

Non-commissionable.	1x	6x
3 ¹ / ₈ x 1 ¹ / ₈ (80 x 29) Standard prof. card	225.00	400.00
4 ³ / ₄ x 2 ¹ / ₄ (120 x 57) Tabloid prof. card	225.00	400.00

Specifications

Covers and Special Promotions:
 Add 30% fourth cover. 15% second and third covers. 10% others.

Closing Date:
 Closing date is 23rd of month prior to issue date (e.g. 23 May for June issue). Insertion orders are non-cancelable past the closing date.

Classified Advertising (PAPERWORKS)

Non-commissionable. Base rate is \$85 per column inch.
 Special typesetting, borders, photo inclusions, blind ads, \$10 extra.

Material/Mechanical Specifications

DIGITAL FILES: Supply pdfs as PDF/X1a with fonts embedded, colours converted to CMYK (must not contain RGB, LAB or Indexed colours). Black and white pdfs must have all files embedded as black and white.

COLOR: Ensure all color images, graphics, photos are CMYK in any software used.

QUARK XPRESS: Collect for output with all links, photos, graphics and fonts.

INDESIGN: Package files with all links; photos, graphics and fonts.

PHOTOSHOP: Send photos as tiff or jpeg with resolution at 300 ppi. Flatten layered images before saving. Convert images to CMYK.

COMPRESSION: Stuffit or Win-Zip. Set defaults to .sea (self-extracting archive).

SUPPORTED SOFTWARE: Quark Xpress 8 or earlier; InDesign CS4 or earlier; Adobe Photoshop CS4 or earlier; Adobe Illustrator CS4 or earlier; Adobe Acrobat 9.0 or earlier.

IMAGE RESOLUTION: Photos as tiff, jpeg or psd supplied CMYK with resolution at 300ppi (at same size). Logos sent as Illustrator .ai or .eps preferred, CMYK format.

www.paperindustrymag.com

WEB ADVERTISING:

Banner Specifications:

Paper Industry Magazine accepts GIF advertising and no other image format. Currently HTML, Shockwave, Real Audio, cgi-script and Java advertisements are not accepted, although these may become available in the future.

234 x 60 pixels
rec. size: 6k
max. size: 9k
Must be GIF format
Resolution no more than 72dpi

PAPER INDUSTRY MAGAZINE

(SINCE 1985)

*The Product News Leader
for all markets in NAFTA*



PAPER INDUSTRY MAGAZINE

(SINCE 1985)

The Product News Leader for all markets in NAFTA



468 x 60 pixels
rec. size: 12k
max. size: 15k
Must be GIF format
Resolution no more than 72dpi

Costs:

234 x 60 pixels \$150/month
468 x 60 pixels \$250/month

Ad Placement:

Display advertising space is available on the Paper Industry Web site. Reach the most forward thinking readers with banner ads in the Paper Industry Magazine Web pages.

Reach key buyers and specifiers of pulp and paper mill equipment, supplies and services.

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