

In-plant Impressions RESEARCH SPONSORSHIP

SPONSOR ORIGINAL RESEARCH CREATED BY NAPCO RESEARCH ANALYSTS AND
IN-PLANT IMPRESSIONS SUBJECT MATTER EXPERTS.

BENEFITS:

- RECEIVE ALL LEADS FROM DOWNLOADS OF THE STUDY
- BRAND EXPOSURE WITH LOGO ON THE COVER AND ALL DISTRIBUTION CHANNELS
- POSITION YOUR FIRM AS A THOUGHT LEADER IN THE INDUSTRY

Research Study Sponsorship Includes:

- Co-branded report with logos on front, inside, and back covers.
- Report featured in *In-plant Impressions* print magazine
- All leads generated from the report downloads will be shared with the sponsor
- Sponsor can include one custom question on the study download form
- **Cost: \$14,950**
*Dependent on study scope and complexity

Available at Additional Cost:

- Supplemental infographic: \$1,500
- NAPCO Media representative (e.g. Director of Research or Editor-in-Chief) present findings at industry/customer event: \$5,000 (+ cost of travel)
- Video summarizing findings (60-90 seconds): \$2,000-\$2,500 (depending on complexity)
- Podcast interview with a sponsor representative about the report and associated promotion (for NAPCO publications that include podcasts): Pricing available on request
- Webinar (includes all leads): \$11,500
- Printed copies of study for promotional purposes
 - 100 copies: Starting at \$550 (depending on study length)
 - 250 copies Starting at \$1,050 (depending on study length)
 - 500 copies: Starting at \$2,100 (depending on study length)

IN-PLANT IMPRESSIONS 2019 RESEARCH CALENDAR

Q1 The Value of Mailing Services to In-Plants

More than 60% of in-plants handle mailing services for their parent organizations. This report will explore the value in-house mailing operations are delivering to in-plants and their organizations, as well as the mailing services they are offering and equipment they are utilizing.

Q3 Finding and Keeping the Best Workers for Your In-Plant

Hiring new employees and retaining existing staff is an ongoing challenge for in-house printing operations. This report will survey in-plants to find out what tactics are delivering the best results.

*Sponsorships are available on a first-come-first serve basis.

Q2 Maximizing the In-Plant Paper Supply Chain

Paper is an essential raw material in the print production process and represents the largest manufacturing expense. Purchasing policies and practices are key factors influencing paper costs and supply. This study will reveal in-plants' best practices for buying paper that reduce costs, ensure steady supply, and accommodate delivery requirements.

Q4 In-plant Impressions Salary Survey

Special report on key salary and compensation trends for key job titles in in-house printing operations.

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