



DAVISON'S  
**Box & Carton**  
**BLUE BOOK**

## 2018 Media Planner

**BOX & CARTON BLUE BOOK** is the complete guide to the corrugated box and folding carton industries. Published annually, the Box & Carton Blue Book is an extensive compilation of plants, manufacturers, and suppliers. The directory is instrumental in helping businesses reach prospects at the time and place where they make purchasing decisions.

Box & Carton Blue Book reaches a niche market, allowing you to focus your marketing efforts on your target audience. With our user-friendly sections, your audience can easily find your company, products and services in our directory.

[www.boxandcartonbluebook.com](http://www.boxandcartonbluebook.com)

1-800-328-4766

## Premium Advertising Positions

(All premium positions receive a right of first refusal each year thereafter. Size 7" x 10")

Front Cover Featured Advertiser (6 1/4" x 3 1/4")	\$3000
Back Cover	\$2500
Inside Front Cover	\$2200
Inside Back Cover	\$2200

## Annual Advertising Positions

1 Page Premium Profile	\$1730
Full Page	\$1050
2/3 Page	\$730
1/2 Page	\$630
1/3 Page	\$525
1/4 Page	\$445
Strip Ad	\$390
1/8 Page	\$340
Product Ad	\$185

## Display Ad Sizes (width x height)

### 1 Page Profile



7" x 10"

### Full Page



6" x 9"

### 2/3 Page



6" x 6" or 4" x 9"

### 1/2 Page



6" x 4"

### 1/3 Page



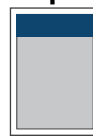
6" x 3"

### 1/4 Page



4" x 3 1/2"

### Strip Ad



6" x 1 3/4"

### 1/8 Page



4" x 1 3/4"

### Product Ad



1 7/8" x 2"

## Online Advertising

at [www.boxandcartonbluebook.net](http://www.boxandcartonbluebook.net) (Size 450 x 132 pixels)

Home Page Banner	\$1000
Regional Banner	\$500
Category Banner	\$300
1 Year Internet Listing with Hotlink	\$170

## Box & Carton Blue Book



**\$125** Digital Print Edition  
or Online Subscription

## Material Specifications

**FORMAT** - 7" x 10", 3 column directory format. Each listing will include at least: Company name, address & phone.

**File Setup** - Please include all supporting documents, artwork imported into your file, and copies of all typefaces, including those used in the EPS files. Save your files at 300 dpi. If you are submitting color artwork, save the images in CMYK, not RGB. Save artwork created in Illustrator as an EPS file. Create outlines for all fonts, or include those fonts with your document support files. Operating System Support: PC.

**File Types Supported** - A high resolution PDF at 300 dpi is preferred, but we also accept .EPS, .AI, .TIF, .PSD, Adobe Illustrator, Adobe Photoshop, Microsoft Office & Vector based files. Please e-mail artwork to [art@davisonpublishing.com](mailto:art@davisonpublishing.com) or send CD to: 258 Southhall Lane, Suite 300, Maitland, FL 32751.

**Publication Date** -

The anticipated release date for the 2018 edition is **December 2017**.

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