

Contract Packaging 2012-2013 Resource Guide Company Profile Instructions & Deadlines



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Sample Profile

Reserve your Resource Guide Profile Page by October 19 by calling Jane Nelson at 1-800-355-5595, ext. 115.

Send Profile Page text and images by October 26(firm) via e-mail to Jane Nelson at nelson@packworld.com. E-mail the completed Questionnaire Form and images. Please type **CONTRACT PACKAGING** in the subject line of the e-mail. Questions about your profile can be directed to your sales representative or Jane.

Your Resource Guide Profile Page includes:

Company Description (up to 300 words) Your company name will be listed in large bold type above your description. Each description includes a few paragraphs of text; a photo of your facility, line or products; and contact information.

Consider the following when writing your description:

- What does your company package?
- What industries and/or markets do you serve?
- What types of packaging systems do you use?
- Provide a general description of your company.
- What benefits and services do you offer your customers?
- What sets your company apart from your competition?

Mission Statement (up to 80 words) The mission statement offers another opportunity for customers to learn more about your company. Here you can describe your way of doing business, your company objectives and plans for the future. The mission statement runs in a single column next to your company description. Included above the statement is a photo portrait, and the name and title of your company president, owner or CEO. At the bottom of the statement is your logo.

Image Requirements Your Company Description and Mission Statement include two images and your logo. (Image dimensions are listed below.) Images must be digital, in CMYK mode, 300 dpi, and saved as either a .tif, an .eps or a .jpg file. Here's what you'll need to submit via e-mail:

- one photo of company president, owner, or CEO (2.5" wide by 1.8" tall, at 300 dpi)
- one company logo
- one photo of products, line, or facility (4.9" wide by 3" tall, at 300 dpi)

Don't forget that Contract Packaging's Nov/Dec issue, (which includes the Resource Guide) closes October 19 for display ad reservations, with display ad materials due October 26. Please upload ads at <http://www.packworld.com/ftp>.