

Media Kit

ABTCP GUIDE 2024/2025 OF

SUPPLIERS AND AND **MANUFACTURERS**

PULP AND PAPER

The most important companies in the industry and the main products, services and customized solutions are right here!



👉 Contents

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2023/2024 ABTCP GUIDE OF

SUPPLIERS AND AND MANUFACTURERS

PULP AND PAPER

Editorial Profile



ABTCP's (Brazilian Pulp and Paper Technical Association) GUIDE OF SUPPLIERS & MANUFACTURERS is the one of the most important means for divulging company contacts, products and services in the sector. Therefore, suppliers looking to sell to the forest base sector and also manufacturers in the industry publish their data in the **ABTCP GUIDE** through an annual membership contract.

In 2024, the ABTCP GUIDE added a lot more value by integrating with the Association's new publication portal – newspulpaper.com – with visibility and access through the homepage of this portal, offering enhanced browsing, data security, and commercial prominence for companies registered in the bilingual database of products and services.

Those looking to buy from companies in ABTCP's relationship network can access www.guiacomprascelulosepapel.org.br to consult everything that manufacturers and suppliers have to offer in terms of technologies and innovations for the development of this production chain, with the credibility that this technical publication possesses.

ABTCP GUIDE OF SUPPLIERS & MANUFACTURERS now in newspulpaper.com – many more business opportunities for your company. Register your company, renew your membership, and check out the new marketing prices offered by this editorial product!

Publish your company data in a complete and accessible manner for the domestic and international markets and conquer new clients for your business.

2024/2025 ABTCP GUIDE OF

SUPPLIERS AND AND MANUFACTURERS

PULP AND PAPER

Editorial Profile



www.guiacomprascelulosepapel.org.br

How it works:



DYNAMIC SEARCH

In addition to changing the layout to the product search system on the homepage, resources such as “auto fill” and word-approximation searches were implemented with a new algorithm. With this, the vast portfolio supplied by companies that join the guide now count on proportionally superior accesses.

MUCH MORE ACCESSES!



RANKING

On the main page, it is possible to see if your company is among the top 10 names searched/consulted in the last three months. Our entire database was updated.

YOUR COMPANY IN THE SPOTLIGHT!



SEO

Meta Tags were included to improve the SEO in advertiser pages.

THE ABTCP GUIDE AND YOUR COMPANY MORE VISIBLE!

2024/2025 ABTCP GUIDE OF

SUPPLIERS AND AND MANUFACTURERS

PULP AND PAPER

ABTCP GUIDE *on the Web*



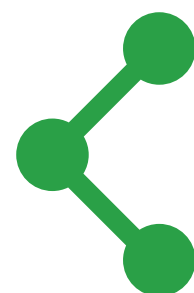
www.guiacomprascelulosepapel.org.br

How it works:



DATA SECURITY

The website includes the best resources to ensure browsing reliability of protection of your company data.



SOCIAL MEDIA

Your company profile now comes with space to promote your social networks, expanding the possibility of businesses contacting you.



VISIBILITY

By integrating with the newspulpaper.com portal, which attracts more visitors by bringing together other ABTCP editorial products, your company gains visibility. With an exclusive area on the portal homepage and the product and service search activated, this advantage can generate even more traffic to your company's area in the ABTCP GUIDE on the WEB.

2024/2025 ABTCP GUIDE OF

SUPPLIERS AND AND MANUFACTURERS

PULP AND PAPER

Editorial Profile

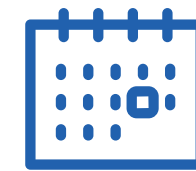


★ PRINT EDITION



PRINT RUN

5,000 copies



FREQUENCY

Annual



2023 ACCESS DATA

Visits – more than 20,000 company, product and service searches.

Unique sessions – more than 15,000 searches.



DISTRIBUTION

Brazil **99%** Main states: BA, ES, MG, MS, SC, SP and RS.

International **1%** Main regions: North America, South America and Europe.

Access management: Google Analytics.

2024/2025 ABTCP GUIDE OF
**SUPPLIERS AND AND
MANUFACTURERS**
PULP AND PAPER

Pulp and Paper Producers and Suppliers

Search companies, products and services in:

| | | |
|--|--|--|
| <input type="radio"/> LABORATORY AUTOMATION, CONTROLS, DEVICES AND SERVICES. | | EQUIPMENT ASSEMBLY, MAINTENANCE AND LEASING. <input type="radio"/> |
| <input type="radio"/> SPECIALIZED ENGINEERING, ASSISTANCE AND CONSULTING. | | PULP, PAPER, WASTEPAPER AND ARTIFACTS. <input type="radio"/> |
| <input type="radio"/> INDUSTRIAL EQUIPMENT, MACHINERY AND ACCESSORIES. | | CHEMICAL AND RELATED PRODUCTS. <input type="radio"/> |

2024/2025 ABTCP GUIDE OF
**SUPPLIERS AND AND
MANUFACTURERS**
PULP AND PAPER

Registration and Renewal

Prices: To contract or renew your company's registration and logo in the ABTCP GUIDE OF PULP AND PAPER SUPPLIERS AND MANUFACTURERS, check prices according to your company's membership category on pages 9, 11 and 12 of this Media Kit.

No Charge: Registration will be free for ABTCP 2024 EXHIBITORS and PULP AND PAPER PRODUCERS that are members of ABTCP. Non-member PULP AND PAPER PRODUCERS will have to pay the membership as usual, according to the fee values established for non-member companies.

The registration system for companies is available at:

www.guiacomprascelulosepapel.org.br/adesao

Important: Companies will only have their registration published in the print and online version after payment is made.

Only new registrations and renewals completed by August 30, 2024, will have their names divulged in the print version of the 2024/2025 ABTCP GUIDE.

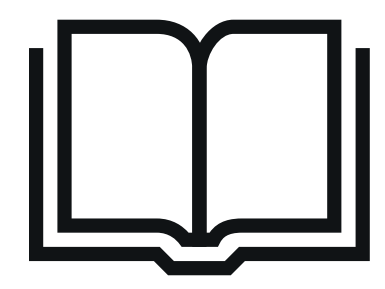
Reminder for companies already registered: Even if your company is already registered in the ABTCP GUIDE OF PULP AND PAPER SUPPLIERS AND MANUFACTURERS, your company contact must access the system and send the information for a new protocol to be generated, confirming the company's interest to renew its registration for the new edition. In such case, a new invoice will be sent for payment.

Obs.: A company's registration in the online edition of the GUIDE is valid for 1 (one) year.

Important: A company's visibility in the annual print version of the 2024/2025 GUIDE will only be guaranteed, if a new registration is contracted, or an already contracted registration is renewed by August 30, 2024. If the registration is not renewed by this date, the company will have its visibility in the online version guaranteed until the end of the annual term previously contracted.

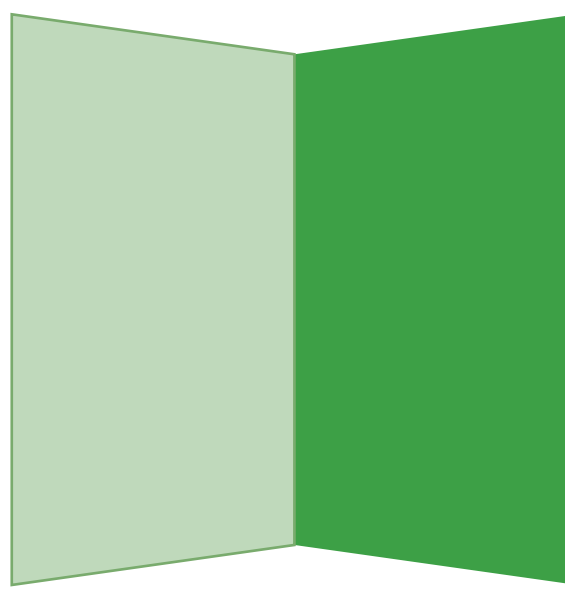
ABTCP 2024 Exhibitors: To ensure free membership with the right to select 15 products (publication of press-release and logo are optional and charged separately), your registration must be completed between **February 1** and **August 30, 2024**.



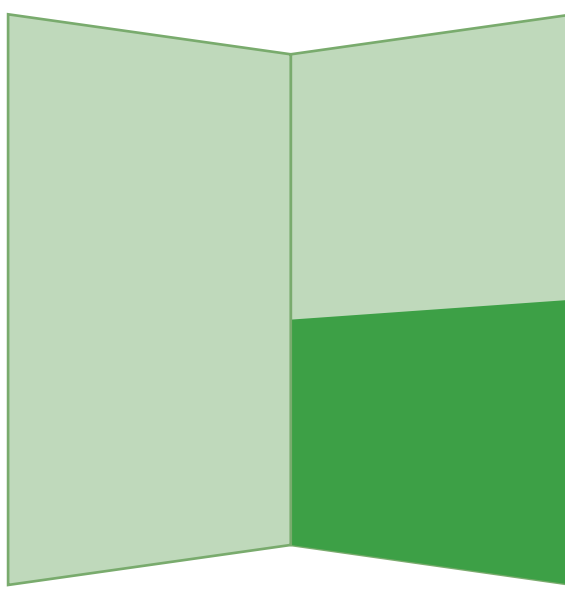


PRINT MEDIA

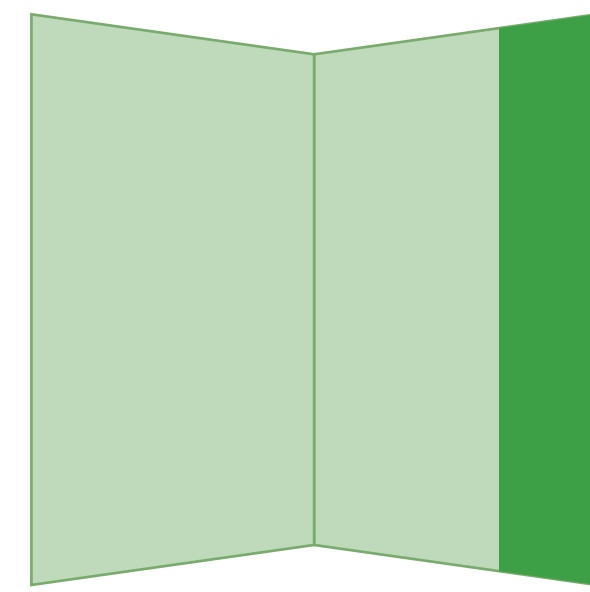
STANDARD FORMATS



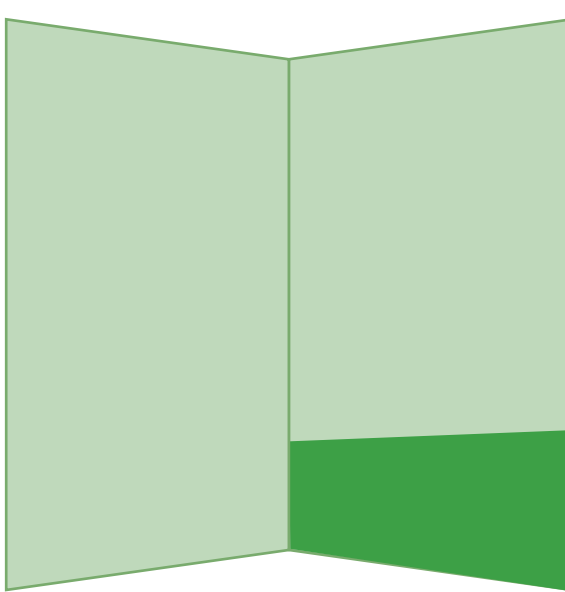
Format: **1 page**
 Size (W x H): 21 x 28 cm



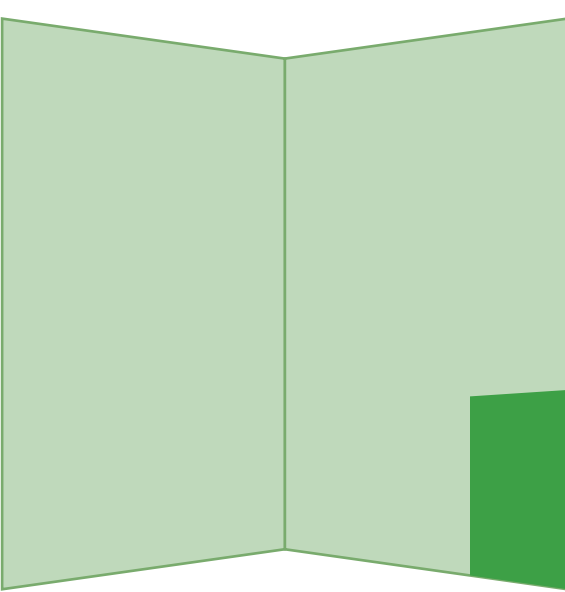
Format: **1/2 page**
 Size (W x H): 21 x 14 cm



Format: **1/3 page**
 Size (W x H): 7 x 28 cm



Format: **1/4 page**
 Size (W x H): 21 x 7 cm



Format: **1/6 page**
 Size (W x H): 7 x 9 cm

See technical specifications on page 12.

Specific page: 20% additional charge

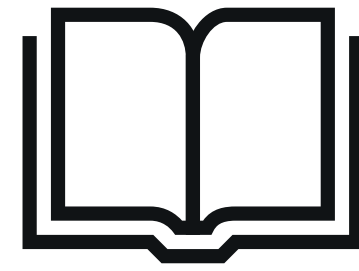
Odd number page: 10% additional charge

When contracting a **Specific Page**, you define the page number in which your ad will appear.
 To purchase ad space, contact Milena for prices at milena@abtcp.org.br
Special conditions for ABTCP member companies.



Prices

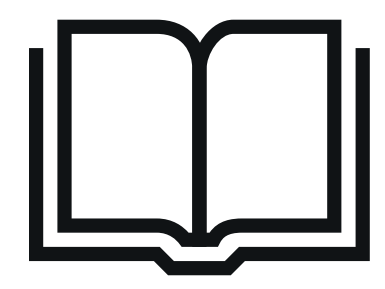
Prices per
insertion



PRINT MEDIA STANDARD FORMATS

| FORMAT | PRICE |
|--|--------------|
| 1 PAGE | \$ 4,830.00 |
| 1/2 PAGE | \$ 3,046.58 |
| 1/3 PAGE | \$ 1,859.55 |
| 1/4 PAGE | \$ 1,431.29 |
| 1/6 PAGE | \$ 1,022.35 |
| DOUBLE PAGE | \$ 7,872.10 |
| 2 ND COVER AND PAGE 3 | \$ 11,859.26 |
| 2 ND OR 3 RD COVER | \$ 10,223.50 |

| FORMAT | PRICE |
|--|--------------|
| 4 TH COVER | \$ 12,268.20 |
| FOLDER COVER (DOUBLE COVER OVER MAIN COVER) | \$ 15,983.16 |
| CLASSIFIED ADS | \$ 644.08 |
| STRAP (MAIN COVER) | \$ 10,325.73 |
| LOOSE INSERT | \$ 2,249.17 |
| SPONSORED INSERT | \$ 4,293.87 |
| HISTORICAL MEDIA JACKET | \$ 20,447.00 |



PRINT MEDIA



Format: **Double page**

42 x 28 cm

Format: **2nd cover and page 3**

42 x 28 cm

Format: **2nd or 3rd covers**

21 x 28 cm

Format: **4th cover**

21 x 28 cm

Format: **Folder cover**

Double cover over main cover.

Open format: 60 x 28 cm but may change depending on the number of pages in the edition.

Format: **Classified ads**

Radars Column

- * Total of 215 characters.
- * Does not include publishing photo, logo or image; only text.

Format: **Loose insert**

- * 1 page front and back furnished by the client.
- * Format must be 20.5 x 25.5 cm.

Format: **Strap (main cover)**


- * Material furnished by the client.

Format: **Informe Publicitário**

- * Text supplied by client, with review and editing by ABTCP.
- * Text up to 3,500 characters with spaces, with the option of including photo or image in high resolution (300 dpi).
- * Final format of one page (text + image).

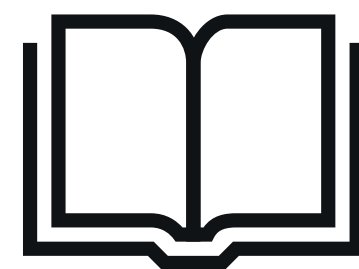
Format: **Historic media jacket!**

Open format: 60 x 28 cm but may change depending on the number of pages in the edition. This media includes creation, printing and handling. Paper to be furnished by the company contracting the media.

 **See** technical specifications on page 12.



Prices



PRINT MEDIA

2024 REGISTRATION GUIDE

| FORMATS | |
|---|-----------|
| REGISTRATION (UP TO 15 ITEMS) | \$ 338.10 |
| LOGO | \$ 595.70 |
| ADDITIONAL ITEM | \$ 16.10 |

Technical Specifications

PRINT MEDIA

Format (W X H): 21 x 28 cm

Spine: square collation

Colors: 4 x 4 full

Line screen: 175 lines per inch

Cover paper: Glossy coated paper 170g/m²

Inside paper: Matte coated paper 90g/m²

File type: PDF

Bleed: 5 mm

Color mode: CMYK

Resolution: 300 dpi

* A safety margin of at least 5 mm for information is recommended.

* The file must come with cut marks, bleed and record.

The delivery of texts for producing Sponsored Material must arrive 10 days before delivery of the digital file and color proofing, per the following table.

ABTCP recommends submitting the proof of color to ensure the print quality of your ad. Without it, the printer will not be held responsible for color variations.

Note: ABTCP, publisher of the GUIDE, is not a commercial entity. Therefore, prices charged for media are calculated to ensure the product's sustainability.

CLOSING AND MATERIAL-DELIVERY DEADLINES*

PRINT EDITION

Anúncios menores que 1 página

Contracting deadline: **September 3, 2024**

Digital file and proof of color: **September 5, 2024**

1-page ads or bigger

Contracting deadline: **September 10, 2024**

Digital file and proof of color: **September 12, 2024**

* Cancellations of media will only be accepted upon written communication up to 10 days before closing of the edition.

LOGO PUBLICATION

Specifications for publishing on the internet and print version of the Guide.

Internet

In *JPEG:

- Size: minimum width of 180 pixels

- Resolution: 150 dpi

- Color scale: RGB

In *GIF:

- Size: minimum width of 180 pixels

Printing

In *JPEG:

- Size: minimum width of 7 cm

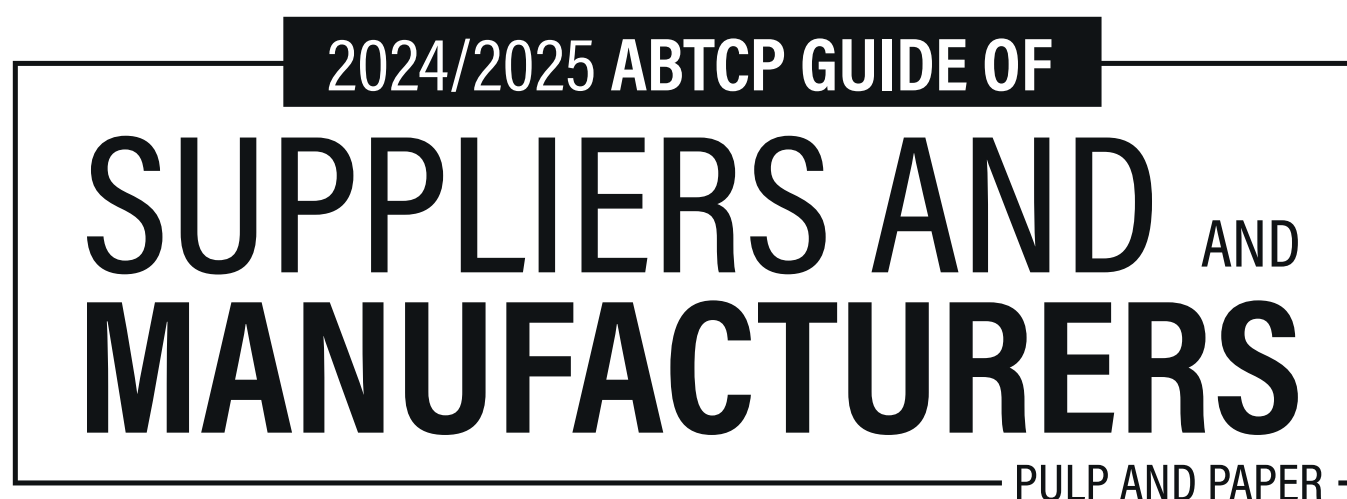
- Resolution: 300 dpi

- Color scale: CMYK

In vector: *CDR, *EPS, *PSD or *TIFF:

- Color scale: CMYK

- Obs.: The file is to be converted into curves



LGPD

Personal Data Protection Law

Every company, when contracting any sponsorship package or the publication of a print or digital ad offered it in ABTCP's MEDIA KITS, declares its free consent to the agreement and authorization to divulge its images and/or logo on ABTCP's multiple communication platforms in print and digital media, in accordance with Brazil's General Data-Protection Law (LGPD – Law #13,709/18).

At the same time, ABTCP ensures companies that disclosure will be limited to the specific purposes, according to respective media contracted.

2024/2025 ABTCP GUIDE OF

SUPPLIERS AND AND MANUFACTURERS

PULP AND PAPER

The list of companies that ABTCP provides free of charge both online and in the annual print version for businesses interested in purchasing products or contracting services from the forest base sector production chain.

To advertise:

 **+55 11 3874-2708**

wallace@abtcp.org.br

