

# Media KIT 2024

MONTHLY JOURNAL ON THE PULP AND PAPER MARKET AND TECHNOLOGIES

# ppapel®

PRINT AND DIGITAL



newspulpaper





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# O Papel magazine

O Papel magazine is a reference of specialized information for the forest base industry, circulating for more than 80 years in Brazil and worldwide. The publication covers information about the market and technologies for the forest base industry, innovation, indicators of prices, production and sales, management of human and organizational development companies, in addition to technical articles carefully curated by an Evaluation Committee.

Produced in Portuguese, with partial content in English, O Papel is present in social networks like Instagram and LinkedIn and is also available digitally by downloading the "O Papel magazine" app from Apple Store and Google Play, offering several media options to divulge your company name with a credibility level of more than 90% as rated by the magazine's readers regarding content published.

And in 2024, the print version O Papel magazine gains more visibility in the digital environment through the integration of its content in ABTCP's new publication portal - [newspulpaper.com](http://newspulpaper.com), which is worth accessing and getting to know as a media space, in addition to those available in the print and digital formats.

O Papel magazine also offers your company special bespoke projects to introduce technologies, value institutional policies or reinforce competitive advantages in relation to the competition.

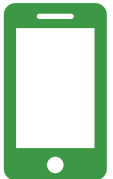
Only a publication that has undergone eight decades of print journalism with a monthly circulation can represent a solid base of information capable of bolstering the values of your business.







  
PRINT VERSION OF MAGAZINE


  
  
OPAPELDIGITAL.ORG.BR  
PRINT MAGAZINE IN WEB VERSION

  
  
NEWSPULPAPER.COM  
NEWS WEBSITE

 APP O PAPEL MAGAZINE

  App Store

  Play Store

 [Click](#) to access the items.



“

## Thinking about business with credibility?

Showcase your company's name in  
a news vehicle that only  
produces credible information: ABTCP's  
O Papel Magazine!

”

O Papel Magazine: The sector's entrance door for those arriving now or looking to  
always remain in the minds of industrial leaders.



# 0 Papel at a glance



0 Papel in numbers with digital visibility through Newspaper and social media.

**+ 20,000**

Local and international readers of the print edition

**3,000**

Copies printed monthly

**+ 64,000**

Digital version visitors (web version of 0 Papel, 0 Papel digital + Newspaper + app)

**+ 35,000**

Followers on social media (0 Papel - LinkedIn and Instagram)

**+ 99,000**

Digital version page views (web version of 0 Papel, 0 Papel digital + Newspaper + app)

**+ 5,800**

App views and 8,200 at events (Android and IOS)

**+ 2 million**

People reached on social media (0 Papel - LinkedIn and Instagram)

**+ 12,000**

ABTCP mailing subscribers

# 0 Papel at a glance

## DISTRIBUTION

### PRINT MAGAZINE

Distributed to executives, managers, technicians, scientists and researchers.

### IN BRAZIL

#### Main states:

BA, ES, MG, MS, SC, SP & RS.

### INTERNATIONAL

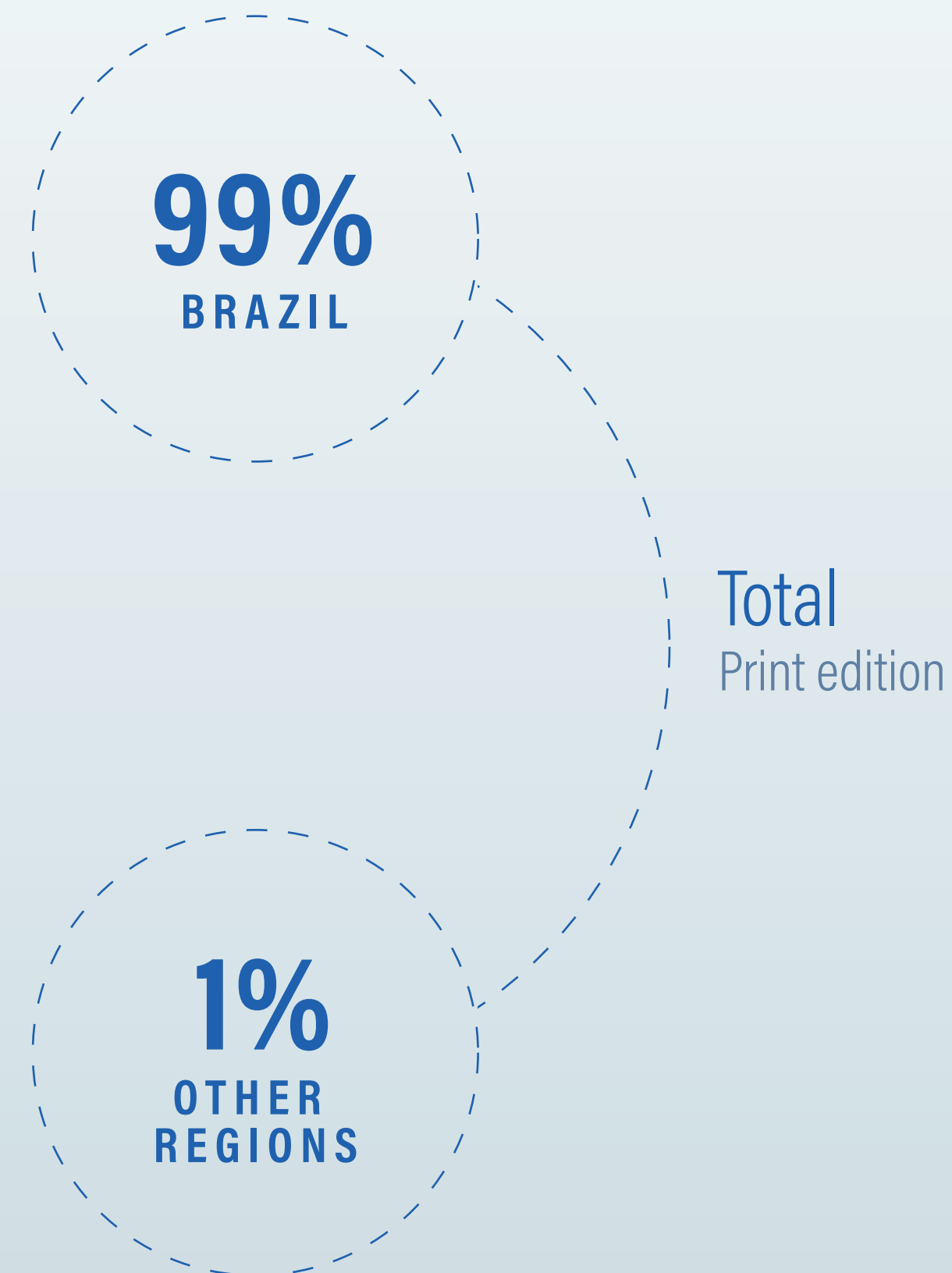
#### Main regions:

North America, South America and Europe.

## PUBLIC ONLINE

Audience profile: operations, sales, commercial development, engineering and research.

- 80% Brazil
- 9% United States
- 3% Norway
- 8% Others





# 2024 Issues



O Papel Magazine is monthly publication, comprising 12 issues from January to December, some of which are special, either due to the theme or the circulation.

To learn more about the special editions in 2024 and plan your advertising schedule based on these editorial highlights, contact ABTCP's Relationship area at: [wallace@abtcp.org.br](mailto:wallace@abtcp.org.br)

\* Find out about the new editorial policy with cover stories for suppliers.

Note: In special issues, it is not allowed to run free ads as a member benefit.







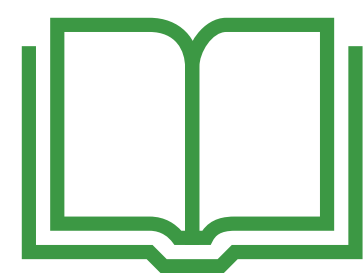
# 0 PAPEL MAGAZINE

PRINT VERSION

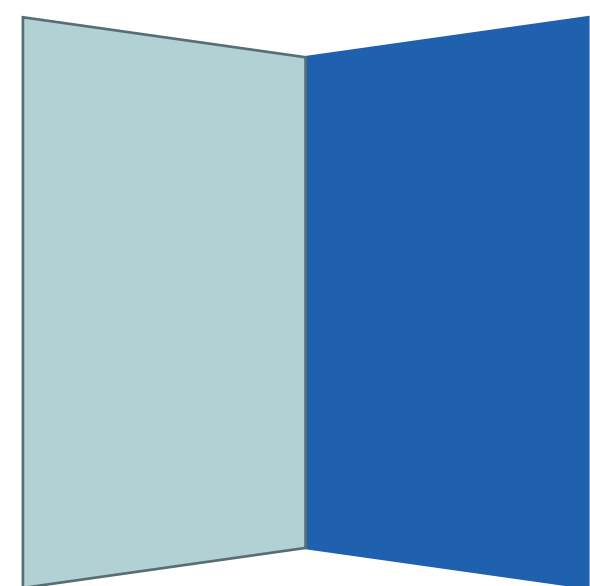


# O Papel

## Formats and content

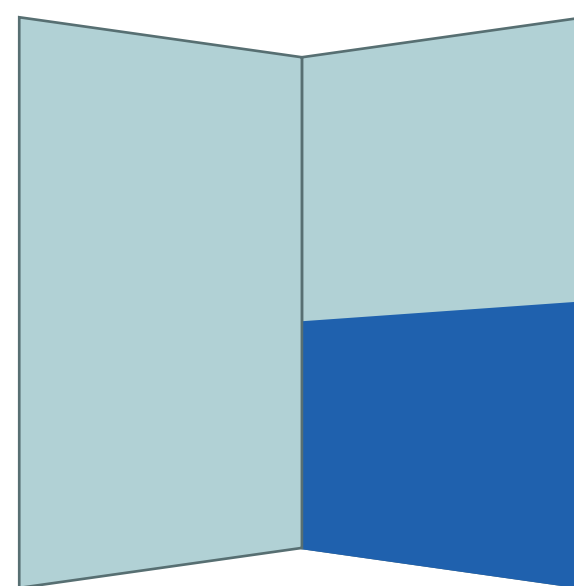


## PRINT VERSION



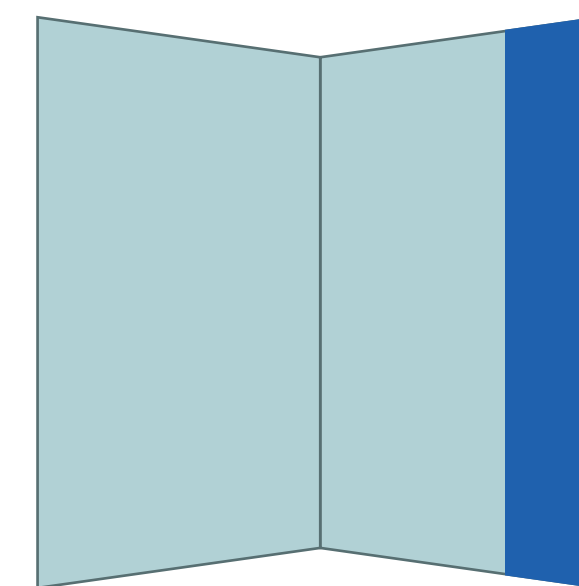
Format: **1 page**

Size (W x H): 21 x 28 cm



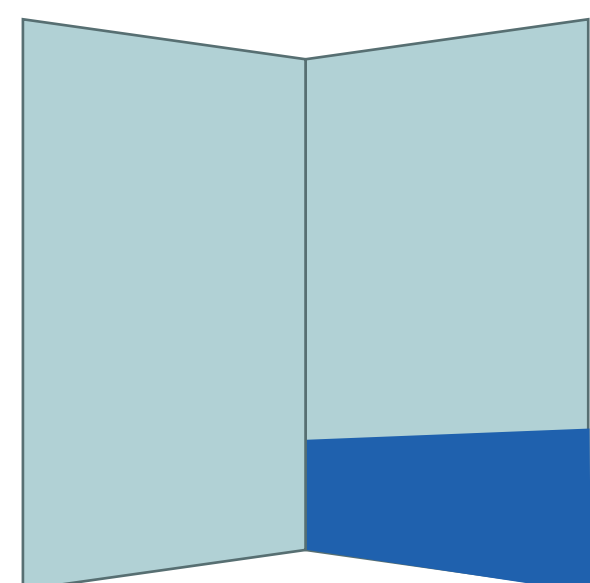
Format: **1/2 page**

Size (W x H): 21 x 14 cm



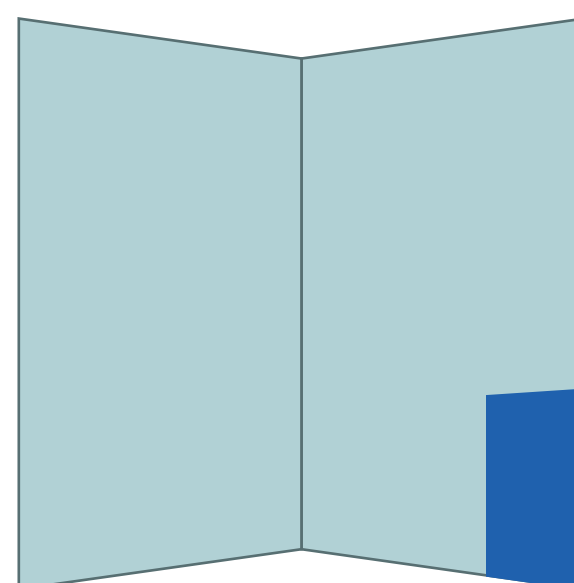
Format: **1/3 page**

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 33.

**Specific page:** 20% additional charge

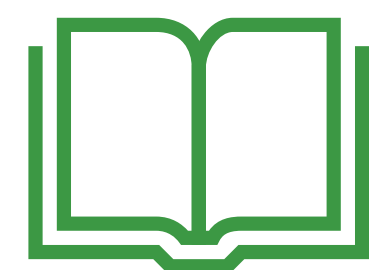
**Odd number page:** 10% additional charge

When contracting a **Specific Page**, you define the page number in which your ad will appear or choose the section you want your media to appear in the print version of the magazine.





# *0 Papel* Formats and content



## PRINT MAGAZINE

SPECIAL

FORMATS

### Format: **Double page**

42 x 28 cm

### Format: **2<sup>nd</sup> cover and page 3**

42 x 28 cm

### Format: **2<sup>nd</sup> or 3<sup>rd</sup> cover**

21 x 28 cm

### Format: **4<sup>th</sup> cover**

21 x 28 cm

### Format: **Folder cover**

Double cover over main cover.

Open format 60 x 28 cm; may change depending on the number of pages in the issue.

### Format: **0 Papel classified ads Radar Column**

\* Total of 215 characters.

\* Does not include photo, logo or image. Only text.

### Format: **Loose insert**

\* 1 page front and back; material supplied by client.

\* Format must be 20.5 x 25.5 cm

### Format: **Strap (main cover)**

\* Material furnished by the client.

### Format: **Sponsored insert**

\* Text furnished by client; 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 1 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 supplied by the company contracting the media.

See technical specifications on page 33.





# Promotional **packages**

0 Papel



## Package 1

### Contracting PACKAGE 1

**12 ads** of any format in the print editions of 0 Papel magazine, your company receives in the months contracted:

- 1 header banner in opapeldigital.org.br
- 1 header banner in newspulpaper.com
- 1 press-release with up to 2,500 characters with spaces and 1 horizontal photo (in .jpg format and 845 pixels x 475 pixels)
- 1 video published in newspulpaper.com (positioning according to theme and section related to the topic)
- 1 15-minute podcast with theme to be chosen about the company (recording to be scheduled)



## Package 2

### Contracting PACKAGE 2

**6 ads** of any format in the print editions of 0 Papel magazine, your company receives in the months contracted:

- 1 header banner in opapeldigital.org.br
- 1 banner in the homepage in newspulpaper.com (positioning according to theme and section related to the topic)
- 1 press-release with up to 1,500 characters with spaces and 1 horizontal photo (in .jpg format and 845 pixels x 475 pixels)



## Package 3

### Contratando o PACOTE 3

**3 ads** of any format in the print editions of 0 Papel magazine, your company receives in the months contracted:

- 1 header banner in opapeldigital.org.br
- 1 side banner for general content in newspulpaper.com

- These advantages are not cumulative and do not take into account free-ad benefits in these schedules.  
- In the event of cancellation of scheduled ads, the company will have to pay the value of the benefits received through the promotional packages.

\* See formats on pages 16, 17 and 29.





Exclusive  
for event  
**EXHIBITORS**

*O Papel* **Special Media**  
**ABTCP 2024 Coverage Section**  
OCTOBER ISSUE

Advertising in the September,  
October and November 2024 issues,  
you receive the  
**"SPECIAL MODULE" Commercial Box.**

Does not include the additional advantages of  
the "COMPLETE SPECIAL MODULE".

★ **SPECIAL MODULE**

- 1 Photo of the ABTCP 2024 booth (80 x 50 mm);
- 2 Commercial information: address, phone, contact, e-mail and website address;
- 3 Logo of the exhibiting company;
- 4 Name of the exhibiting company;
- 5 Commercial press release highlighting the qualities of the product/service with text.  
(Word format) up to 1,000 characters

★ **COMPLETE SPECIAL MODULE**

**Everything included in the SPECIAL MODULE +**

- 6 Photo and website address disclosed in ABTCP social media;
- 7 Booth photo and press release published in the ABTCP 2024 website, menu:  
the event/press/featured exhibitors. There will be a box on the homepage  
to visit the website;
- 8 Link in the company's commercial box in the O PAPEL Digital version;
- 9 Photo and press release in newspulpaper.com during ABTCP 2024.

★ **STANDARD MODULE**

- 1 Name of exhibiting company;
- 2 Commercial press release with text (Word format) with up to 500 characters;
- 3 Address, phone, contact, e-mail and website address.

\* Measurements proportional to the print edition.

★ **COMPLETE STANDARD MODULE**

**Everything included in the STANDARD MODULE +**

- 4 Logo and website address disclosed in ABTCP social media;
- 5 Publication of press release in the ABTCP 2024 website, menu:  
the event/press/featured exhibitors.  
There will be a box on the homepage to visit the website;
- 6 Link in the company's commercial box in the O PAPEL Digital version;
- 7 Photo and press release in newspulpaper.com during ABTCP 2024.

Media contracting date: August 14, 2024.  
Delivery of content (except booth photos): September 16, 2024.  
\* Read about data privacy on page 40

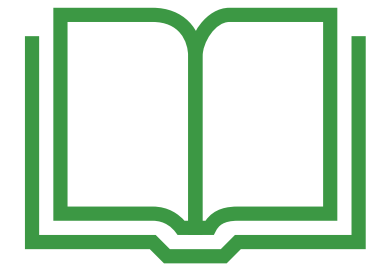
To contract each ad, contact [wallace@abtcp.org.br](mailto:wallace@abtcp.org.br) for prices.  
**Special conditions** for ABTCP member companies.





*O Papel*  
**Prices**

Prices per  
insertion



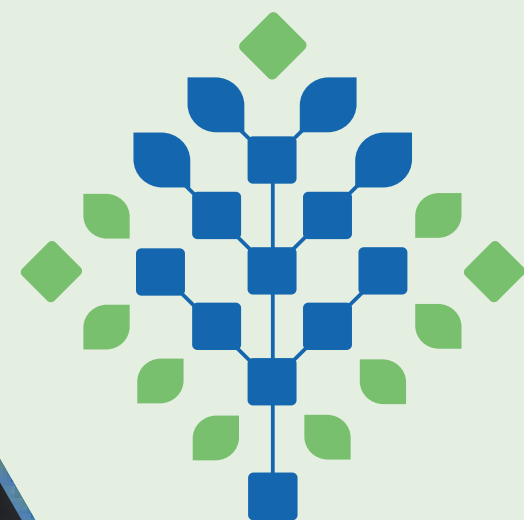
# PRINT MAGAZINE



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 <sup>ND</sup> COVER AND PAGE 3	\$ 11,859.26
2 <sup>ND</sup> OR 3 <sup>RD</sup> COVER	\$ 10,223.50

FORMAT	PRICE
4 <sup>TH</sup> 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





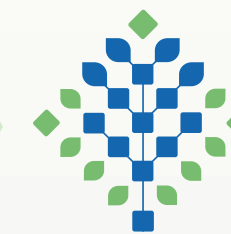
# *newspulpaper*



**PORTAL  
NEWSPULPAPER**



# ABOUT THE NEWS PORTAL



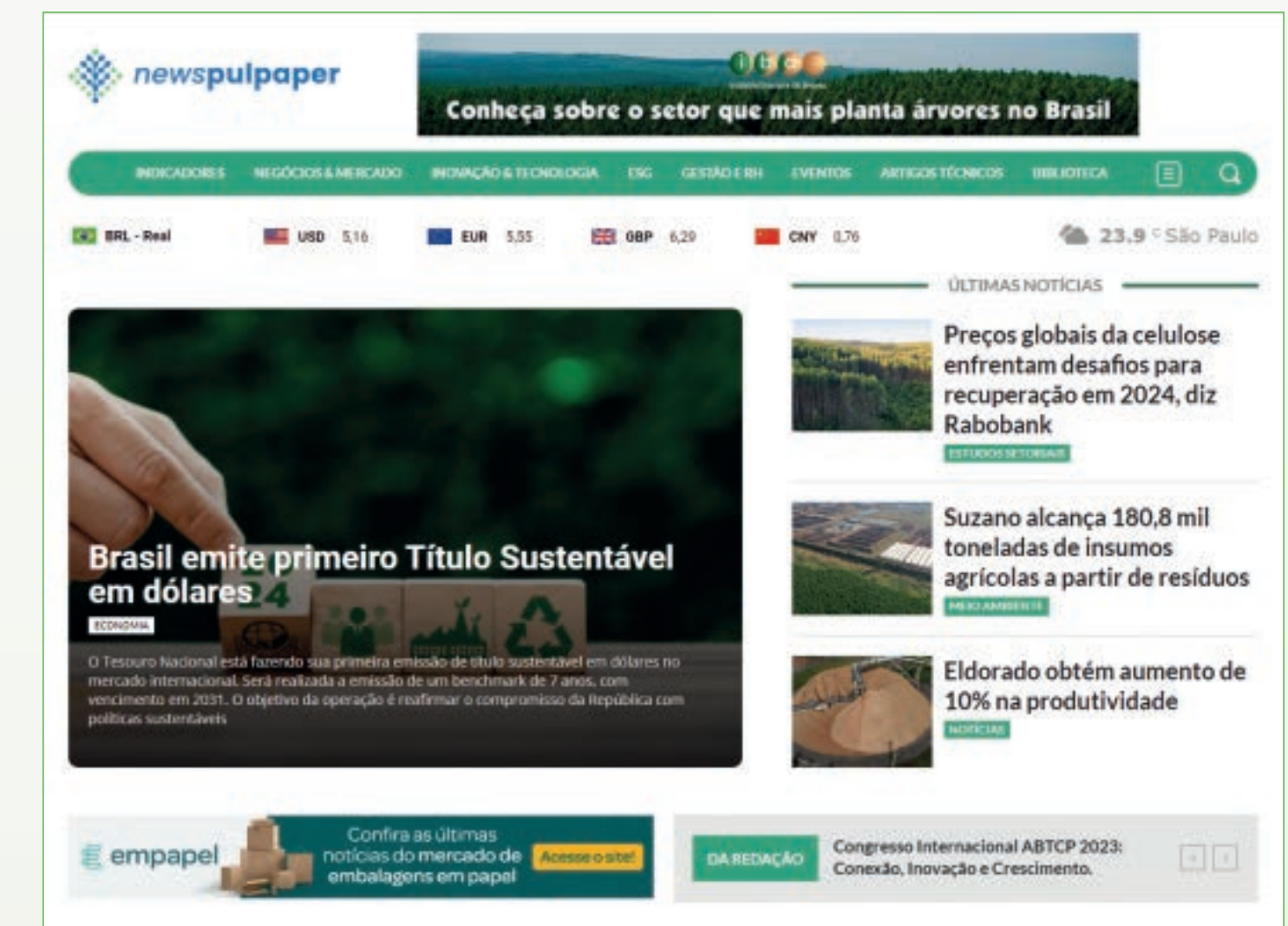
**newspulpaper**

**newspulpaper.com** is ABTCP's newest publication portal that's quickly gaining traction as a go-to source for specialized information since being launched in 2023. The site aims to be the premier news reference for the pulp and paper sector.

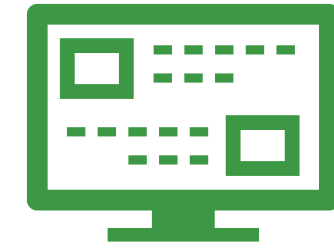
Our mission is to rigorously verify facts to earn our readers' trust and establish the portal as a hub for significant commercial opportunities and brand boosting for companies in the pulp and paper production and supply chain.

The integration of **newspulpaper.com's** offerings, which include **0 Papel Magazine**, the **ABTCP Guide of Manufacturers and Suppliers**, and access to the digital version of 0 Papel Magazine, creates a comprehensive information network that also encompasses ABTCP's technical content, social media platforms, and contributions from renowned columnists addressing market trends and technology in the forest base industry.

By investing in ABTCP's editorial launch through our promotional packages, your business can elevate its operations and results through **newspulpaper.com**, forging stronger commercial and professional connections.



# Newspulpaper Formats and content



## NEWSPULPAPER.COM (NEWS PORTAL)



### Header

"Premium" area exhibited on all pages in the portal.

**Size:** 722 x 103 pixels

**File format:** 744x106 pixels

Contract for  
**3 months | 6 months | 1 year**



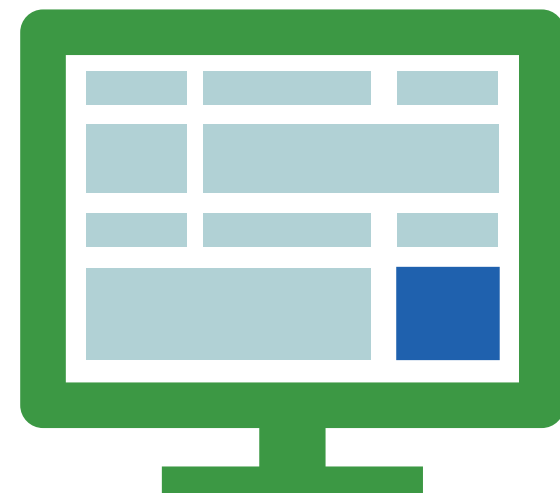
### News Support

Appearing on the homepage below the headlines and next to the "From the Writer's Staff" box.

**Size:** 586 x 83 pixels

**File format:** 744x106 pixels

Contract for  
**3 months | 6 months | 1 year**



### Podcast support

Exhibited on the right of the "Podcast" session.

**Size:** 262 x 262 pixels

**File format:** 324x324 pixels

Contract for  
**3 months | 6 months | 1 year**



### 1 - "Podcast" Support and "Events" on the homepage

Exhibited above the "Podcasts" and "Events" area on the homepage.

**Size:** 744 x 106 pixels

**File format:** 744 x 106 pixels

Contract for  
**3 months | 6 months | 1 year**



### 2 - "Technical Articles" Support on the homepage

Exhibited above the latest "Technical Articles" area.

**Size:** 728 x 90 pixels

**File format:** 744 x 106 pixels

Contract for  
**3 months | 6 months | 1 year**



### 3 - "Videos" Support on the homepage

Exhibited above the "Videos" section and below the "Indicators" area.


**Size:** 744 x 106 pixels

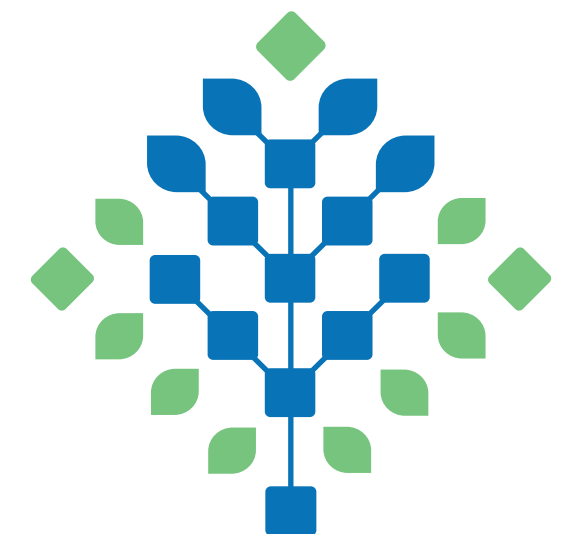
**File format:** 744 x 106 pixels

Contract for  
**3 months | 6 months | 1 year**

**Observations:** All banners are responsive and accept jpg, png, or gif. Maximum size: 200 kb. The advertiser must provide the destination URL. The banners are random, with the possibility of simultaneous contracting by up to 5 (five) companies in each of the available areas on the website.

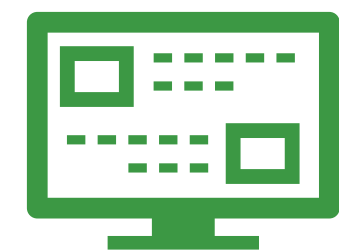
Note: Upon receiving the file, the verification period (format and quality), as well as uploading to the website in the system, takes 1 to 2 business days.

 **See** technical specifications on page 33.





# Formats and content



## NEWSPULPAPER.COM (NEWS PORTAL)



### 4 - "Guide of Suppliers & Manufacturers" and "ESG" support on the homepage

Exhibited between the "Buyers' Guide" and "ESG".

**Size:** 744 x 106 pixels

**File Format:** 744 x 106 pixels

Contract for  
**3 months | 6 months | 1 year**



### Full banner editoriais (inside pages)

Advertising space right after the first paragraph.

**Size:** 728 x 90 pixels

**File Format:** 744 x 106 pixels

Contract for  
**3 months | 6 months | 1 year**



### Side banner editorial (inside pages)

Area to the right of the main content, with a stick characteristic to provide more visibility when scrolling.


**Size:** 298 x 298 pixels

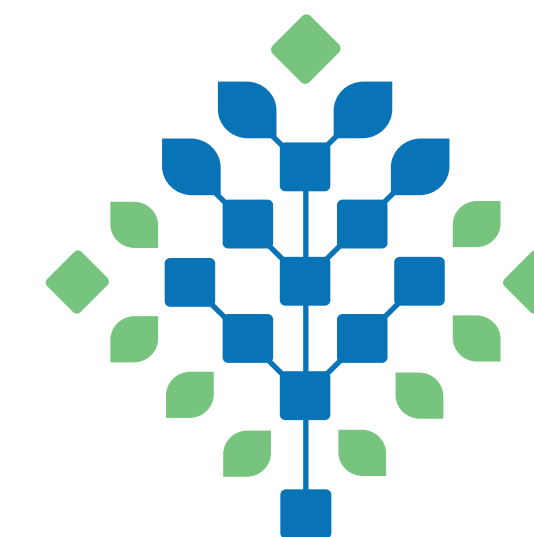
**File Format:** 324 x 324 pixels

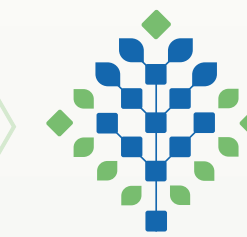
Contract for  
**3 months | 6 months | 1 year**

**Observations:** All banners are responsive and accept jpg, png, or gif. Maximum size: 200 kb. The advertiser must provide the destination URL. The banners are random, with the possibility of simultaneous contracting by up to 5 (five) companies in each of the available areas on the website.

Note: Upon receiving the file, the verification period (format and quality), as well as uploading to the website in the system, takes 1 to 2 business days.

 **See** technical specifications on page 33.





The screenshot shows the top section of the newspaper's website. At the top left is the 'newspulpaper' logo. To its right is a large banner with the text 'Anuncie aqui!' and a background image of a person at a computer. Below this is a green navigation bar with links for 'INDICADORES', 'NEGÓCIOS & MERCADO', 'INOVAÇÃO & TECNOLOGIA', 'ESG', 'GESTÃO E RH', 'EVENTOS', 'ARTIGOS TÉCNICOS', and 'BIBLIOTECA'. A search icon is on the right. Below the navigation bar are market indicators: 'NYSE:SUZ • 10.88 +0.05 (+0.46%)', 'BMFBOVESPA:RANI3 • 10.95 +0.21 (+1.96%)', and 'BMFBOVESPA:SUZB3 • 52.50 -1.60 (-2.96%)'. The main content area features a large article on the left titled 'Eldorado bate recordes no 3T23' with a sub-headline 'Recordes no período: volumes de produção e vendas de celulose da Eldorado atingem marcas históricas com 479 mil toneladas e 534 mil toneladas'. To the right are three news snippets under the heading 'ÚLTIMAS NOTÍCIAS': 'Brasil emite primeiro Título Sustentável em dólares', 'Preços globais da celulose enfrentam desafios para recuperação em 2024, diz Rabobank', and 'Suzano alcança 180,8 mil toneladas de insumos agrícolas a partir de resíduos'. At the bottom, there are two smaller banners: one for 'empapel' with the text 'Confira as últimas notícias do mercado de embalagens em papel' and a 'Acesse o site!' button, and another for 'DA REDAÇÃO' with the text 'Suzano Está Implantando Novo Terminal Em Inocência (Ms)'. At the very bottom, there are links for 'Colunas & Colunistas' and 'Revista O Papel'.

## HEADER

“Premium” area exhibited on all pages in the portal.

**Size:** 722 x 103 pixels.

**File format:** 744 x 106 pixels.

*Observations: All banners are responsive and accept jpg, png ou gif.*

**Maximum size:** 200 kb





The screenshot shows the newspaper's homepage. At the top left is the 'newspulpaper' logo. A banner for 'Anuncie aqui!' (Advertise here!) is positioned below the logo. A navigation bar contains links for 'INDICADORES', 'NEGÓCIOS & MERCADO', 'INOVAÇÃO & TECNOLOGIA', 'ESG', 'GESTÃO E RH', 'EVENTOS', 'ARTIGOS TÉCNICOS', and 'BIBLIOTECA'. Below the navigation bar, there are stock market indicators: NYSE:SUZ at 10.88 (+0.05, +0.46%), BMFBOVESPA:RANI3 at 10.95 (+0.21, +1.96%), and BMFBOVESPA:SUZB3 at 52.50 (-1.60, -2.96%). The main content area features a large article titled 'Eldorado bate recordes no 3T23' with a sub-headline 'INDUSTRIA' and a brief description. To the right, under the heading 'ÚLTIMAS NOTÍCIAS', there are three smaller news items: 'Brasil emite primeiro Título Sustentável em dólares' (ECONOMIA), 'Preços globais da celulose enfrentam desafios para recuperação em 2024, diz Rabobank' (ESTUDOS SETORIAIS), and 'Suzano alcança 180,8 mil toneladas de insumos agrícolas a partir de resíduos' (MEIO AMBIENTE). At the bottom, there is a 'DA REDAÇÃO' section with the headline 'Suzano Está Implantando Novo Terminal Em Inocência (Ms)' and a 'Revista O Papel' button. A 'Colunas & Colunistas' button is also visible.

## NEWS SUPPORT

Appearing on the homepage below the headlines and next to the "From the Writer's Staff" box.

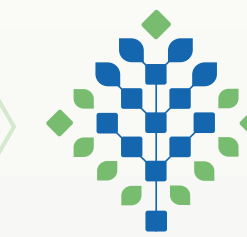
**Size:** 586 x 83 pixels.

**File Format:** 744 x 106 pixels.

*Observations: All banners are responsive and accept jpg, png ou gif.*

**Maximum size:** 200 kb





## PODCAST SUPPORT

The screenshot displays a website interface for a podcast. On the left, a 'Podcast' tab is active. The main content area features a 'PODCASTS' section with a green microphone icon and the text 'PODCAST ABTCP'. The title of the podcast is 'Podcast ABTCP Revista O Papel em Minutos #Outubro 2023', dated '26 de outubro de 2023'. The description reads: 'O programa destaca os 50 anos da CENIBRA, ressaltando sua estabilidade operacional. Também aborda temas como educação setorial, descarbonização e indicadores de preços, além de apresentar o novo autor da Coluna Competitividade em Foco'. Below the text is a media player with a play button, a progress bar at 00:00, and a volume icon. At the bottom left of the player are navigation arrows and a '+ Podcast' button. On the right side of the page, there is a 'Redes Sociais' section with icons for LinkedIn, Instagram, X, YouTube, Spotify, and Facebook. Below this is a promotional banner with a woman looking at a screen, surrounded by hexagonal patterns, and the text 'Anuncie aqui!'.

Exhibited on the right of the "Podcast" session.

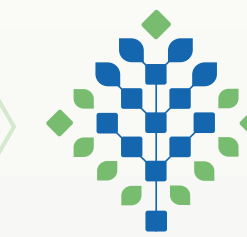
**Size:** 262 x 262 pixels.

**File Format:** 324 x 324 pixels.

*Observations: All banners are responsive and accept **jpg, png** ou **gif**.*

**Maximum size:** 200 kb





The screenshot displays a grid of promotional banners. On the left, under the 'Eventos' tab, there is a large banner for a free webinar titled 'Seja criativo #Usepapel' with a 'POP!' graphic. Below it is a smaller banner for the '5º Seminário Power of Print'. To the right, under 'CURSOS E WORKSHOPS', there is a banner for Veracel's 'Formação de Mão Obra' program. Further right, under 'EVENTOS', there is a banner for a forum on packaging and sustainability. At the bottom right, under 'EVENTOS ABTCP', there is a banner for the '8º Encontro de Operadores de Linhas de Fibras e 4º Encontro de Operadores de Pátio de Madeira'. On the far right, under 'Calendário ABTCP', there is a vertical banner for 'Cursos e Eventos Técnicos'. At the bottom of the page, a banner area is highlighted with a red dashed border and contains the text 'Anuncie aqui!' with a red arrow pointing to the right.

## 1- "PODCAST" SUPPORT AND "EVENTS" ON THE HOMEPAGE

Exhibited above the "Podcasts" and "Events" area on the homepage.

**Size:** 744 x 106 pixels.

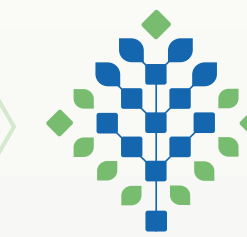
**File Format:** 744 x 106 pixels.

Reference position - Central Home 1

Observations: All banners are responsive and accept **jpg**, **png** ou **gif**.

**Maximum size:** 200 kb





## 2 - "TECHNICAL ARTICLES" SUPPORT ON THE HOMEPAGE

Exhibited above the latest "Technical Articles" area.

**Size:** 728 x 90 pixels.

**File Format:** 744 x 106 pixels.

Reference position - Central Home 2

### Artigos Técnicos

#### Qualidade Da Madeira De Clones Poliplóides De Eucalipto

A geração de clones poliplóides de eucalipto via indução química pode ser uma alternativa para gerar variabilidade e impulsionar o melhoramento genético do eucalipto.

#### Oportunidades da Biorrefinaria Florestal: Tendências e Desafios

O setor de Celulose & Papel está sob crescente pressão para adotar práticas mais ecológicas. A Biorrefinaria Florestal, utilizando subprodutos da madeira, emerge como uma solução promissora. Este artigo examina pesquisas recentes, destacando a liderança da China e o foco do Brasil em lignina Kraft e nanoceluloses.

#### O Potencial Da Lignina No Contexto Brasileiro

A lignina possui potencial econômico como precursor de produtos variados. Esta pesquisa destaca fontes vegetais, processos de extração e derivados da lignina no Brasil. Com foco até 2030, especialistas apontam a lignina de folhosas e bagaço de cana-de-açúcar como principais fontes, destacando polímeros, fibras de carbono e nanopartículas como produtos derivados. O estudo ressalta oportunidades na agroindústria e desafios na produção.

#### Publique seu trabalho na Revista O Papel

#### Press Section Grinds

This study explores the potential benefits of enhancing the geometric tolerances of press roll sections in paper mills. Results

#### Novel Biofilm Control Technology

The paper manufacturing sector seeks solutions to control pink slime growth

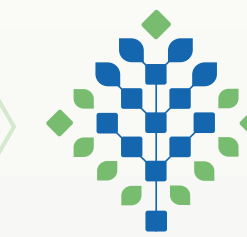
#### Impact Of The Recycling Process On Kraftliner Paper

The study assessed the effects of recycling on eucalyptus short fibers like

Observations: All banners are responsive and accept **jpg, png** ou **gif**.

**Maximum size:** 200 kb





### 3 - "VIDEOS" SUPPORT ON THE HOMEPAGE

Exhibited above the "Videos" section and below the "Indicators" area.

**Size:** 744 x 106 pixels.

**File Format:** 744 x 106 pixels.

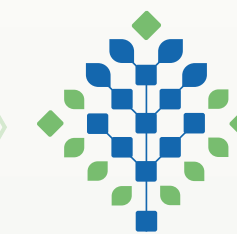
Reference position - Central Home 3



Observations: All banners are responsive and accept **jpg, png** ou **gif**.

**Maximum size:** 200 kb





The screenshot shows the homepage of the ABTCP website. At the top, there's a navigation bar with the title 'Guia ABTCP de Fabricantes e Fornecedores'. Below this, the main content area is divided into several sections:

- Top Left:** A banner for 'IPEL Revoluciona Gestão de Insumos Químicos e Amplia Competitividade com Siderquímica'.
- Top Center:** A call-to-action box 'CADASTRE SUA EMPRESA NO GUIA ABTCP DE FABRICANTES E FORNECEDORES' with a 'CLIQUE AQUI' button.
- Top Right:** A banner for the 'Guia ABTCP - Edição 2023-2024'.
- Middle Left:** A list of 'Produtos & Serviços Mais Procurados' including items like 'Papel liner', 'Papel couchê (coated)', 'Acelerômetros', etc.
- Middle Center:** A list of 'Empresas Mais Procuradas' including 'Ahlstrom', 'VOITH', 'Helamin Brasil', etc.
- Middle Right:** A banner titled 'CONHEÇA O MAPA DA INDÚSTRIA DE BASE FLORESTAL DA AMÉRICA DO SUL'.
- Bottom Left:** Three smaller news-style banners: 'Química Nova Brasil: Inovação e Excelência no Setor Químico Nacional', 'Sopasta e Siderquímica Potencializam Parceria e Garantem Ganhos Notáveis', and 'Latampaper Convida Papeleiros Brasileiros para Oportunidade Exclusiva em Junho'.

## 4 - "GUIDE OF SUPPLIERS & MANUFACTURERS" AND "ESG" SUPPORT ON THE HOMEPAGE

Exhibitet betweten the "Guide of suppliers and manufacturers" and "ESG".

**Size:** 744 x 106 pixels.  
**File Format:** 744 x 106 pixels.

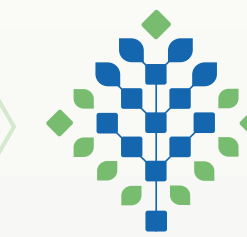
Reference position - Home Central 4

*Observations: All banners are responsive and accept jpg, png ou gif.*

**Maximum size:** 200 kb







The screenshot shows a newspaper article layout. At the top is a green navigation bar with menu items: INDICADORES, NEGÓCIOS & MERCADO, INOVAÇÃO & TECNOLOGIA, ESG, GESTÃO E RH, EVENTOS, ARTIGOS TÉCNICOS, BIBLIOTECA. Below the navigation bar, the article is attributed to 'Por Da Redação' and dated '9 de novembro de 2023'. The main image is an aerial view of an industrial facility with large piles of material and a forested area. Below the image is a caption: 'A Central de Tratamento de Resíduos da Suzano foi implantada na Unidade de Três Lagoas com o objetivo de produzir corretivos de solo, semelhante ao calcário, para as florestas da Suzano. Crédito: Divulgação Suzano'. The article text follows: 'A Suzano alcançou a marca de 180,8 mil toneladas de corretivos e fertilizantes agrícolas produzidos com o reaproveitamento de resíduos florestais e industriais na Unidade de Três Lagoas. Nos últimos três anos e meio, foram produzidas 165.955 toneladas de corretivos de solo e 14.887 toneladas de fertilizantes orgânicos, o que corresponde a uma produção de quase 4,3 mil toneladas de insumos agrícolas ao mês.' Below the text is a red dashed box containing an advertisement placeholder with the text 'Anuncie aqui!' and a small image of a person. At the bottom of the article, it says: 'Somente em 2023, foram produzidas 30.170 toneladas de corretivos de solo e 7.480 toneladas de fertilizantes orgânicos. O volume de insumos orgânicos deste ano praticamente bateu toda a produção dos anos dois anos'.

## FULL BANNER EDITORIALS (INSIDE PAGES)

Advertising space right after the first paragraph.

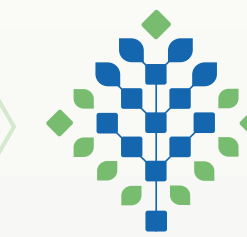
**Size:** 728x90 pixels.

**File Format:** 744x106 pixels.

*Observations: All banners are responsive and accept jpg, png ou gif.*

**Maximum size:** 200 kb





The screenshot shows a newspaper article page. At the top, there is a navigation bar with categories: INDICADORES, NEGÓCIOS & MERCADO, INOVAÇÃO & TECNOLOGIA, ESG, GESTÃO E RH, EVENTOS, ARTIGOS TÉCNICOS, BIBLIOTECA. Below this is a sub-header 'DA REDAÇÃO' and a main headline 'Congresso Internacional ABTCP 2023: Conexão, Inovação e Crescimento.' The article title is 'Suzano alcança 180,8 mil toneladas de insumos agrícolas a partir de resíduos'. The byline is 'Por Da Redação' and the date is '9 de novembro de 2023'. The main image shows an aerial view of a large industrial facility with numerous large white storage tanks. Below the image is a caption: 'A Central de Tratamento de Resíduos da Suzano foi implantada na Unidade de Três Lagoas com o objetivo de produzir corretivos de solo, semelhante ao calcário, para as florestas da Suzano. Crédito: Divulgação Suzano.' The article text below the caption reads: 'A Suzano alcançou a marca de 180,8 mil toneladas de corretivos e fertilizantes agrícolas produzidos com o reaproveitamento de resíduos florestais e industriais na Unidade de Três Lagoas. Nos últimos três anos e meio,'. On the right side of the article, there is a 'Compartilhar' section with social media icons for Facebook, X, WhatsApp, LinkedIn, Email, and Print. Below that is a 'Newsletter' section with the heading 'Mantenha-se Atualizado!' and a sub-heading 'Assine nossa newsletter e receba com exclusividade novidades e notícias do setor.' There is a text input field for 'Seu Melhor E-Mail' and a 'Inscreva-se' button. At the bottom right, there is a red dashed box containing an advertisement placeholder with the text 'Anuncie aqui!' and a small image of a person looking at a screen.

## SIDE BANNER EDITORIAL (INSIDE PAGES)

Area to the right of the main content, with a stick characteristic to provide more visibility when scrolling.

**Size:** 298 x 298 pixels.

**File Format:** 324 x 324 pixels.

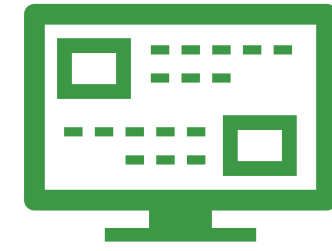
*Observations: All banners are responsive and accept jpg, png ou gif.*

**Maximum size:** 200 kb



*0 Papel*  
**Prices**

Price per month



**NEWSPULPAPER.COM (NEWS PORTAL)**



FORMAT	3 MONTHS	6 MONTHS	1 YEAR
HEADER	\$ 458,25	\$ 397,15	\$ 305,50
NEWS SUPPORT	\$ 397,15	\$ 344,20	\$ 264,77
PODCAST SUPPORT	\$ 336,05	\$ 291,24	\$ 224,03
1 - "PODCAST" SUPPORT AND "EVENTS" ON THE HOMEPAGE	\$ 397,15	\$ 344,20	\$ 264,77
2 - "TECHNICAL ARTICLES" SUPPORT ON THE HOMEPAGE	\$ 397,15	\$ 344,20	\$ 264,77
3 - "VIDEOS" SUPPORT ON THE HOMEPAGE	\$ 397,15	\$ 344,20	\$ 264,77
4 - "GUIDE OF SUPPLIERS & MANUFACTURERS" AND "ESG" SUPPORT ON THE HOMEPAGE	\$ 397,15	\$ 344,20	\$ 264,77
FULL BANNER EDITORIAIS (INSIDE PAGES)	\$ 366,60	\$ 317,72	\$ 244,40
SIDE BANNER EDITORIAL (INSIDE PAGES)	\$ 305,50	\$ 264,77	\$ 203,67

**OPAPELDIGITAL.ORG.BR**

PRINT MAGAZINE IN WEB VERSION



# O Papel

## Formats and content



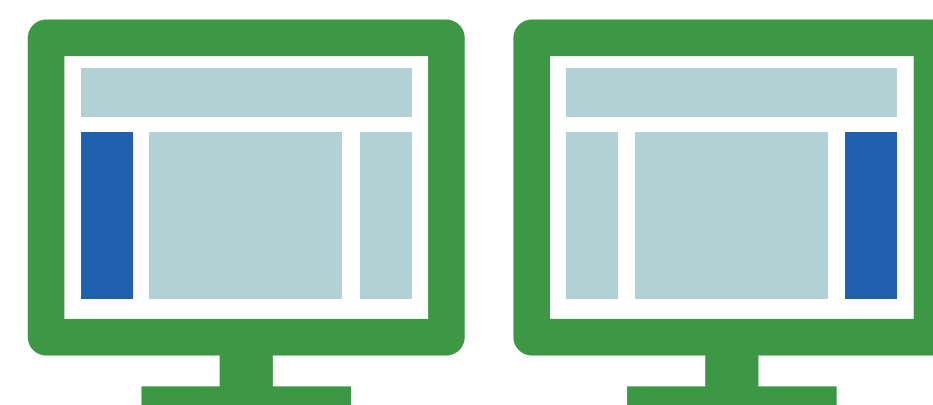
OPAPELDIGITAL.ORG.BR ( PRINT MAGAZINE IN WEB VERSION )



Format: **Header banner**

Size (W x H): 728 x 90 px

- \* File type: JPEG, HTML5/JavaScript.
- \* Banner rotation every six seconds.



Format: **Banner lateral**

Size (W x H): 150 x 600 px

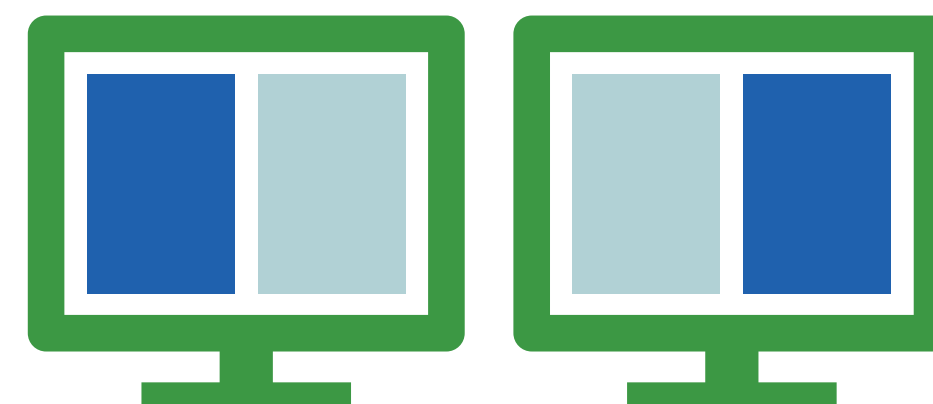
- \* File type: JPEG, HTML5/JavaScript.
- \* Right/Left side.



Format: **Mini side banner**

Size (W x H): 150 x 150 px

- \* File type: JPEG, HTML5/JavaScript.
- \* Up to 3 banners on the side recommended.
- \* Right/Left side.
- \* The mini side banner can only be sold if the side banner is not contracted in the respective issue.



Format: **Pre-Cover or Post-Cover**

Size (W x H): 395 x 525 px

- \* File type: JPEG.
- \* Minimum resolution: 300 dpi

Obs. Advertiser must inform the destination URL. Banners are random, with the possibility of each area available on the website to be simultaneously contracted by up to five companies.

Note: Upon receipt of the file, the verification time (format and quality), as well as uploading to the website takes 1 to 2 business days.





# 0 Papel Formats and content



OPAPELDIGITAL.ORG.BR ( PRINT MAGAZINE IN  
WEB VERSION )



Format: **Video**

COVER

Video opening as a window covering the month's edition.

**Minimum resolution recommended:**  
HD (1280 x 720 px)

**File type:**  
MP4 (max. 100 Mb)

\* The website allows inserting up to five videos per edition of up to eight minutes.



Format: **Video**

INTERNAL

Video embedded in the pages; ideal for shorts, product explanations and articles.

**Minimum resolution recommended:**  
HD (1280 x 720 px)

**File type:**  
MP4 (max. 100 Mb)

\* The website allows inserting up to five videos per edition of up to eight minutes.



Format: **Audio**

Ideal for shorts and audio calls in the magazine's digital version.

COVER

INTERNAL

**File type:**  
MP3 (max. 100 Mb)

\* Accepts audio files to be run in the background while reading or as a player in front of the publication.



Format: **Photo gallery**

Add more photos of your ad for readers to see.

**Files supported:**  
JPEG

\* The website allows inserting up to 10 different galleries with 6 photos each.



*0 Papel*  
**Prices**

Prices per  
insertion



**OPAPELDIGITAL.ORG.BR**

( PRINT MAGAZINE IN  
WEB VERSION )

**DIGITAL MEDIA FOR COMPUTERS**

FORMAT	PRICE
TOP BANNER	\$ 622,30
SIDE BANNER RIGHT/LEFT FULL	\$ 835,80
MINI SIDE BANNER	\$ 204,47
PRE-COVER/POST-COVER	\$ 2.542,54
VIDEO - COVER	\$ 5.156,20
VIDEO - INTERNAL	\$ 3.813,81
AUDIO - COVER	\$ 2.302,30
AUDIO - INTERNAL	\$ 1.778,00
PHOTO GALLERY	\$ 1.013,60



# Many more advantages for ABTCP members and NEWSPULPAPER.COM advertisers



## Member advantages

- Free ads (benefit and format according to membership category);
- Special discounts (according to membership category);
- Publication of one press release with photo per year on the site [NEWSPULPAPER.COM](http://NEWSPULPAPER.COM)\* website\* (press release specifications: 1,500 characters without spaces, title and photo in low resolution, either jpeg or tif format, text in MS Word). The press release will remain available temporarily on the Newspulper - [www.newspulper.com](http://www.newspulper.com) portal and permanently on the website's internal pages. \*Non-cumulative benefit.

## Advertiser advantages

- Every ad contracted in the print edition has a link of the ad in the digital edition;
- Every ad contracted in O PAPEL entitles you to publish a story\* on [NEWSPULPAPER.COM](http://NEWSPULPAPER.COM)'s Instagram;  
\* Single image.  
The indicated size is 1080 x 1920 pixels and the minimum: 600 x 1067 pixels.
- Every company that contracts an ad in the print edition will have its name mentioned in ABTCP's Podcast *Revista O Papel em Minutos*.

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



# Branded Content / Special Projects



Podcasts

Branded Content



Institutional Books

Integration with Events



Customized Projects

The credibility of **O Papel** magazine and our team's expertise in creating unique content for your brand.





# O Papel

# Technical Specifications

## PRINT MEDIA

Format (W x H): 21 x 28 cm  
 Spine: Stapled spine  
 Colors: 4 x 4 full  
 Line count: 175 lines per inch  
 Cover paper: Glossy coated paper 170g/m2  
 Internal 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.

Delivery of text 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 O Papel magazine, is not a commercial company. Therefore, prices charged for media are calculated to ensure the product's sustainability.

## CLOSING AND MATERIAL-DELIVERY DATES\*

MONTH	CONTRACTING/ CLOSING DATE	DELIVERY DATE OF AD FILE
JANUARY	January 17, 2024	January 19, 2024
FEBRUARY	February 15, 2024	February 19, 2024
MARCH	March 13, 2024	March 15, 2024
APRIL	April 16, 2024	April 18, 2024
MAY	May 14, 2024	May 16, 2024
JUNE	June 12, 2024	June 14, 2024
JULY	July 15, 2024	July 17, 2024
AUGUST	August 14, 2024	August 16, 2024
SEPTEMBER	September 16, 2024	September 18, 2024
OCTOBER	October 15, 2024	October 17, 2024
NOVEMBER	November 12, 2024	November 14, 2024
DECEMBER	December 10, 2024	December 12, 2024

\* The contracting of media will occur upon delivery of the formal contracting document sent by ABTCP, signed by both parties, by the agreed date.

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

**Obs.:** All ads must be paid within the month of publication and always on the 20<sup>th</sup> of the respective month.

## DIGITAL MEDIA (WEB + APP)

**www.newspulpaper.com**  
 Files supported: JPEG, GIF.

**www.revistaopapeldigital.org.br**  
 Files supported: JPEG, GIF, HTML5/Javascript.

**Video files:** MP4 (max. 100 Mb)

**Audio files:** MP3 (max. 100 Mb)

## NEWS PORTAL - NEWSPULPAPER.COM

The prices listed are to be paid monthly according to the period contracted (3 months, 6 months or 9 months).

Note: The contracting of formats and content in the digital edition can be done at any time. Delivery of files must be done in mutual agreement after the date of contracting. The airing of media in websites and app will be done within three days of the file delivery date.



# LGPD

General  
Data-Protection  
Law

Every company, when contracting any sponsorship quota or the publication of a print or digital ad offered in ABTCP's MEDIA KITS, declares its free consent to the agreement and authorization to divulge its image 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 media contracted.





**Media KIT 2024**

MONTHLY JOURNAL ON THE PULP AND PAPER MARKET AND TECHNOLOGIES



PRINT AND  
DIGITAL

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