

PPAI[®] Media 2026 Media Kit

There are many layers when it comes to creating effective advertising and marketing campaigns. PPAI can help your company build the perfect advertising campaign to reach your target audience. Through a combination of print and digital advertising, as well as in-person and virtual event sponsorships, you can engage with your target audience on multiple levels. Your dedicated account manager can tailor the perfect combination of award-winning media to help solidify your brand while exceeding your marketing goals.

Important: As a standard business and industry practice, we will be adding a 2.75% surcharge on credit card payments effective March 1, 2026. Payments related to booth, membership, advertising and sponsorships received on or after March 1, 2026, will incur this non-refundable, automated transaction fee regardless of the date the order was placed.

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PPAI Magazine

Optimize your messaging with **PPAI Magazine**, PPAI's award-winning publication. Your business messaging has a circulation of more than 15,000 and the potential to reach the hands of 30,000 industry-leading subscribers monthly (excluding February and August). A 60/40 editorial-to-advertising ratio means your brand is noticed by PPAI members and paid subscribers. It's the perfect platform to make your products truly stand out. As a bonus, when you advertise in PPAI Magazine, your ad will also run in the digital flipbook: <https://flipbook.ppai.org/>.



Pricing

NET RATES	1X
Full Page	\$4,500* ea.
1/2 Page	\$2,700* ea.
Inside Front	\$5,150* ea.
Inside Back	\$4,950* ea.
Back Cover	\$5,850* ea.
Sponsored Content	\$3,000* ea.
Belly Band	\$7,500* ea.
Inside Front Gatefold	\$8,000* ea.

*Add 20% to all prices for qualified non-members.

Guaranteed premium placement (excluding covers): Add 10%

Special Bundle Pricing: For \$3,500, receive a full page of sponsored content in PPAI Magazine, plus one PPAI Newslink Sponsored Content #2 placement within the same month as well as one week featured on PPAI.org in its sponsored content slot.

Advertising Specs

AD SIZE	LIVE (WIDTH X HEIGHT)	TRIM (WIDTH X HEIGHT)	BLEED (WIDTH X HEIGHT)
Two-Page Spread	15.75" x 10.875"	16.75" x 10.875"	17.25" x 11.125"
Full Page	7.375" x 9.875"	8.375" x 10.875"	8.625" x 11.125"
Horizontal Half Page	7.125" x 4.75"		
Vertical Half Page	3.875" x 9.25"		

Submission Instructions:

Visit: sparkpublications.com/digital/PPB

- The file name needs to be labeled as CompanyName_PPAMag_MMY
- Click the upload tab and load the file

PPAI Magazine

General Policy:

All copy is subject to approval. Publisher reserves the right to reject or cancel any advertisement for any reason at any time. Advertisers and advertising agencies assume liability for all content of advertisements printed and assume responsibility for any claims which may arise against publisher for their advertising.

PSA Deadline:

Advertisers must obtain Product Safety Aware before the listed material deadline.

Payment Terms:

Invoices are due and payable upon receipt and are considered past due after 30 days. PPAI reserves the right to cancel future ad placements if a company is 30+ days past due. Non-members and non-credit qualified PPAI members must pre-pay for their advertising.

Insertion Orders And Cancellation:

A signed insertion order with PPAI Media is a legally binding contract and is subject to the terms and penalties stated on the insertion order. Notice of cancellation of scheduled advertising must be received in writing 30 days prior to the space deadline listed in the media kit. Advertisers will be billed if cancellation is received after this date.

Short Rates And Rebates:

Advertiser will be short rated, if within a 12-month period from the date of the first insertion, the amount of space upon which billings have been based has not been used. Advertisers will receive a rebate if, within 12 months from the date of the first insertion, they have used additional space to allow a lower rate than originally billed.

Special Position:

Advertiser must run a minimum of six times to be eligible for premium positions in PPAI Magazine. Position requests other than premium positions cannot be guaranteed. Ask your account manager about availability and pricing.

Bleed:

Available on full or two-page spreads only (no additional charge for bleed).

Inserts:

Must be pre-printed and supplied by advertiser. Special rates available for more than four-page format such as mini-catalogs and brochures. Maximum acceptable insert weight is 80# text. Inserts exceeding this will receive a surcharge and be placed at the back of the publication. Contact an account manager for more information.

Production Charges:

Advertiser will be billed for any reworking of ad materials requiring additional steps.

PPAI Magazine

	January	March	April	May	June
Cover Story	PPAI Consumer Research	Best of The PPAI Expo	The Coolest Stuff In Promo	The International Landscape	PPAI 100
Feature(s)	PPAI Icon Award Winners; The PPAI 100 Playbook	Annual Distributor Sales Volume Estimate; New PPAI Board Member Profiles	LEAD Preview; PPAI's Strategic Plan	PPAI Economic Research	Research: Consumer Study
Pyramid	-	Top Client Programs	-	Best In Technology	Top Marketing Programs
In Style	PANTONE Color of the Year	The PPAI Expo: Wearable Trends	Baggy Is Back	Bold Prints	Fall 2026 Preview
Use Case	Festival Faves	The PPAI Expo: New Products	America At 250	Friday Night Lights	Products With Purpose
Solutions Spotlight	Artwork Services	Credit Services	Digital Marketing	Equipment & Machinery	ERP
PPW	Startups	Summer Camps	Mental Health Practices	Solopreneurs & Consultants	Cricket
Ad Space Deadline	11/26/2025	1/29/2026	2/27/2026	3/26/2026	4/24/2026
Material Deadline	12/2/2025	2/5/2026	3/6/2026	4/7/2026	4/30/2026
	July	September	October	November	December
Cover Story	Promo In American History	Greatest Companies to Work For	The Vision For PPEF	The PPAI Expo Preview	PPAI Rising Stars
Feature(s)	Sales Benchmarking & Growth Leaders; Woman of Achievement	Innovation Benchmarking & Leaders	Responsibility Benchmarking & Leaders; Research: Consumer Study	PPEF Scholars	Research: Consumer Study
Pyramid	Best In Supplier Decorating	-	-	-	-
In Style	Polos	Layering Up	Cool Kicks	Spring 2026 Preview	Hot Headwear
Use Case	Solving For Seniors	Warm For Winter	Money Is No Object	What's Now	Welcome Kit
Solutions Spotlight	HR & Development	Insurance	Outsourcing	Multi-line Reps	Order Management
PPW	Robotics Companies	Food Halls & Truck Parks	Natural Health Providers	Private Tutors & Test Prep	Last-Mile Solutions
Ad Space Deadline	5/29/2026	7/30/2026	8/27/2026	9/25/2026	10/29/2026
Material Deadline	6/8/2026	8/6/2026	9/2/2026	10/1/2026	11/9/2026

August Special Digital Edition

Cover Story: Using The PPAI Solutions Center

Feature(s): Solutions Directory; Fast-Growing Categories; Regional Association Spotlight

Ad Space Deadline: 7/1/2026 **Material Deadline:** 7/13/2026

PPAI Magazine Preview Email

PPAI Magazine Preview Email is distributed at the beginning of each month (excluding February and August) to more than 70,000 industry professionals with an open rate of 25% and provides a link to the digital flipbook with an exclusive location for your advertising.

Ad Size: 600w x 93h (Exclusive Ad)

Pricing: \$950 ea*

*Add 20% to all prices for non-members

Artwork Deadline: One business week prior to run date.

File Format: PNG or GIF; size should not exceed 200K. Flash-animated files are not accepted.

Submission Instructions: Email to mediasales@ppai.org and include the URL for the ad.



Advertisers must obtain Product Safety Aware status prior to the listed artwork deadline.

PromoPro Daily

PromoPro Daily, PPAI's daily e-newsletter, is a quick and easy way to get your message directly to the inbox of 46,000 industry pros. With a large ad space and an average 21.6% open rate, plus your company's name appearing prominently in the email's preview text, PPD lets you connect your brand directly with distributor salespeople. It's powerful and cost-effective — a perfect balance for any of your marketing campaigns.

Schedule: Promo Pro Daily is delivered Monday through Friday, excluding these holidays: Memorial Day, Independence Day (July 4), Labor Day, Thanksgiving Day, the Friday after Thanksgiving and the day after Christmas.

Ad Size & Pricing (Add 20% to all prices for non-members):

- Premium Ad (400w x 530h) - \$700 ea.
- Horizontal Banner Ad (600w x 93h) - \$500 ea.

Artwork Deadline: One business week prior to run date.

File Format: PNG or GIF file; size should not exceed 100K. If submitting an animated gif, the file should not exceed 200K. Flash-animated files are not accepted.

Submission Instructions: Email to mediasales@ppai.org and include the URL for the ad.

Monday's back ...
December magic is in the air.

The 3 Pillars Of Active Listening

It sounds simple enough to listen to someone. However, listening isn't the same as truly *hearing* them. When you practice active listening, you're tuning in to what the other person is saying — not thinking about what you'll say next. You stay fully locked into the conversation by asking questions and ensuring you understand before responding.

400w x 530h

PPAI
Promo
Pro Daily

InPower Coaching's Dana Theus says refining your active listening skills is the ultimate communication hack. She says when you make someone feel truly heard, you give them a powerful sense of respect that inspires them to trust you. Different from passive listening, active listening is a structured technique that requires your full engagement. We share her thoughts on the 3 pillars of active listening in this issue of *PromoPro Daily*.

Pillar No. 1: Listen without judgment. The first step involves listening with curiosity, Theus says. Quiet your mind. Hold your judgment. Consciously set aside your internal distractions, opinions, counterarguments and solutions. She says the goal is to absorb what the other person is saying, both verbally and non-verbally. Pay attention to facial expressions, observe body language and notice nonverbal cues. Ask clarifying questions when necessary.

Pillar No. 3: Respond with your perspective Only after the other person confirms that you have understood them correctly should you share your own thoughts, according to Theus. You may find that your initial impression changed and you might need a moment to reconsider your response. Consider saying something like, "Thank you for sharing that. I need some time to think about it." When you respond, Theus says the other person is far more likely to listen openly to you because you have already offered them that same courtesy.

Active listening can totally transform how you communicate. Focus on listening with curiosity, making sure you understand their message and then sharing your take on the topic. It's a skill that can help you build better trust and better relationships.

Compiled by Audrey Sellers
Source: Dana Theus is the president and CEO of InPower Coaching.

ONE MORE GOOD READ
[Elf On The Shelf And Kinder Chocolate Embark On A Sweet Adventure Campaign](#)

DID YOU SEE?
[Not Your Average Custom Polo](#)

600w x 93h

TOP-SHELF TIP NO. 233
"Active listening is about connecting with another person's experience. It's the glue of meaningful communication."
Michael P. Nichols

Advertise **PPAI Media** Subscribe

Advertisers must obtain Product Safety Aware status prior to the listed artwork deadline.

PPAI Newslink – Banner Ads

Tuesdays and Thursdays belong exclusively to PPAI's e-newsletter, **PPAI Newslink**. Reaching more than 50,000 professionals twice a week with an average 29.1% open rate, PPAI Newslink helps you extend your reach to an audience who is informed and engaged with all things happening in the promotional products industry.


Ad Size & Pricing (Add 20% to all prices for non-members):

- Premium Banner Ad (600w x 93h) - \$950 ea.
- Horizontal Banner Ad #2 (600w x 93h) - \$780 ea.
- Horizontal Banner Ad #3 (600w x 93h) - \$700 ea.
- Horizontal Banner Ad #4 (600w x 93h) - \$650 ea.

Artwork Deadline: One business week prior to run date.


File Format: PNG or GIF file; size should not exceed 100K. If submitting an animated gif, the file should not exceed 200K. Flash-animated files are not accepted.

Submission Instructions: Email to mediasales@ppai.org and include the URL for the ad.



Register For The PPAI Expo

600w x 93h




NOV. 18, 2025 | TOP STORY

HR Advice: Should You Respond To A Terminated Employee's Parent?

Read More

Sponsored Content




PREMIUM CUSTOM POLOS YOUR CLIENTS WILL LOVE TO WEAR

Elevate Your Brand With Fully Custom Premium Polos

Sparkpolo creates retail-quality, fully custom polos designed exclusively for the promotional products industry. Distributors trust Sparkpolo for exceptional craftsmanship, modern design, and apparel that sparks conversation the moment it's worn. Deliver standout style, unmatched comfort, and a memorable brand experience, all with low MOQs and fast turnaround.

PLAYBACK+


WATCH: A PPAI Advocacy Win For The Industry



This week's edition of PPAI Media's playback+ is brought to you by Aclymate. Also covered is the USTR's suspension of maritime trade actions against China, potential holiday delivery delays and more top stories.

Watch Now

YOUR BUSINESS




Michele Schwartz: From Swag To Strategy

To capture the attention and imagination of clients, we must frame promotional products as an integral part of the marketing mix.

Read More

600w x 93h


RESPONSIBILITY



EPA Proposes Changes To PFAS Reporting Requirements

The Environmental Protection Agency may change the scope and timeline of certain "forever chemical" reporting requirements.

Read More



Key Takeaways From The Latest Industry ESG Impact Reports

Gold Bond is among the latest PPAI members that have shared their CSR accomplishments from over the past year as well as goals for 2025 and beyond.

Read More

Advertisers must obtain Product Safety Aware status prior to the listed artwork deadline.

PPAI Newslink – Sponsored Content

Your content is nested within the **PPAI Newslink** story flow, making it a premium space for your brand to present a case study, show off a new line or promote special offers to a highly engaged audience.

Ad Size & Pricing (Add 20% to all prices for non-members):

- Sponsored Content #1 (288w x 200h) - \$1,375 ea.
- Sponsored Content #2 (288w x 200h) - \$1,000 ea.

Artwork Deadline: One business week prior to run date

File Format: PNG or GIF file; size should not exceed 100K. If submitting an animated gif, the file should not exceed 200K. Flash-animated files are not accepted.

Submission Instructions: Email the following to mediasales@ppai.org.

- Content Title between 25-40 Characters
- Image Size: 288w x 200h pixels
- URL for Image Link
- URL for “Read More” Link
- 200-250 Characters

The screenshot displays the PPAI Newslink website interface. At the top, the PPAI Newslink logo is visible, along with a 'Register For The PPAI Expo' button. Below the header, there are several article teasers. One article is titled 'Selling your promo business? We've got your back.' with a 'LEARN MORE' button. Another article is titled 'HR Advice: Should You Respond To A Terminated Employee's Parent?' with a 'Read More' button. A third article is titled 'WATCH: A PPAI Advocacy Win For The Industry' with a 'Watch Now' button. In the center, there is a large green placeholder for a sponsored content ad, labeled 'Sponsored Content' and '288w x 200h'. The placeholder text reads: 'Elevate Your Brand With Fully Custom Premium Polos'. Below this, it says: 'Sparkpolo creates retail-quality, fully custom polos designed exclusively for the promotional products industry. Distributors trust Sparkpolo for exceptional craftsmanship, modern design, and apparel that sparks conversation the moment it's worn. Deliver standout style, unmatched comfort, and a memorable brand experience, all with low MOQs and fast turnaround.'

Advertisers must obtain Product Safety Aware status prior to the listed artwork deadline.

PPAI Newslink – Breaking News Ad

From major acquisitions to big-name promotions, **PPAI Newslink Breaking News** reports noteworthy industry news as it happens. As the exclusive advertiser, you'll have complete exposure in this must-read industry alert.

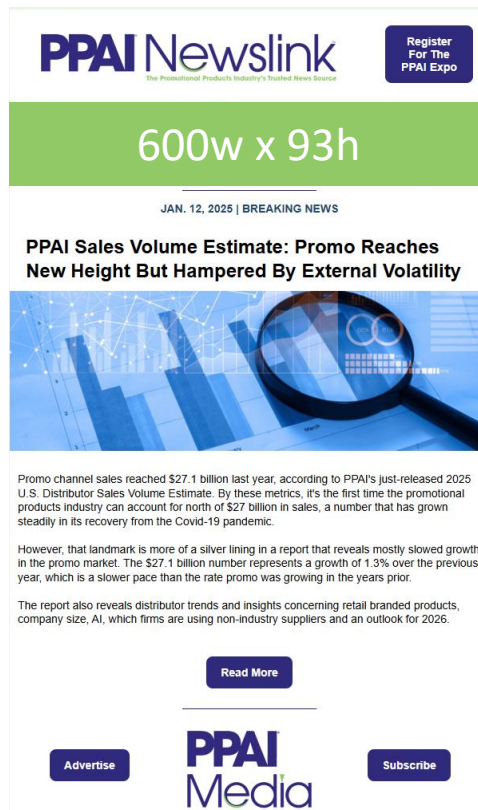
Ad Size & Pricing (Add 20% to all prices for non-members):

- Premium Banner Exclusive Ad (600w x 93h) - \$950 ea.

Artwork Deadline: One business week prior to run date.

File Format: PNG or GIF file; size should not exceed 100K. If submitting an animated gif, the file should not exceed 200K. Flash-animated files are not accepted.

Submission Instructions: Email your ad to mediasales@ppai.org and include the URL for the ad.



The banner ad features the PPAI Newslink logo at the top left, with the tagline "The Promotional Products Industry's Trusted News Source". To the right is a "Register For The PPAI Expo" button. Below the logo is a green bar with the dimensions "600w x 93h". The main headline reads "PPAI Sales Volume Estimate: Promo Reaches New Height But Hampered By External Volatility". Below the headline is a blue graphic with a bar chart and a magnifying glass. The text below the graphic states: "Promo channel sales reached \$27.1 billion last year, according to PPAI's just-released 2025 U.S. Distributor Sales Volume Estimate. By these metrics, it's the first time the promotional products industry can account for north of \$27 billion in sales, a number that has grown steadily in its recovery from the Covid-19 pandemic. However, that landmark is more of a silver lining in a report that reveals mostly slowed growth in the promo market. The \$27.1 billion number represents a growth of 1.3% over the previous year, which is a slower pace than the rate promo was growing in the years prior. The report also reveals distributor trends and insights concerning retail branded products, company size, AI, which firms are using non-industry suppliers and an outlook for 2026." At the bottom, there are three buttons: "Read More", "Advertise", and "Subscribe", with the PPAI Media logo in the center.

PPAI Newslink
The Promotional Products Industry's Trusted News Source

Register For The PPAI Expo

600w x 93h

JAN. 12, 2025 | BREAKING NEWS

PPAI Sales Volume Estimate: Promo Reaches New Height But Hampered By External Volatility

Promo channel sales reached \$27.1 billion last year, according to PPAI's just-released 2025 U.S. Distributor Sales Volume Estimate. By these metrics, it's the first time the promotional products industry can account for north of \$27 billion in sales, a number that has grown steadily in its recovery from the Covid-19 pandemic.

However, that landmark is more of a silver lining in a report that reveals mostly slowed growth in the promo market. The \$27.1 billion number represents a growth of 1.3% over the previous year, which is a slower pace than the rate promo was growing in the years prior.

The report also reveals distributor trends and insights concerning retail branded products, company size, AI, which firms are using non-industry suppliers and an outlook for 2026.

Read More

Advertise

PPAI Media

Subscribe

Advertisers must obtain Product Safety Aware status prior to the listed artwork deadline.

PPAI Newslink @ Expo Banner Ad

The special edition of **PPAI Newslink@Expo** will help your brand reach more than 61,000 trade show attendees, PPAI members, and subscribers during each event. Be sure your brand reaches this all-encompassing distributor audience daily during The PPAI Expo.


Ad Size & Pricing (Add 20% to all prices for non-members):

- Premium Banner Ad (600w x 93h) - \$950 ea.
- Horizontal Banner Ad #2 (600w x 93h) - \$780 ea.
- Horizontal Banner Ad #3 (600w x 93h) - \$700 ea.
- Horizontal Banner Ad #4 (600w x 93h) - \$650 ea.

Artwork Deadline: One business week prior to run date.


File Format: PNG or GIF file; size should not exceed 100K. If submitting an animated gif, the file should not exceed 200K. Flash-animated files are not accepted.

Submission Instructions: Email your ad to mediasales@ppai.org and include the URL for the ad.



The PPAI Expo 2026 Schedule

600w x 93h




JAN. 12, 2026 | TOP STORY

Where Promo Comes Alive:
Inside The PPAI Expo 2026 Experience

Read More

Sponsored Content




DIAMONDBACK®
BRANDING

Logo Without Limits

As a trusted YETI partner, **Diamondback Branding** delivers expert decoration that brings your clients' logos to life with consistency, quality, and impact. Make their brand stand out on their favorite YETI products every time


INSIDE PPAI

PPAI Hall Of Fame:
Meet Steven Meyer, MAS



Meyer's career is a testament to how service can shape a life and an industry.

Read More




No Tariff Ruling Yet From US Supreme Court

The court declined to rule in the closely watched case on its first opinion day of the year. January 14 is the next opportunity for a ruling.

Read More


600w x 93h



Overture Eyes Law Firms, Professional Clients With Acquisition Of Pride Products

It marks the second acquisition in the last 12 months for PPAI 100's No. 13 distributor.

Read More



Vantage Apparel Launches Web Store Exclusively For Distributors

Swagee, the newest platform by PPAI 100's No. 14 supplier, promises a fully white label experience and on-demand fulfillment for distributors.

Read More

600w x 93h

Advertisers must obtain Product Safety Aware status prior to the listed artwork deadline.

PPAI Media Monthly Series

Subscribing to Newslink ensures you'll receive four distinct newsletters each month – a different one each week – as part of the **PPAI Media Monthly Series**. Curated by PPAI experts, the series shares the most important industry developments.

Week 1: Responsibility Monthly

Elizabeth Wimbush, PPAI Director of Corporate Responsibility & Sustainability, tackles all things CSR.

Week 2: Innovation Monthly

John Corrigan, PPAI Media Deputy Editor, provides updates on the industry's digital transformation.

Week 3: Your Business Monthly

Michele Schwartz, CAS, PPAI Director of Sales, shares new sales and leadership insights.

Week 4: Industry News Monthly

John Corrigan, PPAI Media Deputy Editor, combines the most important stories affecting the industry.

Ad Size & Pricing (Add 20% to all prices for non-members):

- Premium Banner Ad (600w x 93h) - \$550 ea.
- Sponsored Content (288w x 200h) - \$700 ea.
- Horizontal Banner Ad #3 (600w x 93h) - \$450 ea.

Artwork Deadline: One business week prior to run date.

Banner File Format: PNG or GIF file; size should not exceed 100K. If submitting an animated gif, the file should not exceed 200K. Flash-animated files are not accepted.

Sponsored Content Ad Material:

- Content Title between 25-40 Characters
- Image Size: 288w x 200h pixels
- URL for Image Link
- URL for "Read More" Link
- 200-250 Characters

Submission Instructions: Email your ad to mediasales@ppai.org and include the URL for the ad.

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Register For PPAI's Leadership Development Conference | Oct. 27-29

Your Business MONTHLY PPAI Media

600w x 93h

SEPTEMBER 2022 | THE #1 THING



Why Pay Discussions Are Important... And How To Get Good At Them

As transparency laws and employee expectations around fair compensation continue to grow, these conversations require clear communication, documented policies, and market-informed decisions.

[Read More](#)

THE GREAT RESIGNATION HAS EVOLVED INTO THE GREAT FREEZE. According to The Workplace Advisor, companies have slowed their hiring and scaled back investments, but they're also not conducting mass layoffs. With so much uncertainty due to macroeconomic conditions, it appears that Corporate America is maintaining the status quo.

How does this affect the promotional products industry? Find out in this edition of Your Business Monthly.



Lindsey Davis, MEd, Vice President of Sales, PPAI

Sponsored Content

288w x 200h

We Audited 100 How

As HTGL, we don't just print—we define. After auditing 100 jobs, we saw printing, embroidery, and DTF. We asked: Where do things break down? What stays up? And what kills profit margins? [Click HERE for the full breakdown.](#)



Trump Proposes End To Quarterly Reporting For Publicly Owned Firms

The president's proposal would affect several promo companies. Furthermore, the CEO of one PPAI 100 distributor is in favor of the change.

[Read More](#)

Sarah Whitaker: 4 Ways We Can Make This Holiday Season Better

From smarter client coaching to early holiday planning, here's how elevating your merch game now creates a ripple effect that boosts the entire industry.

[Read More](#)

The Frozen Labor Market: Why Hiring, Firing And Quitting Have All Hit Pause

The labor market isn't booming or busting—it's frozen. Leaving businesses and workers stuck in place and forcing leaders to rethink everything they know about.

[Read More](#)

600w x 93h

Welcome, Appreciation & Recognition Employees Will Remember

PPAI Premium Research Saturday

PPAI Premium Research, valued by the largest companies in the industry, is the place to go for the latest, most insightful data on what's really happening in the promotional products industry and the greater economy. Now, we're delivering highlights straight to the inboxes of key decision makers every Saturday morning, when they have the time to truly dive deep. The Premium Research Newsletter will be sent to Professional members only (14,000+) until the last issue of the month which will go to a broader audience made up of Members and Qualified Non-Members (56,000+).

Ad Size & Pricing (Add 20% to all prices for non-members):

- Premium Banner Ad (600w x 93h) - \$550 ea.
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FOR PROFESSIONAL MEMBERS | DECEMBER 10, 2025

600w x 93h

STAT SHOT

NA BDAQ: 23,195.17 (1.62%) | S&P 500: 6,827.41 (-0.63%) | Interest Rate: 3.5%-3.75% | Retail Sales (YoY): 4.3% (Sept.) | PPI (YoY): 2.7% (Sept.) | Unemployment: 4.4% (Sept.) | CPI (YoY): 3% | U.S. GDP (Q2): +3.8%

THE LATEST



1.45%

Promo Revenue Up
1.45% Despite Rising
Costs

[View Full Report](#)

INFOGRAPHIC

End Buyers 2025: Top Product Priorities Across
Major Industries



End buyers across retail, healthcare, finance, construction, education and manufacturing reveal what product categories deliver the strongest value in 2025. See how priorities shift by industry and which items rise to the top for 2025 planning.

[View Infographic](#)

Sponsored Content



288w x
200h

Dare To Be Different with
Locale

New brand Locale redefines what a blank cap can be, with styles like GRNDNR that combine rugged charm with a modern edge, creating headwear with real personality. Driven by a passion for the outdoors, Locale is a must-have brand for 2025.

LOOKING BACK

What Buyers Choose Vs. What Consumers
Crave



Our 2025 data compares what corporate buyers select with what consumers actually keep, use and remember. The differences highlight key opportunities for suppliers and distributors to reposition product strategy heading into 2026.

[View Full Report](#)

600w x 93h

PPAI Website

Quality and quantity is the name of the game for PPAI's hub for all things news, the **PPAI website**, ppai.org. Continuing to attract one of the most engaged and informed audiences in the industry, PPAI helps your brand create a personal connection with those who seek quality content. Averaging more than 175,000 monthly pageviews, you can optimize your audience by taking advantage of this high concentration of information seekers.

Ad Size & Pricing (Add 20% to all prices for non-members):

- ppai.org/media
 - Sponsored Content - \$750 ea.
 - Landscape #1- \$700 ea.
 - Landscape #2 - \$650 ea.
 - Promowire - \$650 ea.
 - Media Banner #1 - \$750 ea.
 - Media Banner #2 - \$650 ea.
- ppai.org/solutions (exclusive to Business Services companies)
 - Ad Placements - \$750 ea.
- ppai.org
 - Ad Placements – Contact Your Account Manager For Pricing

Artwork Deadline: One business week prior to run date.

Banner File Format: PNG or GIF file; size should not exceed 100K. If submitting an animated gif, the file should not exceed 200K. Flash-animated files are not accepted.

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Submission Instructions: Email your ad to mediasales@ppai.org and include the URL for the ad.

Advertisers must obtain Product Safety Aware status prior to the listed artwork deadline.

The screenshot displays the PPAI website interface, highlighting several key sections and ad placements:

- Must Read:** Features "The PPAI 100 Playbook" by Alok Bhat and Josh Ellis, dated January 29, Noon CT.
- PPAI Magazine Sponsored Content:** A prominent green banner.
- Essentials:** Includes "Landscape #1" (724w x 344h) and "Landscape #2" (724w x 344h).
- Media Banner #1:** A green banner with dimensions 1660w x 346h.
- Promowire Banner:** A green banner with dimensions 1660w x 346h, titled "News And Notes From Around The Industry".
- Solutions Center Ad Placement:** Two identical green banners with dimensions 640w x 325h.
- PPAI 100 Industry Leaders:** A badge indicating the 100th anniversary of the industry leaders.
- SnugZ USA Donates \$100,000 To Wounded Warrior Project:** A news article snippet with a photo of the donation ceremony.
- PPAI Ad Placements:** A green banner with dimensions 1440w x 205h.
- Footer:** Includes links to "Join us", "PPAI Media", "Experiences", "Resources", and "Contact Us".

PPAI Media playback+

Lights, camera, action! **playback+**, PPAI Media's weekly video short, brings promotional professionals up to speed on the latest industry stories, innovations and campaigns. Each Tuesday, your sponsorship puts your brand and the center of must-know insights.

Includes

- 30-second sponsor read featured in the episode
- Logo displayed on the episode thumbnail
- Sponsor link included in all social media clips
- Mention at the top of the video as “Brought to you this week by [Your Brand]”

Distribution

- Featured in Tuesday’s edition of *PPAI Newslink* (top story placement not guaranteed; minimum placement is right-hand adjacency to Sponsored Content)
- Shared across all PPAI social media channels on Tuesday, with sponsor link included

Pricing (Add 20% to all prices for non-members):

- \$1,375 per episode

Artwork Deadline: All ad materials must be submitted by the previous Monday – eight days prior to scheduled air date.

Logo File Format: PNG

Submission Instructions: Email your ad to mediasales@ppai.org and include the URL for the ad.

Advertisers must obtain Product Safety Aware status prior to the listed artwork deadline.

WATCH: FTC Eyes ‘Made In USA’ Claims For 2026

This edition of PPAI Media playback+ is brought to you by commonsku. Check out commonsku.com to learn more about how distributors are scaling smarter in 2026.

Published Dec. 29, 2025



PPAI Media Staff



PPAI Media Expert Voices

A Paid Thought Leadership Program For Industry Trailblazers

PPAI Media Expert Voices is a curated, paid thought-leadership program for a limited group of suppliers, distributors and business services members who want to shape the conversation in the promotional products industry.

This is your platform to share real insight, elevate your personal brand and position your company as a trusted leader – all under the PPAI Media umbrella.

Why PPAI Media Expert Voices?

Be Seen As The Expert

PPAI is the trusted voice of the promotional products industry. As a PPAI Media Expert Voices columnist, you'll publish under that banner and consistently show up where decision-makers are paying attention.

Reach The Right Audience

Your ideas won't be buried in a company blog. They'll live on **PPAI.org/media**, in **PPAI Newslink** and on **PPAI_HQ's** LinkedIn – reaching distributors, suppliers, agencies and service providers across the industry.

Shape The Industry Conversation

Leader Voices is for executives who want to move beyond product talk and contribute to the big topics: strategy, innovation, leadership, operations, culture, sustainability, technology and more.

What You Get As A PPAI Voices Columnist

Annual Investment: \$8,000 per seat

Term: March 1 – March 1 each year

Eligibility: Suppliers, distributors and business services members

1. Quarterly Bylined Columns

4 columns per year (one per quarter)

500–750 words each

Published on **PPAI.org/media**

Featured in **PPAI Newslink**, one of the industry's most-read e-newsletters

Your column is where you share your perspective, experience and ideas – not a sales pitch, but real thought leadership that helps the industry move forward.

2. LinkedIn Amplification

1 LinkedIn post per year from **PPAI_HQ** highlighting your column

Tagging you and/or your company when appropriate

This extends your reach and credibility beyond PPAI's owned properties and into the broader business community.

3. Guaranteed Media Opportunities

2 guaranteed quote/sourcing opportunities per year in PPAI Media coverage

This comes in addition to regular media sourcing opportunities. Our editors will create new, additional content specifically to showcase your unique perspectives.

4. Personalized Author Page

A dedicated **author page on PPAI.org** with:

- Your bio and headshot

- A running archive of all your Leader Voices columns

- Links to your social profiles and/or company website

This becomes a living portfolio of your thought leadership in the industry's most trusted media environment.

PPAI Media Expert Voices (cont'd)

5. Official PPAI Media Expert Voices Digital Badge

A **PPAI Media Expert Voices** badge for use in:

- Social media profiles
- Email signatures
- Your website and marketing materials

It signals to clients, prospects and peers that you're recognized as a thought leader by PPAI.

6. Renewal Priority

First right of refusal to renew your seat for the next **March 1–March 1** term. Seats are limited. FROR lets you continue building momentum year over year.

Optional: Professional Ghostwriting Support

Want the platform but short on time?

PPAI Media can provide **ghostwriting support for \$2,000 per year**.

Short interview or bullet-point input from you

Drafted in your voice, 500–750 words

Professionally edited and returned for your review and approval

You bring the ideas; we help with the words.

Editorial Standards

PPAI Media Expert Voices is a **thought leadership** program, not a product brochure.

Columns must provide **value to the broader industry**

Focus on insights, lessons, best practices and forward-looking ideas

Not permitted: overt product pushes or direct recruiting pitches

All content is **professionally edited** by PPAI Media, which **reserves final judgment** on whether submissions meet editorial standards. Edited or rejected content does not constitute grounds for refund.

Is PPAI Media Expert Voices Right For You?

PPAI Voices is a strong fit if you are:

Aspiring to be a **more visible** supplier, distributor or business services **executive**

Looking to build **personal and organizational credibility** in the industry

Ready to share **ideas and perspective**, not just promotions

Interested in a **consistent, elevated presence** across PPAI Media channels

Next Steps

To explore availability, discuss topics or reserve your seat, contact your PPAI account manager.

Seats are limited. If you're ready to be one of the voices shaping where this industry is headed, we'd love to talk.

Email Retargeting

Reach verified industry professionals using PPAI's trusted member data. These campaigns connect you directly to distributors and/or suppliers who are most likely to engage with your brand. You'll receive a report link to view current impressions, clicks, geographical reach and more.

Audience:

Targeted by membership category and/or region.

Pricing (Add 20% to all prices for non-members):

- Silver Package: 100,000 Impressions - \$3,000
- Gold Package: 150,000 Impressions - \$4,000
- Platinum Package: 200,000 Impressions - \$5,000

What To Include:

- Graphics: PNG or GIF, No larger than 200 MB.
 - 728x90
 - 160x600
 - 300x250
 - 180x150
- Landing Page URL
- Logo (PNG)
- Company description
- Contact Email
- Country

Artwork Deadline: All artwork is due one week before campaign start date.

Submission Instructions: Email your assets to mediasales@ppai.org.



Advertisers must obtain Product Safety Aware status prior to the listed artwork deadline.

Contact Us

Account Coordinator/Billing Contact

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Product Safety Awareness Status

Advertiser, Exhibitor & Sponsor Requirement

All companies wanting to access the PPAI marketplace through trade-show exhibit space, sponsorships or advertising must obtain Product Safety Aware (PSA) status prior to the deadline for the event or publication. This free program for both suppliers and distributors is designed to ensure that at least one person at each company possesses a basic understanding of our industry's compliance obligations. This can be achieved by completing four hours of product safety education. Every two years you must take two additional hours to maintain Product Safety Aware status. There are a few simple ways to obtain the PSA designation, including on-demand webinars.

To learn about the available opportunities to earn credits toward your PSA status, click here or contact PPAI's professional development team at: certification@ppai.org.