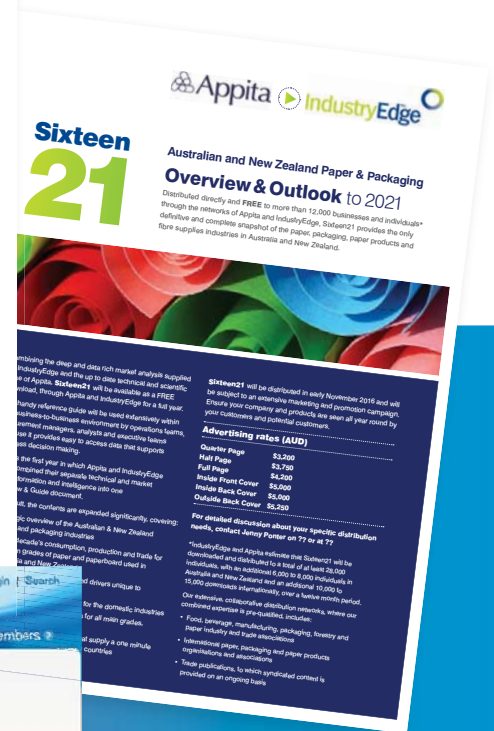
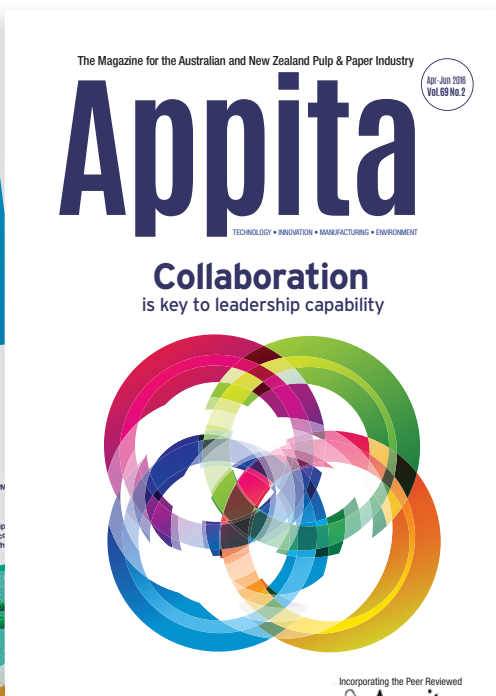


The Magazine for the Australian and New Zealand Pulp & Paper Industry

Appita

TECHNOLOGY • INNOVATION • MANUFACTURING • ENVIRONMENT

MEDIA GUIDE 2017



Appita

TECHNOLOGY • INNOVATION • MANUFACTURING • ENVIRONMENT

Appita quarterly
TIME Magazine

Magazine FEATURES

Appita TIME (Technology, Innovation, Manufacturing & Environment) - incorporating the widely acclaimed **Appita Peer Reviewed Technical Journal** - is published online and in hard copy four times a year. This flagship publication features industry and corporate news, industry developments, market up-dates, supplier products and services, our conference calendar and membership information. The magazine is circulated to over 42 countries with a readership that encompasses Appita members, manufacturers, research institutes, universities, suppliers, libraries and government departments.

Advertising in Appita TIME Magazine ensures that you reach key industry stakeholders and potential customers

Five reasons to advertise in Appita TIME

1. The magazine is the premier publication for the Australian and New Zealand pulp and paper industry and is mailed directly to over 1400 key industry players.
2. It is published in both hard copy and as an interactive digital e-book.
3. The magazine has a global readership and is distributed at key national and international events throughout the year ensuring additional value for your investment.
4. Magazine advertising remains the most effective way to market your products and services. Appita TIME's high quality editorial and design guarantees that your company or organisation will be noticed.
5. Readers refer to Appita TIME again and again. Each issue is used as reference throughout the year and beyond, giving advertisers ongoing exposure and value for money.

KADANT
KADANT CORPORATION

Steam, Paper Drying, and the Bottom Line

Blogger - Stan Malton

Energy powers the papermaking process and steam provides much of this energy. Steam is used to cook fibers for improved sheet strength, heat stock for improved drainage, heat process air for ventilation, and heat dryers to dry paper.

Steam has become an indispensable part of the papermaking process. And when it comes to the dryer section, steam has remained the primary source of energy for over 100 years. Paper drying accounts for the vast majority of thermal energy used in the papermaking process. Although using steam to dry paper can be a very efficient process, poor steam system design, improper control settings, and lack of control during machine upsets can waste tremendous amounts of energy. These losses can be lost in the "nose" of normal energy consumption, but found by looking for steam venting to the atmosphere, heating water that has no use, or over-heating more ventilation air than the dryer section requires. An even more subtle loss of energy comes from using high-pressure steam when low-pressure steam is adequate, resulting in a lost opportunity to generate electrical power.

Energy waste can also come from machine operation when operators do not have the tools or process visibility to control steam pressures, differential pressures, and blow-through quantities to the required levels. For example, high steam pressures in wet end dryers can cause the sheet to stick to the dryer surface, hurting sheet quality as well as runnability. Step changes in dryer steam pressures can cause the sheet to alternately bog and stretch as it passes through the dryer section. And inadequate dryer drainage results in poor heat transfer, non-uniform drying, and high drive loads. Fortunately, a modern steam system, such as the Dryer Management System[®] technology, provides supervisory control of the dryer section and provides operators with visibility of the drying process to maintain optimum performance for all machine and grade demands and operating upsets. These system technologies and control strategies ensure improved energy efficiency and machine runnability.

The Bottom Line Impact
The difference between a paper machine that has good steam economy of 3.5 GJ/tonne of paper and a paper machine operating under the same conditions with poor steam economy of 5.5 GJ/tonne is wasting about one tonne of steam for every tonne of paper produced. For a machine that uses steam that costs \$6 per tonne to produce 500 tonnes per day, the cost savings opportunity is more than \$1 million per year. The way you control steam can make a big difference to your process and to your bottom line.

Categories: Energy, Steam, Optimization
Kadant Australia Pty Ltd,
8 / 820 Princes Hwy, Springvale VIC 3171, Australia
stan.malton@kadant.com Mobile: +61-419-945-253

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Advertising Benefits for Sustaining Members

- Free Standard Listing in Appita TIME's Products & Services Directory.
- 20% discount on advertising rates in Appita TIME Magazine when placing directly.
- A 10% discount when advertising through recognised agencies.

Advertising Rates (Australian dollars excl gst)

Prices are per advert	Once	2 Issues	3 Issues	4 Issues
Double Page Spread	4820	4700	4579	4338
Full Page	2280	2223	2166	2052
Half Page	1980	1931	1881	1782
One Third Page	1331	1298	1264	1198
Quarter Page	1029	1003	978	926
Inside Front Cover	2560	2496	2432	2304
Inside Back Cover	2560	2496	2432	2304
Outside Back Cover	2680	2613	2546	2412

All ads include a Premium Listing in the Products & Services Directory (see below). All prices exclusive of GST

Product & Service Directory Advertising Rates

Prices are per advert	Once	2 Issues	3 Issues	4 Issues
Premium Listing	650	634	618	585
Standard Listing	400	390	380	360

Standard Listing includes company name and website. Premium Listing includes company name, full contact details and logo.

Advertising Design Specs

	Dimensions (h x w)	Trim	Bleed	Type Area
Double Page Spread	–	297 x 420	313 x 426	254 x 177 (x2)
Full Page	–	297 x 210	313 x 216	254 x 177
Half Page Vertical	297 x 105	–	–	–
Half Page Horizontal	149 x 210	–	–	–
One-third Page Vertical	297 x 140	–	–	–
One-third Page Horizontal	99 x 210	–	–	–
Quarter Page	130 x 90	–	–	–

Please note that a \$50 artwork surcharge applies for any artwork changes. This additional fee will appear on your invoice if the artwork submitted is not publishing ready.

Advertising Deadlines

	Deadline	Distribution
January – March 2017 Vol 70 No. 1	8 February 2017	16 March 2017
April – June 2017 Vol 70 No. 2	10 May 2017	15 June 2017
July – September 2017 Vol 70 No. 3	9 August 2017	14 September 2017
October – December 2017 Vol 70 No. 4	8 November 2017	14 December 2017

Payment Terms

50% required upon booking space, balance paid after distribution date.

Technical Specs

- Digital artwork supplied at 300dpi.
- Files supplied as high res PDF or JPEG.
- Files set to CMYK. Black and white artwork set to grayscale or bitmap.
- All screen and printer fonts and linked images must be supplied if not embedded in the file.

Contact Appita

PO Box 816
Macleod Victoria 3085
Australia

Tel: +61 (0)3 9467 9722
Fax: +61 (0)3 9467 9778
jenny@appita.com
www.appita.com

Appita

TECHNOLOGY • INNOVATION • MANUFACTURING • ENVIRONMENT

Appita monthly eNewsletter

eNewsletter FEATURES

The Appita monthly eNewsletter is sent directly to all Appita members and features local and global news, up and coming events, courses, and the latest market data and intelligence by IndustryEdge.

Benefits of a targeted eNewsletter

- Delivers your message directly to the inbox of decision makers in the industry each month
- Limited available ad space makes each position exclusive
- Link directly to your website or a corporate email address increased traffic to your company's website

Advertising Rates (Australian dollars excl gst) 10% GST applies to all rates

Horizontal Banner - 15.875 cm wide x 3.519 cm deep

1 month	3 months	6 months	12 months
AUD 250	AUD 400	AUD 700	AUD 1250

Skyscrapers - 3.519 cm wide x 15.875 cm long

1 month	3 months	6 months	12 months
AUD 300	AUD 450	AUD 900	AUD 1450

Vertical Banner - 3.519 cm wide x 6.35 cm long

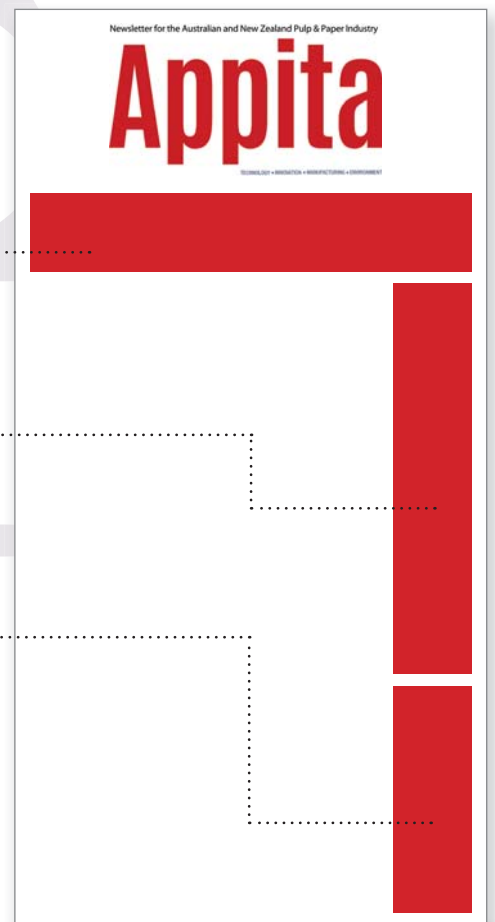
1 month	3 months	6 months	12 months
AUD 200	AUD 350	AUD 650	AUD 1150

Technical Specs

- Digital artwork supplied at 300dpi.
- Files supplied as high res PDF or JPEG.
- Files set to CMYK. Black and white artwork set to grayscale or bitmap.
- All screen and printer fonts and linked images must be supplied if not embedded in the file.

Advertising Deadlines

Artwork needs to be received on or before the 20th of each month.
Distribution of eNewsletter - the last week of each month.



Contact Details:

Email: Jenny Ponter
jenny@appita.com.au
Tel: + 61 3 9467 9722
Mobile: +61 (0) 428 912 738

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TECHNOLOGY • INNOVATION • MANUFACTURING • ENVIRONMENT

Appita's
Website
www.appita.com

Gain **maximum exposure** by advertising on the Appita website! Advertising on www.appita.com offers many opportunities to gain exposure to the pulp, paper, bioresources and packaging professionals worldwide and promote your products and services.



Benefits of advertising on the Appita Website

- Visitors are directed to your website via links from your logo.
- The Industry Suppliers' Index offers year-round visibility and the first port of call for anyone searching for suppliers to the pulp, paper and packaging industry
- Instant promotion of your products and services

Industry Suppliers' Index (formerly Trade Directory)

As an Appita member you will receive an automatic alphabetical listing on the Appita Website. To upgrade to a Premium Listing, which includes your logo, full contact details, 200 words outlining your products and services, as well as a link directly to your website or a full advertisement, the cost for 12 months advertising is listed below: (All prices are excl GST)

Members

Premium Listing + link to advertisement	AUD 350 + GST
or option to change Ad every quarter	AUD 450 + GST

Non-Members

Premium Listing + link to advertisement	AUD 700 + GST
or option to change Ad every quarter	AUD 900 + GST

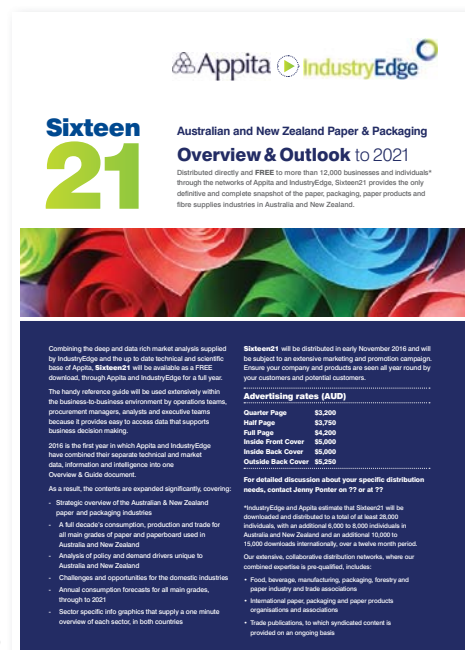
Careers Page

This service will be available to anyone wishing to advertise job vacancies. The cost for placement of this advertising is as follows: (All prices are excl GST)

Single placement, one advertisement 30 days	AUD 275 (members)	AUD 385 (non-members)
Unlimited advertisements, 6 months	AUD 1650 (members)	AUD 2200 (non-members)
Unlimited advertisements, 12 months	AUD 2475 (members)	AUD 3300 (non-members)

Australian and New Zealand Paper & Packaging Overview & Outlook to 2021

Distributed directly and FREE to more than 12,000 businesses and individuals* through the networks of Appita and IndustryEdge, the Australian & New Zealand Overview & Outlook publication provides the only definitive and complete snapshot of the paper, packaging, paper products and fibre supplies industries in Australia and New Zealand.



Advertising Rates (Australian dollars excl gst) 10% GST applies to all rates

Prices are per advert (12 months exposure)

Full Page	AUD 3780 + GST
Half Page	AUD 3375 + GST
Quarter Page	AUD 2880 + GST
Inside Front Cover	AUD 4500 + GST
Inside Back Cover	AUD 4500 + GST
Outside Back Cover	AUD 4725 + GST

Advertising Design Specs

	Dimensions (h x w)	Trim	Bleed	Type Area
Full Page	—	297 x 210	313 x 216	254 x 177
Half Page Vertical	297 x 105	—	—	—
Half Page Horizontal	149 x 210	—	—	—
Quarter Page	130 x 90	—	—	—

Advertising Deadlines

	Deadline	Distribution
2017 Overview & Outlook (Seventeen22)	6 October 2017	Mid November 2017

Technical Specs

- Digital artwork supplied at 300dpi.
- Files supplied as high res PDF or JPEG.
- Files set to CMYK. Black and white artwork set to grayscale or bitmap.
- All screen and printer fonts and linked images must be supplied if not embedded in the file.

Contact Details

PO Box 816 Macleod
Victoria 3085 Australia
Tel: +61 (0)3 9467 9722
Fax: +61 (0)3 9467 9778
jenny@appita.com
www.appita.com

Appita

TECHNOLOGY • INNOVATION • MANUFACTURING • ENVIRONMENT

2017 ADVERTISING BOOKING FORM

Appita Website

Company Details

Company Name:
Membership No: ABN:
Contact Person & Position:
Address:
.....

Booking Details

Phone: Fax:
Email:
Booking date:
Special requirements:
.....

Website Advertising Rates (Australian Dollars)

MEMBERS

Premium Listing + link to advertisement
or option to change advert every quarter

- AUD 350 + GST
- AUD 450 + GST

NON-MEMBERS

Premium Listing + link to advertisement
or option to change advert every quarter

- AUD 700 + GST
- AUD 900 + GST

PLEASE NOTE:

Please note that a \$50 artwork surcharge applies for any artwork changes. This additional fee will appear on your invoice if the artwork submitted is not publishing ready.

Payment Details

Cardholders name:
Payment Type: Visa Mastercard American Express (3% surcharge)
Card Number:
Name (print):
Signature:
Payment Amount: +GST Total:

Payment by Direct Debit

Account name: Appita
Swift Code or IBAN: CTBA AU2S
Account Number: 063 114 1008 1390
Commonwealth Bank of Australia,
Carlton, Victoria, Australia

Contact Details

PO Box 816 Macleod
Victoria 3085 Australia
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jenny@appita.com
www.appita.com

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2017 ADVERTISING BOOKING FORM

Appita TIME Magazine

Company Details

Company Name:
 Membership No: ABN:
 Contact Person & Position:
 Address:
 Phone: Fax:
 Email:

Booking Details

Publication (Appita Magazine):
 Volume & Issue No:
 Booking Date:
 Ad Size:
 Ad Placement:
 Additional Details:

Rates (Australian Dollars excluding GST) 10% GST applies

Prices are per advert	Once	Two Issues	Three Issues	Four Issues
Double Page Spread	4820	4700	4579	4338
Full Page	2280	2223	2166	2052
Half Page	1980	1931	1881	1782
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Inside Front Cover	2560	2496	2432	2304
Inside Back Cover	2560	2496	2432	2304
Outside Back Cover	2680	2613	2546	2412

All ads include a Premium Listing in the Products & Services Directory (see below). All prices exclusive of GST

Product & Services Directory (Standard Listing includes company name and website. Premium Listing includes company name, full contact details and logo.)

Premium Listing	650	634	618	585
Standard Listing	400	390	380	360

Please note that a \$50 artwork surcharge applies for any artwork changes. This additional fee will appear on your invoice if the artwork submitted is not publishing ready.

Payment Details

Cardholders name:
 Payment Type: Visa Mastercard American Express (3% surcharge)
 Card Number:
 Name (print):
 Signature:
 Payment Amount: +GST Total:

Payment by Direct Debit

Account name: Appita
 Swift Code or IBAN: CTBA AU2S
 Account Number: 063 114 1008 1390
 Commonwealth Bank of Australia,
 Carlton, Victoria, Australia

Contact Details

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 www.appita.com

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2017 ADVERTISING BOOKING FORM

Appita e-Newsletter

Company Details

Company Name:
 Membership No: ABN:
 Contact Person & Position:
 Address:

Booking Details

Phone: Fax:
 Email:
 Booking date:
 Special requirements:

e-Newsletter Advertising Rates (Australian Dollars)

Horizontal Banner - 15.875 cm wide x 3.519 cm deep

1 month	3 months	6 months	12 months
<input type="checkbox"/> AUD 250	<input type="checkbox"/> AUD 400	<input type="checkbox"/> AUD 700	<input type="checkbox"/> AUD 1250

Skyscrapers - 3.519 cm wide x 15.875 cm long

1 month	3 months	6 months	12 months
<input type="checkbox"/> AUD 300	<input type="checkbox"/> AUD 450	<input type="checkbox"/> AUD 900	<input type="checkbox"/> AUD 1450

Vertical Banner - 3.519 cm wide x 6.35 cm long

1 month	3 months	6 months	12 months
<input type="checkbox"/> AUD 200	<input type="checkbox"/> AUD 350	<input type="checkbox"/> AUD 650	<input type="checkbox"/> AUD 1150

PLEASE NOTE:

Artwork must be received on or before the 20th of each month in the agreed format. Please note that a \$50 artwork surcharge applies for any artwork changes. This additional fee will appear on your invoice if the artwork submitted is not publishing ready. Distribution of eNewsletter - the last week of each month.

Payment Details

Cardholders name:
 Payment Type: Visa Mastercard American Express (3% surcharge)
 Card Number:
 Name (print):
 Signature:
 Payment Amount: +GST Total:

Payment by Direct Debit

Account name: Appita
 Swift Code or IBAN: CTBA AU2S
 Account Number: 063 114 1008 1390
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