



Digital Advertising Opportunities



Why Advertise with IMFA?

- **Global Reach:** Access the most targeted audience in the molded fiber industry—**1,900 professionals** and **330 organizations** representing manufacturers, suppliers, and sustainability innovators worldwide.
- **Year-Round Visibility:** Extend your brand presence beyond the Annual Conference with ongoing exposure through newsletters, website banners, and sponsored communications.
- **Targeted Engagement:** Reach decision-makers and industry leaders who are shaping the future of molded fiber packaging and technology.
- **Mutual Value:** Generate measurable ROI while supporting IMFA's mission to advance molded fiber innovation and collaboration.

Quarterly Newsletter Banner Advertising

Each placement includes your **company banner and clickable link** directing readers to your chosen destination.
(One advertiser per placement, per issue — ensuring exclusive exposure)

Ad Size: 1200 x 200 pixels

Frequency: Quarterly (4 issues per year)

Tier	Placement	Price (Per Issue)
Gold	Top of Newsletter	\$1,500
Silver	Middle of Newsletter	\$1,000

Website Banner Advertising

Gain continuous visibility with banner placements on IMFA's high-traffic website pages.

Ad Size: 1200 x 200 pixels

Placement	1 Month	1 Quarter
Homepage Banner	\$1,000	\$2,500
Annual Conference Page Banner	\$750	\$2,000
Both Homepage & Conference Page	\$1,500	\$4,000



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Sponsored Email Blast

Promote your company directly to the molded fiber community through a **dedicated email blast** distributed by IMFA (subject to IMFA review and approval). This opportunity allows members to share their own content, fully created and designed by the sponsor, and have it sent on their behalf to IMFA's engaged network of more than **1,900 professionals** and **330 organizations** worldwide.

Opportunity	Frequency	Price
One Dedicated Send	One Per Quarter	\$2,000 per occurrence

Details:

- Distributed by IMFA to its complete global database
- Email content is fully sponsor-created and provided in **HTML format**
- IMFA reviews and approves content
- Limited to one advertiser per quarter

Looking for More?

Every business has unique goals. If you're seeking a more tailored sponsorship opportunity, reach out to us. We'll build a custom package designed to maximize your impact and fit your specific marketing needs. For more information reach out to info@imfa.org.