

AWNEWYORK

SPONSORSHIP OPPORTUNITIES

PART OF



AWNEWYORK

ABOUT DIELINE

Dieline recognizes the absolute best in packaging design and branding for consumer products worldwide and brings awareness to the immense value that lies in well-designed brand packaging.

Established in 2007, Dieline believes that impeccable packaging directly informs the success of a product or brand. As the premiere resource in the industry, brand owners, consumers, marketers, agencies, in-house creatives, students, and enthusiasts around the world turn to Dieline for recognizable, trusted, and valuable design content.

Because we are clearly focused on package design, and the multiple tangents the profession offers, our audience is conveniently focused, yet broad within its borders: from package designers, graphic designers, art directors, creative directors, web designers, students, and enthusiasts, working with nonprofits, Fortune 500 clients, operating as solo practitioners and being part of global companies.



Our audience is completely devoted to and immersed in package design.

Dieline receives over 1.4 million pageviews per month.

LATEST DIELINE DEMOGRAPHICS

- Our audience is completely devoted to and immersed in packaging design. With more than 1.3 million pageviews a month, DIELINE is THE primary destination for packaging designers, firms and brand owners.
- DIELINE's readers are part of international design associations, attend online events and webinars, exhibit at industry tradeshows, enter design competitions and attend conferences year-round.
- You'll reach the DIELINE audience, in-person and online. From industry legends, recognized packaging design leaders to young designers on the rise, representing a cross-section of the global packaging design industry.

Gender Mix:

54% Female
46% Male

Social Followers:

Instagram: 178k
Facebook: 167k
Twitter: 59k

Website Geography:

US + Canada: 31%
International: 69%

Top Countries Outside US/Canada

China: 8%
India: 8%
UK: 5%
Indonesia: 4%

Social Geography:

US + Canada: 28%
International: 72%

Top Countries:

United Kingdom 7%
Mexico 5%
Brazil 4%

Dieline Award Winners:

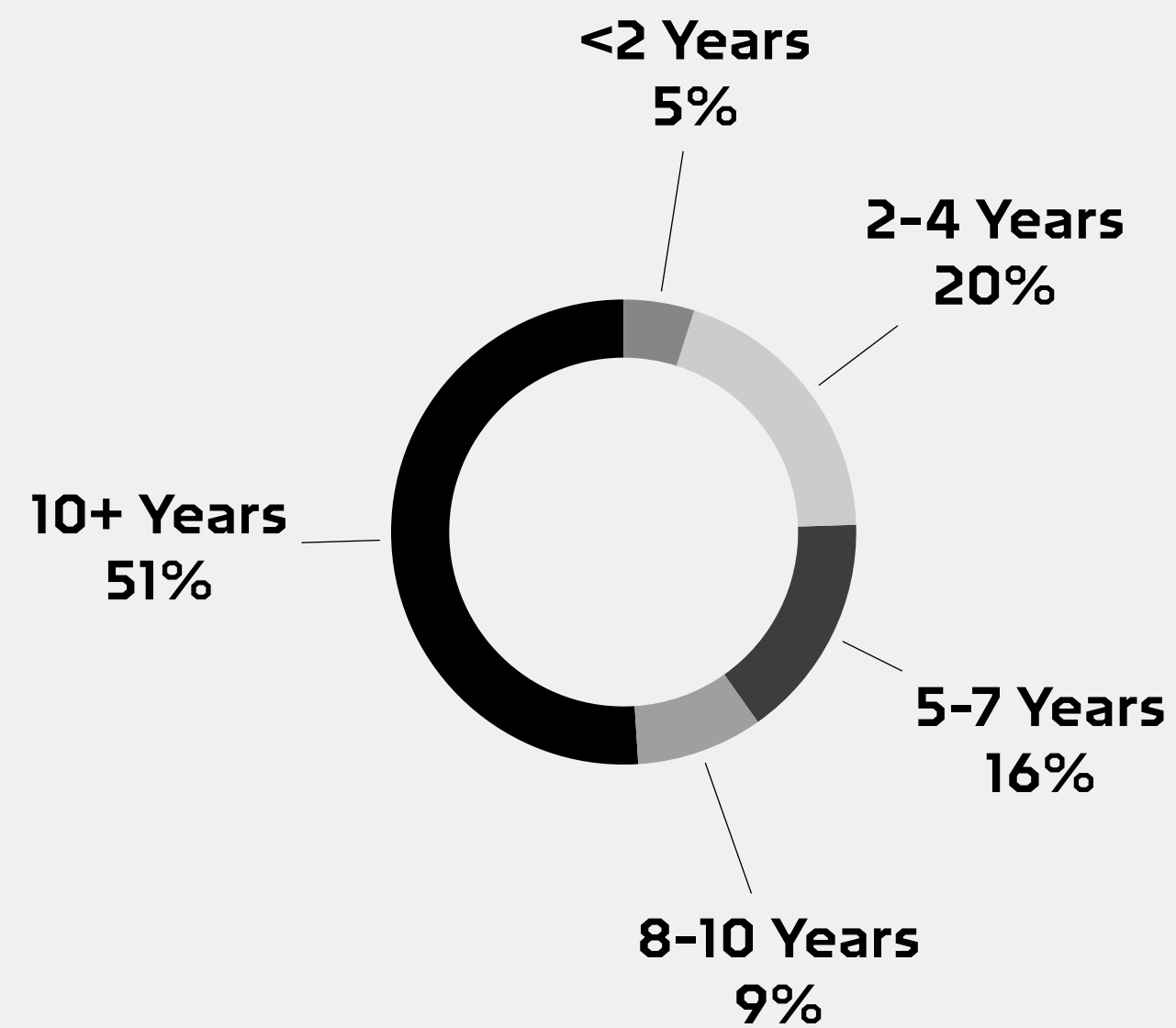
US + Canada: 38%
International: 62%

Top Countries:

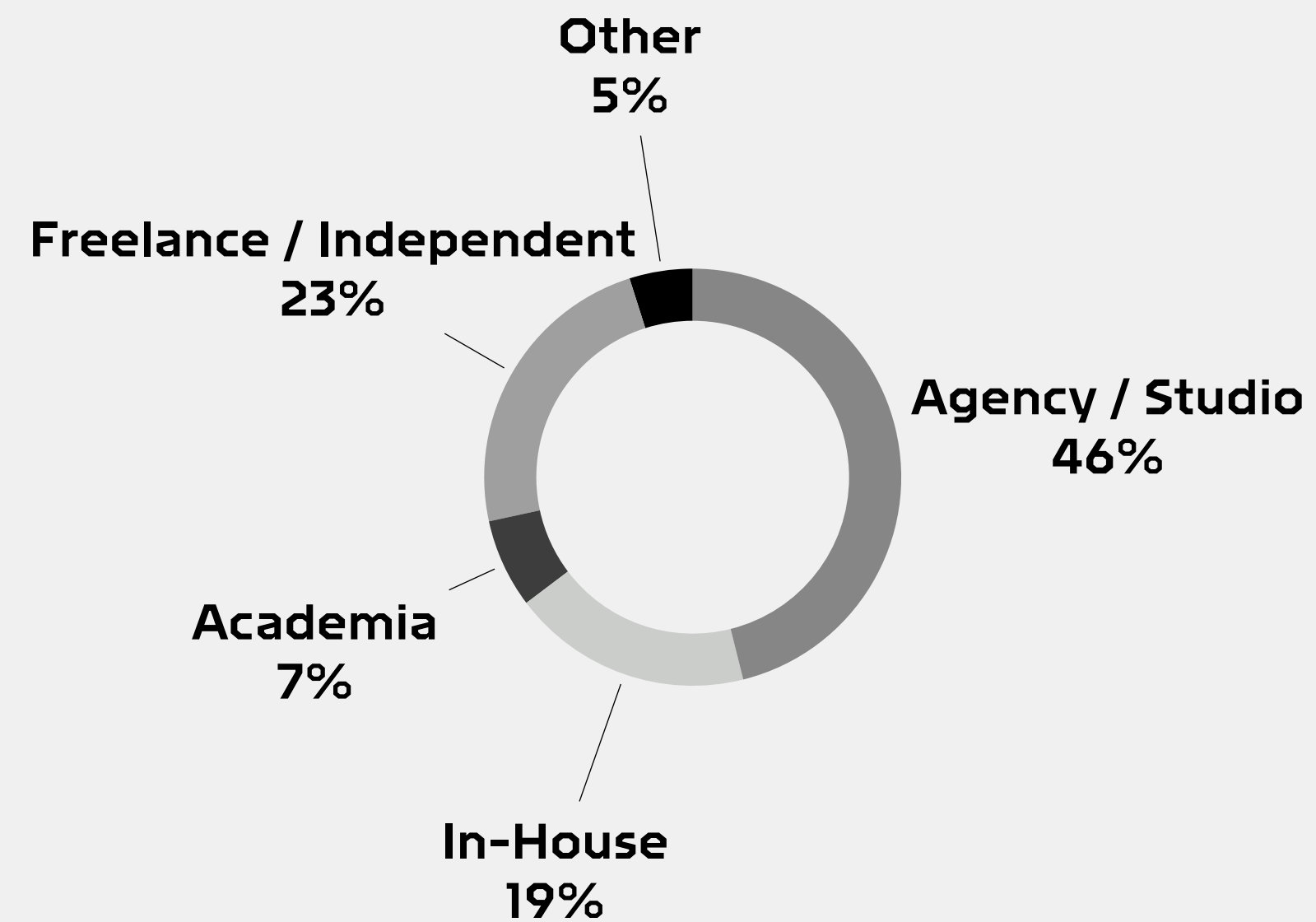
United Kingdom 13%
China 7%
Greece 5%

LATEST DIELINE DEMOGRAPHICS

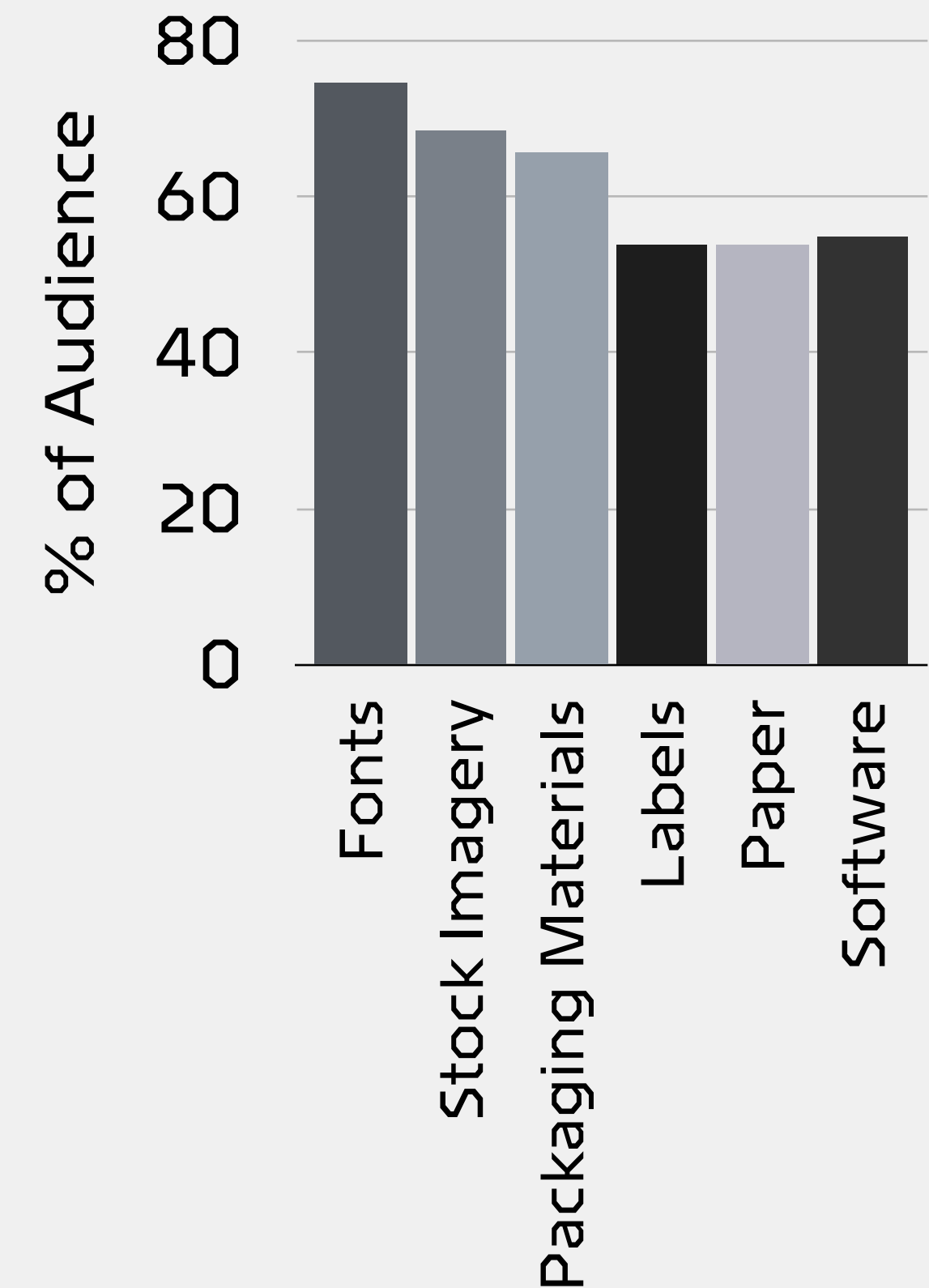
Our audience is experienced. 51% have been in the creative field for more than 10 years.



Nearly half of our audience work at an agency/studio.



Our audience is empowered to influence purchasing decisions.



WHAT OUR AUDIENCE HAS TO SAY:

"DIELINE updates us, and inspires us. It keeps us informed about the whole world."

"A Packaging community site with this level of excellence is critical for us. I love the the community aspect, the case studies, trends and insights as well as highlighting upcoming students."

"Relevant and timely content. You're my go-to-source for branding and packaging news. "

"We love it's wide reach and span across multiple industries."

"I love that there are new stories and inspiration every day, more so than anywhere else when it comes to packaging design."

"It's constantly updated and following the latest packaging and branding work that is out in the world. All the newer work on sustainability has been very helpful as a resource."

"Relevant and timely content. You're my go-to-source for branding and packaging news. "

ABOUT DIELINE CONFERENCE

Dieline Conference is a global gathering of designers, agencies, and brands who work in branding and packaging design for consumer products. Dieline Conference began in 2010, and we have hosted over fourteen conferences across the US and Europe, and virtually.

Since day one, Dieline Conference has advanced the package design industry in all its forms by highlighting the importance and value of packaging for brands in today's world. Dieline Conference stands as the most influential and comprehensive packaging and branding design conference worldwide, serving as a focal point for designers who work on consumer brands.



ABOUT DIELINE CONFERENCE 2022

UNPACKING THE BRANDS OF TODAY AND THE TRENDS OF TOMORROW

Dieline Conference 2022 will focus on creating successful brands and packaging for today's marketplace and how sustainable design can lead us to a better future. Part of **Advertising Week New York**, we'll focus on what leading brands and top agencies are dreaming up, with industry leaders and special guests decoding their design process from concept and pitching to process and the final result. Sessions will also focus on how branding, packaging, and design will move our world forward, and a preview Dieline's 2023 Brand & Packaging Trend Report.

A Dieline Delegate Pass (limited to 125 in-person delegates) or a Dieline Digital Delegate Pass give exclusive access to **Dieline Conference 2022 + Advertising Week New York**, a 4-day conference with over 500 speakers and 200 hybrid events that examine culture, commerce, and creativity. Attendees of the must-see event for marketing, brand, and advertising professionals and creatives will catch inspirational talks from best-selling author Deepak Chopra, BET CMO Kimberly Paige, Gatorade CMO Kalen Thornton, Cesar Milan, BBH CEO Amani Duncan, Arianna Huffington, and many more.



ABOUT ADVERTISING WEEK NEW YORK

4 Days, **500+** Speakers, **200+** Hybrid Events, **8** Hybrid Stages

Celebrating the Confluence of Culture, Commerce & Creativity: Advertising Week New York has a new home in the historic Lower East Side of Manhattan.

The Lower East Side is the epicenter of NYC's counterculture movement. It is the heart of New York's art, culture and music scene. Setting the tone for open-mindedness and inclusive thinking, this little slice of New York is known for bringing issues and ideas to the forefront. Now Advertising Week is bringing the creative industries of marketing, technology and culture to join this thriving district.

AWNewYork is a Destination

For today's visionaries, creatives and thinkers.

AWNewYork is an Incubator

AWNewYork is for everyone. Come together and find new ways of thinking from different perspectives and people. Because, after all, Great Minds Think Unalike.

AWNewYork is Reinvented

We return with our most ambitious program, by day and by night, this October 17-20, 2022. Join us for our biggest event of the year and get inspired by the fabric of this historic neighborhood at The Market Line, NYC. Come to the Lower East Side for Advertising Week; stay for the culture, food and ideas.



Available Opportunities

PRESENTING SPONSOR

ONLY 1 AVAILABLE

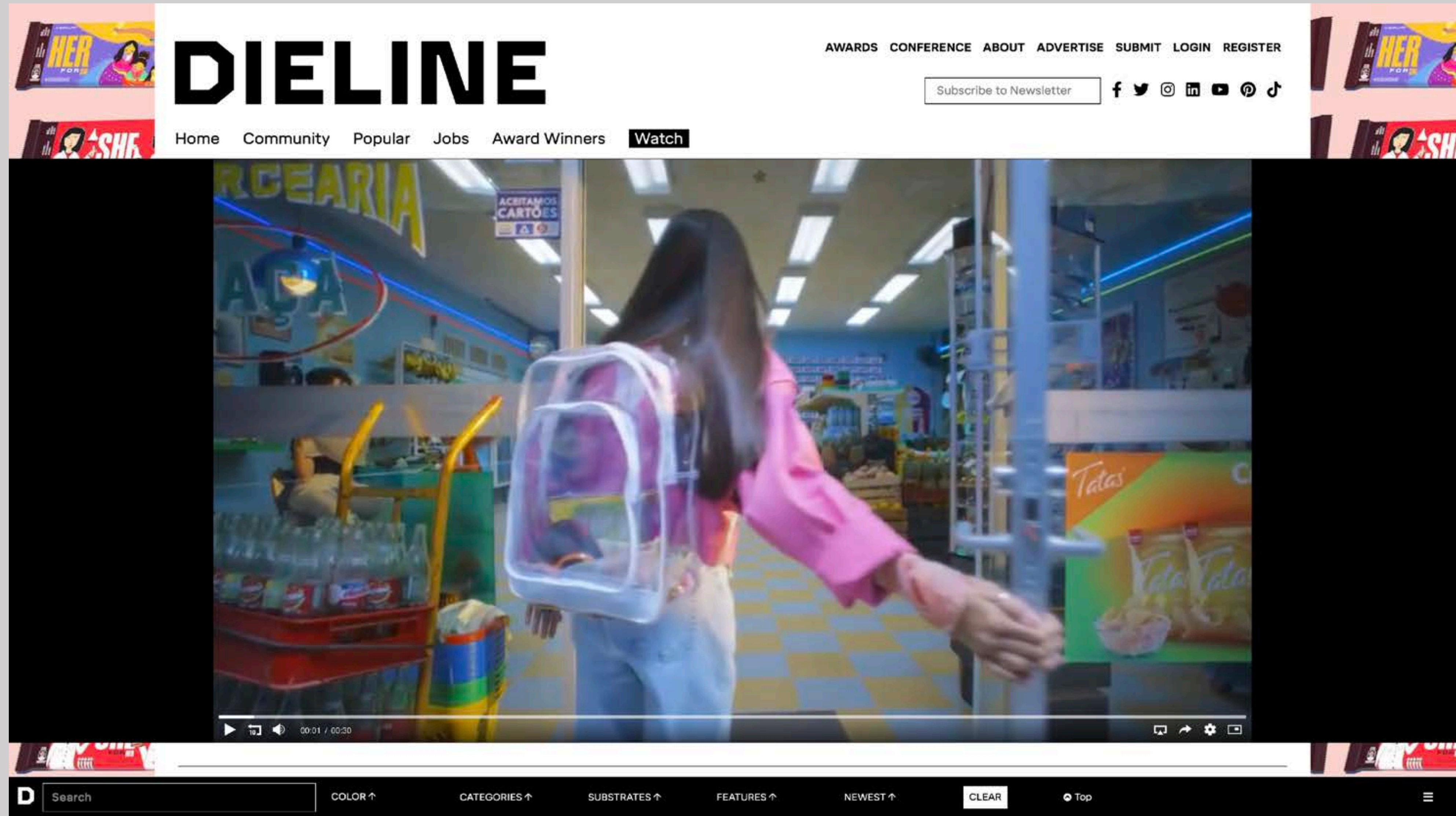
- You will be listed as the Presenting Sponsor on all marketing and promotional materials online and offline including on all DIELINE Conference 2022 title slides. Event will be titled DIELINE Conference 2022 Presented by YOU
- You have the opportunity to takeover DIELINE's homepage for two days with a custom background skin, above the jump featured video, and banner ad campaign. **(\$38,000 value)**
- Your logo with clickable link will be at the bottom of all DIELINE Conference 2022 blog posts, e-mail blasts, and on every page of the DIELINE Conference website.
- 4x Dedicated E-mail Blasts to DIELINE's list of over 37,000 **(\$10,000 value)**
- You will have the opportunity to present or sponsor a 20-minute Dieline Conference Session. The sessions is part of the schedule between two DIELINE sessions for maximum visibility and engagement with our audience. **(\$10,000 value)**
- Opportunity for up to a 60 second pre-roll video to be played at the beginning and end of the conference. **(\$5,000 value)**
- You will receive 4x Advertising Week Super Delegate Passes **(\$5,576 value)**
- You will have the exclusive opportunity to attend the Dieline Conference 2022 Speaker Dinner to network with a high-level group of agencies, brands, and creative thinkers.

Investment: \$20,000 (Total Value: \$68,576+)



PRESENTING SPONSOR WHOLE SITE TAKEOVER

- Site background re-skin
- Above the jump homepage takeover video
- Banner Campaign: 20,000 Leaderboard banner impressions, 10,000 Medium Rectangle banner impressions, 10,000 Half Page Banner impressions.



PRESENTING SPONSOR - LARGE LEADERBOARD

Placement:

The leaderboard provides maximum visibility. The leaderboard is located on nearly every page of Dieline.

Sizes Supported:

728 x 90
920 x 90



Leaderboard



DIELINE AWARDS 2020 05/19/2020

The World's Best Packaging: Dieline Awards 2020 Winners Revealed



FOOD 05/18/2020

Kellogg's Takes Toucan Sam In A Drastic New Direction And No One's Having It



FASHION, SUSTAINABLE DESIGN 05/18/2020

Everlane Aims To Tread Lightly With Eco-Focused Shoe Line



BEVERAGE, TOBACCO & CANNABIS 05/18/2020

Aprch Brings A Minimal Palette To CBD Sparkling Water



BEVERAGE, SUSTAINABLE DESIGN 05/14/2020

Kencko Showcases The Natural Beauty Of Produce With Their Instant Smoothies



SUSTAINABLE DESIGN 05/14/2020

Dieline Awards 2020 Plastic Free Innovation of the Year: Pearl

PRESENTING SPONSOR - HALF PAGE BANNER

Placement:

The half-page banner is located on every article on Dieline and floats on the side for maximum on-screen visibility.

Sizes Supported:

300 x 600



Hand made in the same region, each of the 300 limited run bottles were individually hand thrown. The bottles were designed to evoke a feminine form, with each one being completely unique to reflect the beauty in individuality. Aside from a subtle stamp in the base, the bottles are purposefully left unadorned so they may be re-purposed.

Half-Page

**DIELINE AWARDS 2020
WINNERS REVEALED**



Search

COLOR ↑

CATEGORIES ↑

SUBSTRATES ↑

FEATURES ↑

NEWEST ↑

CLEAR

Top



PRESENTING SPONSOR - MEDIUM RECTANGLE BANNER

Placement:

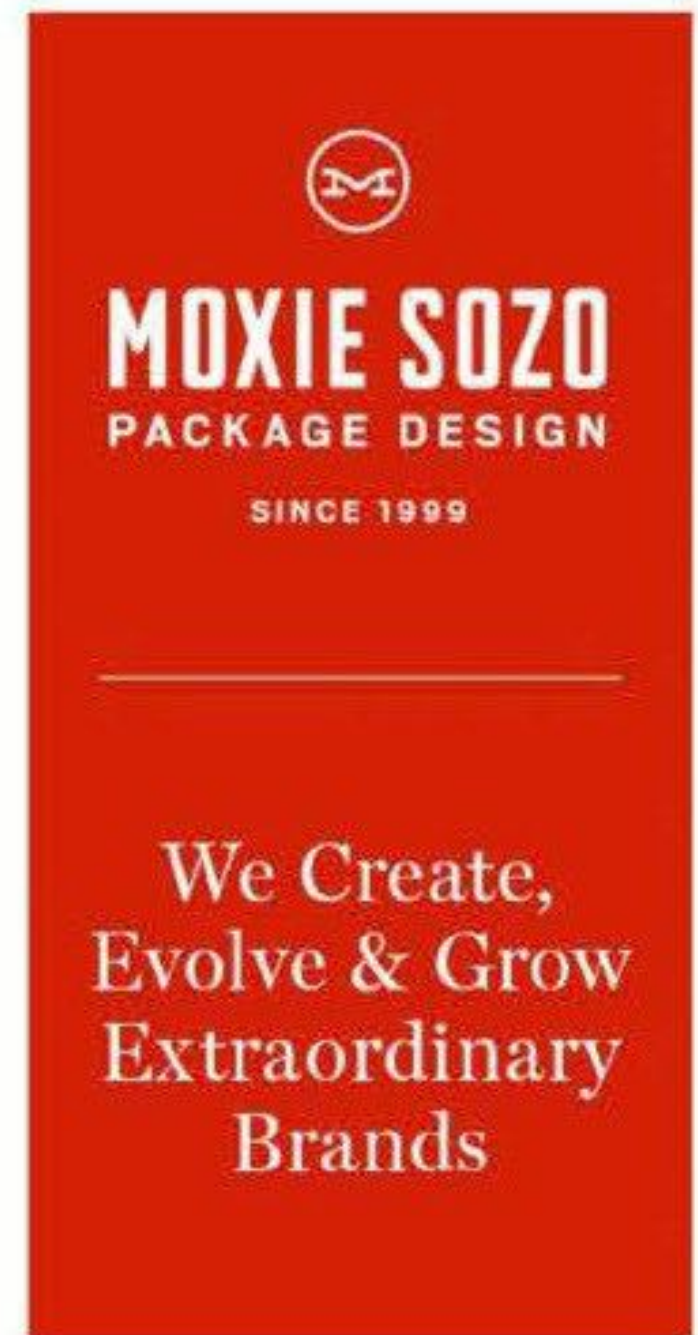
The medium rectangle is located in every article on Dieline and floats on the side for maximum on-screen visibility.

Sizes Supported:

300 x 250



Hand made in the same region, each of the 300 limited run bottles were individually hand thrown. The bottles were designed to evoke a feminine form, with each one being completely unique to reflect the beauty in individuality. Aside from a subtle stamp in the base, the bottles are purposefully left unadorned so they may be re-purposed.



SUPPORTING SPONSOR

ONLY 6 AVAILABLE

- Be a part of the conversation by appearing on the DIELINE Conference 2022 Website, in all marketing materials, and a sponsorship of one of the DIELINE Conference 2022's sessions.
- Opportunity for a 60 second pre-roll video that will be played at the beginning of one of DIELINE's sessions. **(\$2,500 value)**
- Your logo with clickable link will be at the bottom of all DIELINE Conference 2022 blog posts, e-mail blasts, and on every page of the website.
- 2x Dedicated E-mail Blasts to DIELINE's list of over 37,000 **(\$5,000 value)**
- Your logo with clickable link will be at the bottom of DIELINE Conference 2022 website.
- You will receive 2x Advertising Week Super Delegate Passes **(\$2,798 value)**
- Receive a **\$2,000** credit towards advertising on DIELINE. **(\$2,000 value)**

Investment: \$8,000 (Total value \$12,298+)



SESSION SPONSOR

ONLY 3 AVAILABLE

- Be a part of the conversation by sponsoring one of the DIELINE Conference 2022's sessions.
- Opportunity for a 60 second pre-roll video that will be played at the beginning of one of DIELINE's sessions.
- 1x Dedicated E-mail Blasts to DIELINE's list of over 37,000 (**\$2,500 value**)

Investment: \$2,500



CUSTOM

- Have something different in mind? We can build a custom package that fits your specific needs. Contact us for more information.



THANK YOU