

Plastics Business reaches a targeted readership of over 10,000 plastics processing business professionals. Beyond the pages of the magazine, *Plastics Business* offers advertisers additional marketing opportunities to connect with customers and prospects, thereby achieving maximum impact for the advertiser's dollar.

Each magazine is packed with information on operational challenges, industry benchmarks, management topics and production efficiencies. The goal of each issue is to provide actionable articles that can impact operations now!

MARKETING OPPORTUNITIES

- **REACH 10,000 LEADERS** in injection molding, extrusion, blow molding, thermoforming and rotational molding with each issue of *Plastics Business*.
- **BONUS DISTRIBUTION** – Advertisers maximize their presence at industry tradeshows and plastics-related events through bonus distribution. See the editorial calendar for distribution information.
- **ADVERTISER'S INDEX** – Advertisers are listed in a user-friendly index (in alphabetical order), including page number of ad(s) and website address for easy access.
- **ADDITIONAL PRESS COVERAGE** – Gain maximum exposure through advertiser-specific press releases as submitted.
- **BANNER AD** – All advertisers receive a free website banner ad on the *Plastics Business* website with a direct link to the advertiser's site.
- **PLASTICS BUSINESS WEBSITE** – Advertisers are listed in a supplier index on the *Plastics Business* website and are categorized by product or service offered, including company name, contact information and web address with direct link to the advertiser's website.

(For additional electronic marketing opportunities, see the Online Advertising section of this Media Kit.)



PRINT ADVERTISING

RATES/SPECIFICATIONS

PRINT RATES

For advertising rates, contact:

Janet Dunnichay

janet@petersonpublications.com

785.271.5801



PRINT SPECIFICATIONS

DIMENSIONS

Web Offset, Saddlestitched. Trim Size: 8.375" x 10.875"

Size	Dimensions
Full Page (Bleed)	8.625" x 11.125" (Trim 8.375" x 10.875")
Full Page (Non-Bleed)	7.5" x 10.5"
1/2 Page (h.)	7.5" x 4.875"
1/2 Page (v.)	3.75" x 10.75"
1/4 Page (h.)	7.5" x 2.5"
1/4 Page (v.)	3.75" x 4.875"
Website Banner (h.)	153 px x 75 px

ADVERTISING SPECIFICATIONS

Required Formats:

- Please send ad as a PDF file saved at a minimum of 300 dpi. (All fonts should be embedded.) TIF files also are acceptable.
- Application files (Quark, PageMaker, Publisher, etc.) are NOT acceptable.
- Advertisements should be sent via CD or email. Do not try to email files over 8MB.
- Web photos are generally 72 dpi and, therefore, are NOT acceptable for print.
- For full-page bleed ads, keep live matter 3/8" inside bleed on all four sides to allow for trimming and variation in flooding or binding.
- Grayscale format files should be saved at 300-600 dpi
- All files MUST be accompanied by a color laser or inkjet proof print. This is not for color matching purposes.
- Visit www.petersonpublications.com for more detailed instructions.

GENERAL REGULATIONS

As used in this section entitled "Terms & Conditions," the term "Publisher" shall refer to *Plastics Business*.

1. Terms: Payment due upon receipt of invoice.
2. Rate Change: All rates are subject to change with 30-day notice.
3. Positioning of advertisements is at the sole discretion of the Publisher. A request for specific positioning will be taken into consideration and honored whenever possible, but cannot be guaranteed.
4. Conditions other than rates are subject to change by the Publisher without notice.
5. No cancellations will be accepted after the closing date without incurring a special production charge.
6. All contents of advertisements are subject to Publisher's approval. Publisher reserves the right to reject or cancel any advertisement or space reservation at any time without notice.
7. Responsibility for ad changes is entirely up to the advertiser.
8. Publisher shall have the right to hold advertiser and/or its advertising agency jointly liable for such monies as are due and payable to the Publisher for advertising which advertiser or its agents ordered and for which advertising was published.
9. Publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement. The Publisher's liability for any error will not exceed the cost of the space occupied by the error.
10. No conditions other than those set forth in this media/rate schedule shall be binding on the Publisher unless specifically agreed to in writing by the Publisher. Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions that conflict with provisions in this media/rate kit.

Plastics Business

*E*News Information for Today's Plastics Processors

SEPTEMBER 2011

Leaderboard
AD - 600 px wide by 75 px tall

In This Issue

[Assessing Global Manufacturing Competition](#)

[Q&A: Rewarding Employee Performance](#)

[MAPP Board Member Profile: Dan Cunningham](#)

[Real-Time Solutions at PLASTECH Midwest](#)

[Plante & Moran Benchmarking Survey Open Until Sept. 30th](#)

[Polymer Conversions Featured in Husky Ad Campaign](#)

[Venture Plastics Ramps Up Capacity For New Growth](#)

Assessing Global Manufacturing Competition: Productivity Alone No Longer Enough for North American Business

For centuries, the value placed on efficiency in American culture has led to a level of productivity unrivaled elsewhere in the world. Despite staggeringly low labor costs in various parts of the globe, exceptional productivity rates have allowed North America to remain a serious competitor in the manufacturing sector on a worldwide basis. On a recent trip to the Far East, it was evident that a change in the low labor or low cost country trend is occurring. [more...](#)



TEXT AD

30 words and logo/picture

Q&A: Rewarding Employee Performance

What steps do other processors take to reward and encourage outstanding employee performance? This ongoing feature in *Plastics Business ENews* highlights peer-to-peer advice from MAPP member processors on a variety of operational and management topics. [more...](#)

MAPP Board Member Profile: Dan Cunningham, president/COO of Parish Manufacturing
MAPP's Board of Directors encourages plastics processors to utilize the knowledge contained within the MAPP network. This month, get to know Dan Cunningham, president/COO of Parish Manufacturing. Cunningham brings a proficiency in organizational and systems development to the MAPP association. [more...](#)

TEXT AD

30 words and logo/picture

Real-Time Solutions at PLASTECH Midwest

For the latest developments, technologies, products and services affecting primary processing machinery, computer-aided design and manufacturing, production machinery, materials, molds and mold components, automation technology and more, PLASTECH Midwest, September 20-22, McCormick Place North, Chicago, IL, is the plastic industry's premier regional event. PLASTECH Midwest provides attendees the opportunity to talk with suppliers that understand their industry and are ready to discuss product specifications, design and process challenges. In addition to a wide array of products and services on display over the three-day event, Innovation Briefs present the newest industry tools, technologies and fresh ideas to help attendees accelerate their projects to the next level. While at **PLASTECH Midwest**, visit Manufacturers Association for Plastics Processors' staff at Booth #1879.



AD Skyscraper

160 px wide
x
350 px tall

Plastics Business

Reserve online advertising space now!

Get your name in front of the 5,000 industry professionals who receive the *Plastics Business* monthly E-Newsletter.

To learn more, contact Janet Dunnichay 785.271.5801 janet@petersonpublications.com

Plastics Business

Read the Digital Edition of our Summer 2011 issue now.

MAPP

Plastics Business is the official publication of MAPP.

Contact Us
Advertise

MAXIMUM ONLINE VISIBILITY

In addition to the printed edition of the magazine, *Plastics Business ENews* offers additional opportunities to connect with customers and prospects. It is distributed to over 5,000 plastics processing professionals throughout the U.S. and internationally each month.

PLASTICS BUSINESS ENEWS MARKETING OPPORTUNITIES

The monthly enews is filled with the most up-to-date information on business issues and ideas for today's plastics processing professional. This vehicle offers advertisers a way to get in front of a worldwide audience and drive traffic to their websites.

LEADERBOARD AD. Located directly under the enews masthead, this prime advertising opportunity provides advertisers instant, maximum exposure with direct links to their websites. (One Leaderboard ad available per monthly issue.)

SKYSCRAPER AD. Located at the top of the enews left-hand column, this prime-positioned advertising opportunity provides advertisers immediate, forefront exposure with direct links to their websites. (One Skyscraper ad available per monthly issue.)

PRIME POSITION TEXT BANNER. Located after the first enews story, this unique advertising forum includes a 125x125 pixel photograph or logo, 25 - 30 words of text with a direct link to desired URL. (One Prime Position Text Banner is available per monthly issue.)

STANDARD TEXT BANNER. Located between the remaining enews stories, standard text banners included a 125x125 pixel photograph or logo, 25 - 30 words of text and a direct link to the desired URL. (Two Standard Text Banners are available per monthly issue.)

RATES



PLASTICS BUSINESS ENEWS RATES AND SPECIFICATIONS

Size	Frequency			
Leaderboard (600x75 pixels)				
Skyscraper (160x350 pixels)	1x	3x	6x	12x
*Prime Position Text Banner				
*Standard Text Banner				

Required Formats

- Send all banners as .gif files (animated or static) or as .jpg files only.
- Files should be at least 72 dpi and RGB color.

* Includes a 125 x 125 pixel photograph or logo and 25 to 30 words of text with a direct link to desired url. The Prime Position Text Banner will be located after the first news story. Standard Text Banners will be located between the remaining news stories. Only two Standard Text Banners are available per issue.

For advertising rates, contact:

Janet Dunnichay • janet@petersonpublications.com • 785.271.5801

WINTER

Publication Date: Jan. 20, 2012

Ad Closing: Jan. 2, 2012

Materials Due: Jan. 9, 2012

- Industry Outlook from Harbour Results
- MAPP Plans for Long-Term Association Success
- Looking Ahead at Material Trends
- 2012 Legislative Issues for Processors
- Additive Manufacturing Changes Future of Molding

BONUS DISTRIBUTION:

PLASTEC West
Feb. 14-16, 2012
Anaheim, CA

NPE 2012
April 1-5, 2012
Orlando, FL

SPRING

Publication Date: April 13, 2012

Ad Closing: March 23, 2012

Materials Due: April 2, 2012

- Evaluating Supplier Choices
- Understanding Financial Health/Benchmarks
- Incentivizing Employees for Increased Productivity, Quality
- Alternatives in Plastics Additives
- The Value of Value-Add Services

BONUS DISTRIBUTION:

SPE Decorating & Assembly Topical Conference
June 5-6, 2012
Indianapolis, IN

SUMMER

Publication Date: July 13, 2012

Ad Closing: June 15, 2012

Materials Due: July 2, 2012

- Running Lights-Out Production
- Adding Video to the Marketing Plan
- Helping Customers to Understand Recyclability
- The Product Development Life Cycle
- Integrating Technology into the Processing Environment

BONUS DISTRIBUTION:

MAPP Benchmarking Conference
October 2012
Indianapolis, IN

Pack Expo
October 28-31, 2012
Chicago, IL

FALL

Publication Date: Sept. 28, 2012

Ad Closing: Sept. 7, 2012

Materials Due: Sept. 17, 2012

- Making Shift Length Decisions
- Guidelines for Preventative Maintenance
- Standards for Evaluating Purchasing Departments
- Adding a Clean Room for Medical Molding
- Process Control Methods for Laser Plastic Welding

BONUS DISTRIBUTION:

MAPP Benchmarking Conference
October 2012
Indianapolis, IN

Pack Expo
October 28-31, 2012
Chicago, IL

Plastics Business is the official publication of the Manufacturers Association for Plastics Processors (MAPP). It is distributed to 10,000 plastics processing business executives, including corporate management, plant managers and production managers involved with all types of plastics processing and manufacturing. Published on a quarterly basis, all four issues have additional distribution at industry-related tradeshow and at MAPP events and conferences throughout the year.

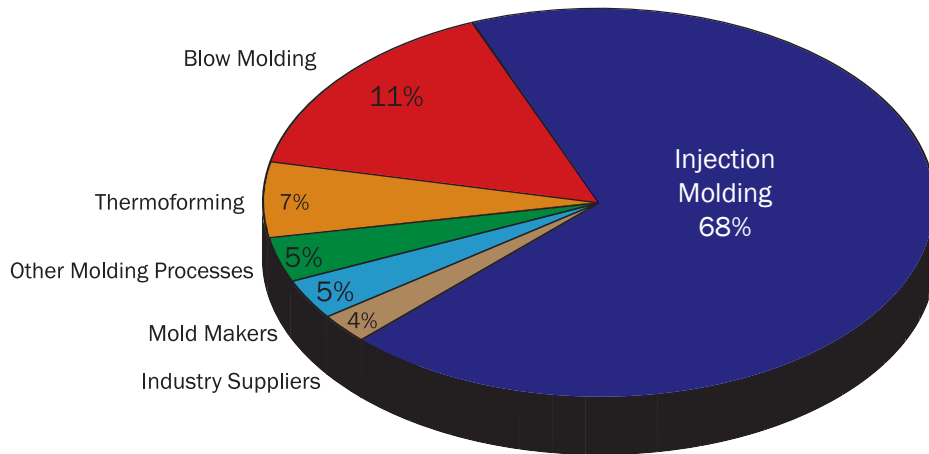
Readership by Sales Volume

2-5 million:	22%
5-10 million:	32%
10-20 million:	28%
20-100 million:	14%
More than 100 million:	4%

Readership by Region

Northeast	15%
Southeast	20%
Midwest	40%
Southwest	10%
West Coast	15%

Readership Demographics



*Figures based on estimated percentage of subscribers.