

# Plastics Business

Strategies for Today's Plastics Processors

# READERSHIP/CIRCULATION

*Plastics Business* is the official publication of the Manufacturers Association for Plastics Processors (MAPP). It is distributed to nearly 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.

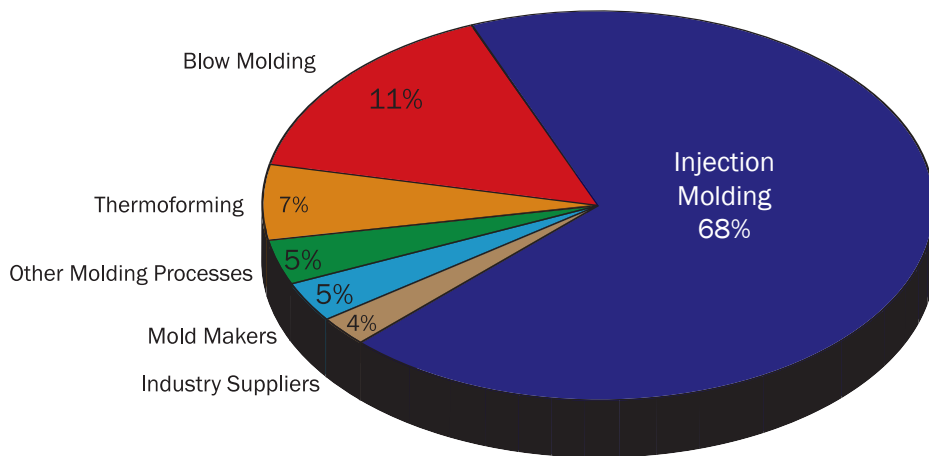
## Readership by Sales Volume

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.

## WINTER

**Publication Date:** January 25, 2013

**Ad Closing:** January 4, 2013 **Materials Due:** January 7, 2013

- Industry Outlook for 2013
- Looking Ahead at Material Trends
- 2013 Legislative Issues for Processors
- Advanced Mold Cleaning Technologies
- Preparing for Changes in OSHA Hazard Communications Standards

### BONUS DISTRIBUTION:

PLASTEC South

## SPRING

**Publication Date:** May 24, 2013

**Ad Closing:** April 19, 2013

**Materials Due:** April 29, 2013

- Analyzing Resins via Mold Flow Simulations
- Minimizing Quality Issues through Hot Runner Design
- Rapid Prototyping Changes the Tool Design Model
- Process Validation with Scientific Molding Techniques
- Initiating an Effective Training Program

### BONUS DISTRIBUTION:

PLASTEC East

## SUMMER

**Publication Date:** August 30, 2013

**Ad Closing:** August 2, 2013

**Materials Due:** August 12, 2013

- Increasing Machine Efficiency by Purging
- Successful Molding Begins with Material Handling
- Reducing Cycle Times with Robotics
- Advances in Injection Molding Technologies
- Partnering to Bring STEM to Schools

### BONUS DISTRIBUTION:

MAPP Benchmarking  
Conference & Best  
Practices Conference

PACK EXPO

PLASTEC Midwest

## FALL

**Publication Date:** November 25, 2013

**Ad Closing:** October 25, 2013 **Materials Due:** November 4, 2013

- Standards for Evaluating Internal Departments
- Making Shift Length Decisions
- Adding a Clean Room for Medical Molding
- Preparing for Issues with Patent Infringement
- Why ERP Systems Fail to Perform

### BONUS DISTRIBUTION:

PLASTEC West 2014

## Plastics Business

*ENews* Information for Today's Plastics Processors

MAY 2012

### Leaderboard AD - 600 px wide by 75 px tall

#### In This Issue

[Disaster Recovery Plan, Business Interruption Insurance Avert Catastrophe for MAPP Member](#)

[NPE2012 Launch Pad for New Products](#)

[TopCon Coming to Indianapolis](#)

[MAPP Launches IT Benchmark Study](#)

[RJG Recognizes Clients with Training Excellence Award](#)

[Stratasys, Objet Announce Merger](#)

**Disaster Recovery Plan, Business Interruption Insurance Avert Catastrophe for MAPP Member**  
On a Thursday morning in March, the maintenance staff at Viking Plastics, Corry, PA, was performing the daily exterior walk-around. An oil leak was discovered on the concrete near an electric transformer and, upon opening up the transformer, the maintenance staff found a steady stream of oil coming from one of the connections. With the transformer only hours away from exploding, Viking quickly went into shut-down mode. [Read more...](#)

Advertisement

**TEXT AD**  
30 words and logo/picture

#### NPE2012 Launch Pad for New Products

With more than 55,000 attendees from more than 19,000 companies on hand, numerous companies from around the globe found NPE 2012 in Orlando, FL, the ideal place to debut new equipment. Feedback from both exhibitors and visitors was so favorable that SPI decided to schedule both the 2012 and 2015 NPEs there, said Bill Carteaux, president and CEO of SPI. [Read more...](#)



produced by SPI

Advertisement

**TEXT AD**  
30 words and logo/picture

#### TopCon Coming to Indianapolis

The Decorating & Assembly Division of the Society of Plastics Engineers will meet June 5 and 6 in Indianapolis, IN, for Topical Conference 2012. The conference, Innovation ... American Ingenuity, will provide a program filled with two days of papers covering the latest advances in plastic decoration and assembly. Special registration rates are available for MAPP members. [Read more...](#)

Advertisement

**TEXT AD**  
30 words and logo/picture

#### MAPP Member News

##### MAPP Launches IT Benchmark Study

As all successful manufacturing executives understand, it's vitally important to measure the key performance indicators of any business. In fact, management theory innovator Peter Drucker coined the phrase, "what gets measured gets done," and in most cases, this saying applies to all facets of business. Often times, actually identifying what to measure and defining the measurement is the most cumbersome event, and without benchmarking data, the task of establishing a goal of the future state is near impossible. MAPP's leadership is keenly aware of the need to provide its Member executives with the operational and financial benchmarks they need to aid in their



## 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 nearly 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 immediate, forefront exposure with direct links to advertisers' websites. (Two Skyscraper ads 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 and a direct link to desired website. (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 website. (Two Standard Text Banners are available per monthly issue.)

# ONLINE ADVERTISING

## RATES/SPECIFICATIONS

### PLASTICS BUSINESS ENEWS RATES AND SPECIFICATIONS

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

#### Required Formats

- Send all banners 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 website. 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](mailto:janet@petersonpublications.com) • 785.271.5801**

*Plastics Business* reaches a targeted readership of nearly 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 tradeshow 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 website.
- **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 a 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](http://www.petersonpublications.com) for more detailed instructions.

### GENERAL REGULATIONS

As used in this section, 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.