



## RATES & DATA QUICK REFERENCE

Integrated Media Solutions Connecting Buyers and Sellers in the Plastics Processing Market



### PRINT

37,250+  
SUBSCRIBERS\*



### EMAIL

26,100+  
SUBSCRIBERS\*



### ONLINE

114,200 SESSIONS+

\*June 2016 BPA statement  
+Average unique sessions per month



### 2017 EVENTS

**Amerimold, Molding and Extrusion**  
Bonus distribution at all major plastics industry events



ISSUE CLOSING DATE	FEATURE COVERAGE		TIPS & TECHNIQUES	MARKET FORECAST	BONUS DISTRIBUTION
	ON-SITE		TROUBLESHOOTING		
<b>JANUARY</b> 12/2/2016 AdTrak Issue	K 2016 Report Part 1: Primary Processing On-Site: Injection Molding		Extrusion Tooling	Packaging	PLASTECS WEST
<b>FEBRUARY</b> 1/4/2017	K 2016 Report Part 2: Materials, Tooling, Auxiliaries On-Site: Extrusion		Filtration Injection Molding	Medical	
<b>+ Additive Manufacturing Magazine</b>					
<b>MARCH</b> 2/1/2017	World Class Processors: Exclusive Benchmarking Survey; Compounding On-Site: Recycling		Injection Molding Extrusion	Automotive	<b>MOLDING 2017</b>
<b>APRIL</b> 3/1/2017 AdTrak Issue	Injection Molding On-Site: Extrusion		Recycling Thermoforming	Electronics	
<b>MAY</b> 3/31/2017	Tooling On-Site: Blow Molding		Drying Robots	Appliances	ANTEC 2017
<b>+ Additive Manufacturing Magazine</b>					
<b>JUNE</b> 5/1/2017	Materials On-Site: Extrusion		Size Reduction Welding	Construction	<b>AMERIMOLD 2017</b> PLASTECS EAST REFOCUS RECYCLING SUMMIT
<b>JULY</b> 5/30/2017 AdTrak Issue	Extrusion On-Site: Injection Molding		Blending Conveying	Packaging	
<b>AUGUST</b> 6/30/2017	Additives On-Site: Compounding		Foaming Tooling	Medical	<b>ADDITIVE MANUFACTURING CONFERENCE</b>
<b>+ Additive Manufacturing Magazine</b>					
<b>SEPTEMBER</b> 7/31/2017	Additive Manufacturing On-Site: Extrusion		Injection Molding Blending	Automotive	
<b>OCTOBER</b> 8/31/2017 AdTrak Issue	Controls: Industry 4.0 On-Site: Thermoforming		Extrusion Recycling	Electronics	
<b>+ Hot Runner Supplement</b>					
<b>NOVEMBER</b> 9/29/2017	Injection Molding On-Site: Recycling		Testing Temperature Control	Appliances	<b>EXTRUSION 2017</b>
<b>+ Additive Manufacturing Magazine</b>					
<b>ANNUAL GUIDE</b>	<b>2017-18 PROCESSING HANDBOOK AND BUYER'S GUIDE</b>				
<b>DECEMBER</b> 10/31/2017	Auxiliary Equipment On-Site: Injection Molding		Compounding Purging	Construction	

Editorial calendar subject to change

**IN EVERY ISSUE:** Know How Columns for Materials, Tooling, Extrusion, and Injection Molding Technology  
Close-Ups / Gardner Business Index / Resin-Pricing Analysis / Processor's Edge / New Products

Rates Effective January 2017

### 1. PRINT RATES

SIZE	4-COLOR	2-COLOR	B & W
One Page	\$9,990	\$9,100	\$8,350
2/3 Page	\$8,410	\$7,410	\$6,690
1/2 Page Island	\$7,590	\$6,590	\$5,870
1/2 Page	\$6,970	\$5,970	\$5,250
1/3 Page	\$5,150	\$4,130	\$3,410
1/4 Page	\$4,460	\$3,430	\$2,720
1/6 Page	\$3,500	\$2,490	\$1,770

All rates are gross rates. Rates apply for advertisements in *Plastics Technology* and in the *Processing Handbook & Buyers' Guide*.

### 2. PREMIER DISCOUNT PROGRAM

TOTAL SPEND	DISCOUNT EARNED
\$15,000—\$24,999	10% OFF entire program
\$25,000—\$39,999	15% OFF entire program
\$40,000—\$64,999	20% OFF entire program
\$65,000—\$99,999	25% OFF entire program
\$100,000+	30% OFF entire program

### CLASSIFIED/RECRUITMENT ADS

NET RATES	1X	3X	6X	9X	12X
1 to 4 per inch	\$195	\$185	\$175	\$165	\$155
5+ per inch	\$185	\$175	\$165	\$155	\$145

Spot color: \$85

### AD SPECIFICATIONS

For all bleed ads, keep live matter .25" from each trim edge. (Live matter should not exceed 7.375" x 10".)  
Keep live matter .125" from gutter on each page, even when a continuous flow of image or copy is intended.

### COMBINATION RATES

Your investment with *PT* and with any of our sister Gardner Business Media publications counts toward your total spend. The display ads that you run in *PT* count toward your earned frequency rate with those sister publications.

### COVER RATES

Cover rates include black and any combination of process colors.

Fourth cover (back)	+\$1,500
Second cover (inside front)	+\$1,250
Third cover (inside back)	+\$1,000

### AGENCY COMMISSION

15% commission is allowed on display advertisements if materials are furnished to our specifications and payment is received within 30 days of invoice. No commission on production charges.

### HOW TO SUBMIT FILES

- Upload to:** files.gardnerweb.com  
Upload recipient: Becky Helton
- Email file to:** bhelton@gardnerweb.com (5MB max)
- Ship CD/proofs to:** Advertising Department  
*Plastics Technology*  
6915 Valley Ave.  
Cincinnati, OH 45244

### ADDITIONAL INFORMATION

**ADVERTISING:**  
Becky Helton  
Advertising Production Manager  
(800) 950-8020  
bhelton@gardnerweb.com

**PRESS RELEASES:**  
Jim Callari  
Editorial Director  
(513) 766-5856  
jcallari@ptonline.com

## PT Online

PTONLINE.COM ADVERTISING PACKAGES		
Ad Location	Available Positions	Investment
Home Page Rich Media + Slotting*	1	\$1,850 gross/month
Home Page Banner + Rotation**	12	\$1,330 gross/month
Zone Page Rich Media + Article Page + Slotting*	1	\$1,850 gross/month
All Other Banner Ads	12	\$995 gross/month

\***Slotting:** Priority placement in all product technology categories associated with your company

\*\***Rotation:** Ad position rotates on page refresh

Exclusive online ad placement available to advertisers investing \$25,000+ with *Plastics Technology*.

### ONLINE SPECS

#### VIDEO STATIC PRE-LAUNCH AD SPECS

Video: 640 x 360 pixels, SWF/FLA file, 29.97 frames/sec., 30 sec. - 4 minutes;  
Video Static Pre-Launch Ad: 300 X 250 pixels, File Size: 40K, File Formats: PNG, JPG or GIF

#### LIVE TEXT HYBRID AD

**LEFT:** Provide text to the PT Advertising Mgr.; 120 characters max  
**RIGHT:** Brand logo/image/tag, 150 x 100 pixels; 10K; GIF/JPG (static)

#### BRANDED HYBRID AD

**LEFT:** 150 x 100 pixels text or logo graphic on white background; 10K; GIF/JPG (static)  
**RIGHT:** Brand logo/image; 150 x 100 pixels | 10K; GIF/JPG (static)

### PT WEBINARS

#### Webinars include:

- Live webinar moderated by a PT editor
- Print ad promoting webinar in PT magazine
- Email invitations to PT audience
- PT Insider e-newsletter advertisement
- Custom lead report including all registrants
- One year archive of webinar session on PTOnline.com

**INVESTMENT: \$6,500** per Webinar

## PT E-Newsletters

**26,100+**

PT PRODUCTS INSIDER Subscribers

- FOCUS: Updates on and selection of materials
- FREQUENCY: Monthly, third Tuesday of the month

**26,100+**

PT INSIDER Subscribers

- FOCUS: Product & process alerts, industry news & trends, solutions to processing problems
- FREQUENCY: Monthly, first Tuesday of the month

**26,100+**

PT WEEKLY Subscribers

- FOCUS: PT Blog entries on key issues impacting the plastics processing marketplace
- FREQUENCY: Weekly, every Thursday

### PT INSIDER & PRODUCTS INSIDER ADVERTISING RATES

Ad type	Positions	Investment
Leaderboard Banner	1 per edition	\$1,850 gross/month
Video Ad	2 per edition	\$1,850 gross/month
Multi-Format Ad	3 per edition	\$1,330 gross/month
Featured Product Ad	4 per edition	\$970 gross/month

### PT WEEKLY ADVERTISING RATES & SPECS

Ad type	Positions	Investment	Bonus
Button Ad*	12 per edition	\$3,090 gross/month for weekly insertion*	Button Ad Bonus: Hybrid ad on PTonline.com/Blog

\* 3-month minimum commitment required.

### PT E-NEWSLETTER SPECS

#### LEADERBOARD BANNER AD (STATIC IMAGE)

468 x 60 pixels, Resolution: 72 dpi, Format: JPG/GIF, Max Size: 35K

#### VIDEO AD (STATIC IMAGE / LIVE TEXT / LINK TO URL)

Single static image combined with 50 words of live text (including headline)

#### VIDEO AD SPECS

Image Size: 180 x 100 pixels, Resolution: 72 dpi, File Size: 40K, Format: JPG/GIF, Words: 50 (250 characters max.)

#### MULTI-FORMAT AD (STATIC IMAGE / LIVE TEXT)

Single static image combined with 4 lines of live text. First & last line can link to URLs you request.

#### MULTI-FORMAT AD SPECS

Image Size: 120 x 60 pixels, Resolution: 72 dpi, File Size: 40K, Format: JPG/GIF, Characters: 45 per line max

#### PRODUCT AD (STATIC IMAGE / LIVE TEXT)

Single static image combined with 50 words of live text (including headline). Headline & last line can link to URLs you request.

#### PRODUCT AD SPECS

Image Size: 140 x 140 pixels, Resolution: 72 dpi, File Size: 40K. Format: JPG/GIF, Characters: 250 max

#### BUTTON AD SPECS

Image Size: 120 x 60 pixels, Resolution: 72 dpi, File Size: 40K. Format: JPG/GIF

FOR MORE INFORMATION, PLEASE VISIT: [GARDNERWEB.COM/ADCENTRAL](http://GARDNERWEB.COM/ADCENTRAL)

FOR ADVERTISING INFORMATION, PLEASE CONTACT:

Rick Kline, Jr., PUBLISHER, [rkline2@gardnerweb.com](mailto:rkline2@gardnerweb.com)  
Becky Helton, ADVERTISING MANAGER, [bhelton@gardnerweb.com](mailto:bhelton@gardnerweb.com)



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