

Ad Specifications

<p>Bleed 16.25" x 11" (413 mm x 279 mm) Trim 15.75" x 10.5" (400 mm x 267 mm)</p>	<p>Ruled Page 6.875" x 9.125" (175 mm x 232 mm) Bleed 8.375" x 11" (213 mm x 279 mm) Trim 7.875" x 10.5" (200 mm x 267 mm)</p>	<p>Two-Thirds Page 4.375" x 9.125" (111 mm x 232 mm)</p>	<p>Half Page (Vertical) 3.25" x 9.125" (83 mm x 232 mm)</p>
<p>Bleed 16.25" x 5.875" (413 mm x 286 mm) Trim 15.75" x 5.625" (400 mm x 168 mm)</p>	<p>Half Page (Horizontal) 6.875" x 4.375" (175 mm x 111 mm)</p>	<p>Quarter Page (Vertical) 3.25" x 4.375" (83 mm x 111 mm)</p>	<p>Island Unit 4.375" x 6.875" (111 mm x 175 mm)</p>
<p>Third Page (Vertical) 2.25" x 9.125" (57 mm x 232 mm)</p>	<p>Third Page (Square) 4.375" x 4.375" (111 mm x 111 mm)</p>	<p>Quarter Page (Horizontal) 6.875" x 2.25" (175 mm x 57 mm)</p>	<p>Third Page (Horizontal) 6.875" x 3" (175 mm x 76 mm)</p>
			<p>Sixth Page 2.25" x 4.375" (57 mm x 111 mm)</p>

*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.

Materials Submission: Becky Helton, bhelton@gardnerweb.com or upload to www.gardnerweb.com/upload.



Processing Handbook & Buyers' Guide

HANDBOOK CLOSING DATE: 9/14/2012

The Handbook is distributed with *Plastics Technology's* November issue. All mechanical requirements and rates are the same as those for the monthly issues.

ADDITIONAL AD OPPORTUNITIES

Mini Ads 1.625" x 1" units that appear in the Classified Directory Index section.

1-4	\$285/each gross
5-9	\$260/each gross
10 or more	\$225/each gross

Tab Dividers— \$13,500 Premium position in each major category section includes color and a banner ad on Supplier Directory home page.

Additional Opportunities

CLASSIFIED/RECRUITMENT ADS

Net Rates	1x	3x	6x	9x	12x
1 to 4, per inch	\$170	\$160	\$150	\$140	\$130
5+, per inch	\$160	\$150	\$140	\$130	\$120

Spot color: \$85

RECOGNIZED AGENCY COMMISSION

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

SUPPLIED INSERTS

Pre-printed, supplied inserts are quoted on request. Full-run supplied inserts count as one insertion each time they run. A minimum \$1,400 fee applies for tipping or magna stripping. Special constructions and/or paper stocks, which require prior approval, may necessitate additional fees. For more information, contact your District Manager.

SPLIT RUN ADVERTISEMENTS

PT can demographically split run advertisements. A production fee of \$1,200 may apply to splits. Ask your District Manager for specifics.

PREPAYMENT DISCOUNT

5% discount is allowed if payment for one year's advertising is received in advance of the first insertion.

REPRINTS

Reprints of articles and/or ads are available in print or high resolution PDF format. All printed reprints are 8" x 10 3/4" on white semi-gloss stock. Contact Scott Clifton for quotes at 800-950-8020, or sclifton@gardnerweb.com.

DIRECT MAIL

Access PT's list via affordable direct mail list rental. Contact your sales representative or Sonja Maxfield sonjam@gardnerweb.com for more details.

Minimum Charge	\$625
Base Rate	\$160 per thousand
Each Category Selection	\$15 per thousand
Duplicate Set or Use	\$95 per thousand

INFOFILE

Showcase your product literature in the monthly magazine and generate quality sales leads. Your full-color brochure or catalog includes a bold headline, descriptive product or service write-up and an email address for increased buyer response.

Specs:	2.25" x 1.875"
Advertisers:	\$1,025/unit
Non-advertisers:	\$1,275/unit

INFONET

Present your company logo and website address to attract potential buyers to your site. Your company logo and url are displayed in color with a brief description of your site — increased visibility equals increased web traffic!

Specs:	3" x 1.375"
Advertisers:	\$1,025/unit
Non-advertisers:	\$1,275/unit