

Rates Effective January 2017

PRINT RATES

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

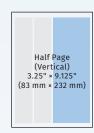
NET RATES	1X	3X	6X	9X	12X
1 to 4 per inch	\$195	\$185	\$175	\$165	\$155
5+ per inch	\$185	\$175	\$165	\$155	\$145

Spot color: \$85

AD SPECIFICATIONS

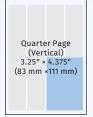
2-Page Spread Bleed 16.25" × 11" (413 mm × 279 mm) Trim 15.75" × 10.5" (400 mm × 267 mm) Full Page Ruled Page 6.875" × 9,125" (175 mm × 232 mm) Bleed 8.375" × 11" (213 mm × 279 mm) Trim 7.875" × 10.5" (200 mm × 267 mm)

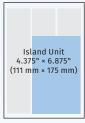
Two-Thirds Page 4.375" × 9.125" (111 mm × 232 mm)





















For all bleed ads, keep live matter .25" from each trim edge. (Live matter should not exceed 7.375" × 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)

3. 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