

## 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" x 11"  
(413 mm x 279 mm)  
Trim  
15.75" x 10.5"  
(400 mm x 267 mm)

**Full Page Ruled Page Bleed**  
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)

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

**Half Page (Vertical)**  
3.25" x 9.125"  
(83 mm x 232 mm)

**Junior Spread Bleed**  
16" x 5.875"  
(406 mm x 133 mm)  
Trim  
15.75" x 5"  
(400 mm x 127 mm)

**Half Page (Horizontal)**  
6.875" x 4.375"  
(175 mm x 111 mm)

**Quarter Page (Vertical)**  
3.25" x 4.375"  
(83 mm x 111 mm)

**Island Unit**  
4.375" x 6.875"  
(111 mm x 175 mm)

**Third Page (Vertical)**  
2.25" x 9.125"  
(57 mm x 232 mm)

**Third Page (Square)**  
4.375" x 4.375"  
(111 mm x 111 mm)

**Quarter Page (Horizontal)**  
6.875" x 2.25"  
(175 mm x 56 mm)

**Third Page (Horizontal)**  
6.875" x 3"  
(175 mm x 76 mm)

**Sixth Page**  
2.25" x 4.375"  
(57 mm x 111 mm)

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.

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

### 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