

PT

Plastics Technology

2019

MEDIA GUIDE

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



DIGITAL EDITION



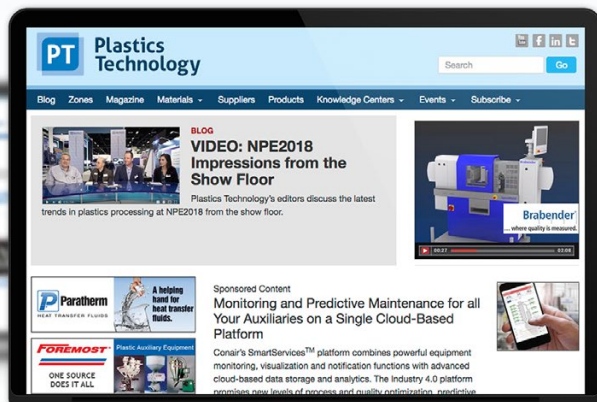
EMAIL

25,200+ SUBSCRIBERS*



PRINT

37,200+ SUBSCRIBERS*



ONLINE

228,100+ PAGE IMPRESSIONS*

(per month)

*June 2018 BPA Statement



EVENTS

Molding 2019, Amerimold 2019, Extrusion 2019

Bonus distribution at all major plastics industry events



A product of Gardner Business Media, Inc.

Total
Subscribers*

37,261

Total Manufacturing
Facilities**

22,949

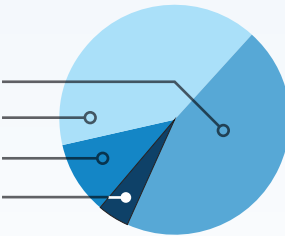


Plastics Technology provides our audience with authoritative content on processing best practices, tips, techniques, troubleshooting, technical advances, latest product developments, market insights and industry news. Your advertisement in PT delivers your message to the key decision makers and processors in the plastics industry's most active end markets.

JOB TITLES & FUNCTIONS*

PT reaches the engaged decision-makers in the plastics processing market

Company Management	17,857	(47.9%)
Mfg Prod / Engineering	14,241	(38.2%)
Design, R&D, Quality	3,642	(9.8%)
Other	1,521	(4.1%)

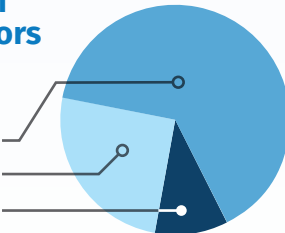


PLANT SIZE**

PT's audience consists of large and small plants and of both custom and captive processors

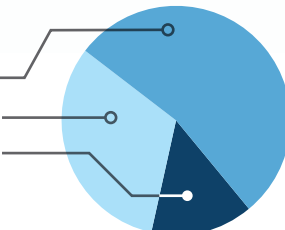
PLANTS

Fewer than 50	14,496	(63.2%)
50-249	6,011	(26.2%)
250+	2,442	(10.6%)



SUBSCRIBERS

Fewer than 50	19,306	(51.8%)
50-249	12,270	(32.9%)
250+	5,685	(15.3%)



Circulation by Operation**	Subscribers	Facilities
Injection molding	23,367	11,444
Tool repair & maintenance	21,542	10,140
Moldmaking	20,880	9,842
Blow molding (all processes, unduplicated)	20,207	8,908
Extrusion (all processes, unduplicated)	19,538	9,065
Injection blow molding	16,948	7,133
Scrap reprocessing	16,890	7,027
Compounding	15,544	6,621
Thermoforming	15,277	6,769
Blown/cast film	14,982	6,309
Extrusion blow molding	13,400	5,435
Additive manufacturing	13,204	6,321
Sheet	13,158	5,598
Bonding/Welding	12,907	5,188
Pipe, conduit, profile, tubing	12,824	5,373
Recycling	11,620	4,477
Stretch blow molding	9,590	3,687
Foam processing	6,457	2,304
Coating, web	3,499	1,227
Coating, wire/cable	2,761	964

Check the audit!

Plastics Technology invests in quality circulation



Our professional audience development team invests in quality circulation to assure that PT reaches industry professionals who are actively engaged in the plastics processing market.

100% of PT's subscribers are identified by individual name and title.

*June 2018 BPA **Publisher's Count, June 2018

For more information,
please contact:

RYAN DELAHANTY, PUBLISHER
ryand@gardnerweb.com

BECKY TAGGERT, ADVERTISING PRODUCTION MANAGER
btaggert@gardnerweb.com

PTonline.com

TOTAL SUBSCRIBERS*

37,261

Plastics Technology offers you the best reach into the plastic industry's most important and valuable end markets!**



CONSUMER
SUBSCRIBERS
23,956

FACILITIES
12,026

TOP COMPANIES INCLUDE:

- The Clorox Company
- Hasbro Inc.
- Kimberly-Clark
- Kraft Foods
- Nike Inc.
- PepsiCo
- Procter & Gamble
- Rubbermaid Inc.



AUTOMOTIVE
SUBSCRIBERS
23,602

FACILITIES
12,550

TOP COMPANIES INCLUDE:

- BMW Manufacturing Corp.
- Faurecia
- Ford Motor Co.
- General Motors Corp.
- Magna International Inc.
- Navistar Inc.
- Toyota Motor Mfg.
- Winnebago Industries Inc.



MEDICAL
SUBSCRIBERS
19,632

FACILITIES
10,014

TOP COMPANIES INCLUDE:

- Abbott Laboratories
- BD Medical
- Braun Medical Inc.
- Ethicon Endo Surgery Inc.
- GE Healthcare
- Medtronic
- Smith & Nephew Inc.
- Stryker Orthopaedics

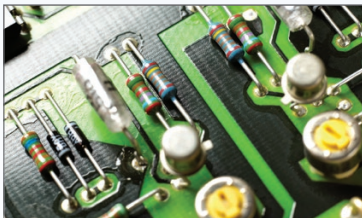


AGRICULTURE
SUBSCRIBERS
19,187

FACILITIES
9,777

TOP COMPANIES INCLUDE:

- Ames True Temper
- Cargill Inc.
- Caterpillar Inc.
- Deere & Co.
- Ditch Witch
- Orbit Irrigation Products Inc.
- Stihl Inc.
- Toro Co.



ELECTRONICS
SUBSCRIBERS
18,274

FACILITIES
9,282

TOP COMPANIES INCLUDE:

- 3M Co.
- Apple Inc.
- Bose Corp.
- Cisco Systems Inc.
- Honeywell Intl. Inc.
- Intel Corp.
- Motorola Inc.
- Panasonic

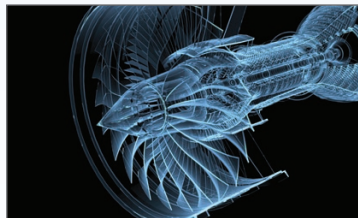


PACKAGING
SUBSCRIBERS
17,087

FACILITIES
7,937

TOP COMPANIES INCLUDE:

- Bemis Co.
- Dart Container Corp.
- Intoplast Group
- Klockner Pentaplast
- Pactiv
- Poly-America
- Printpack Inc.
- Sealed Air



AEROSPACE
SUBSCRIBERS
16,249

FACILITIES
8,392

TOP COMPANIES INCLUDE:

- Boeing Co.
- Bombardier Aerospace
- GE Aviation Systems LLC
- Gulfstream Aerospace Corp.
- Lockheed Martin Corp.
- Northrop Grumman Space
- Pratt & Whitney
- Zodiac Aerospace



BUILDING & CONSTRUCTION
SUBSCRIBERS
8,721

FACILITIES
3,732

TOP COMPANIES INCLUDE:

- Andersen Corp.
- Armstrong Flooring
- CertainTeed
- Georgia Pacific
- Johns Manville
- Marvin Windows & Doors
- Trex
- Veka

*June 2018 BPA **Publisher's Count, June 2018

**For more information,
please contact:**

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PTonline.com

ISSUE CLOSING DATE	FEATURE COVERAGE	TIPS & TECHNIQUES	NEW PRODUCT FOCUS	MARKET FORECAST	BONUS DISTRIBUTION
	ON-SITE	TROUBLESHOOTING			
JANUARY 12/4/2018 AdTrak Issue	Injection Molding Extrusion	Drying Tooling	Blow Molding	Automotive	
FEBRUARY 1/2/2019	Next-Generation Polymers Injection Molding	Compounding Extrusion	Auxiliary Equipment	Packaging	PLASTECH WEST February 5-7
MARCH 2/1/2019	Hot Runners Blow Molding	Injection Molding Feeding/Blending	Extrusion	Electronics	MOLDING 2019 March 19-21 ANTEC 2019 March 18-20
APRIL 3/1/2019 AdTrak Issue	Injection Molding Extrusion	Blow Molding Purging	Testing Equipment	Medical	
SPECIAL REPORT: MATERIALS—THE ROLE PROCESSORS PLAY					
MAY 4/1/2019	Automation Recycling	Injection Molding Compounding	Resins	Construction	Re focus May 20-22
JUNE 5/1/2019	Industry 4.0 Extrusion	Recycling Injection Molding	Injection Molding	Consumer Products	AMERIMOLD 2019 June 12-13 PLASTECH EAST June 11-13
JULY 5/31/2019 AdTrak Issue	Additives Injection Molding	Size-Reduction Conveying	Hot Runners/ Tooling	Packaging	
SPECIAL REPORT: AUTOMATING TODAY'S PROCESSING PLANT					
AUGUST 7/1/2019	Auxiliary Equipment Thermoforming	Injection Molding Pelletizing	Extrusion	Electronics	ADDITIVE MANUFACTURING 2019 August 12-13
SEPTEMBER 8/1/2019	K 2019 Preview Compounding	Injection Molding Recycling	Recycling Equipment	Automotive	SPE ACCE 2019 September 4-6 K 2019 October 16-23 EXTRUSION 2019 September 17-19, 2019
OCTOBER 9/3/2019 AdTrak Issue	Top Shops: Injection Molding Additive Manufacturing	Extrusion Injection Molding	Hot Runners/ Tooling	Construction	K 2019 October 16-23
SPECIAL REPORT: PREDICTIVE MAINTENANCE					
NOVEMBER 10/1/2019	Next-Generation Polymers Injection Molding	Purging Blow Molding	Injection Molding	Medical	
ANNUAL GUIDE	2020 PROCESSING HANDBOOK AND BUYER'S GUIDE				
DECEMBER 11/1/2019	Extrusion Recycling	Resin Selection Injection Molding	Auxiliary Equipment	Appliances	

Editorial calendar
subject to change

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

**For more information,
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PT Print Rates

SIZE	4-COLOR	2-COLOR	B & W
Full Page	\$10,300	\$9,375	\$8,600
2/3 Page	\$8,665	\$7,635	\$6,900
1/2 Page Island	\$7,825	\$6,800	\$6,050
1/2 Page	\$7,180	\$6,150	\$5,410
1/3 Page	\$5,310	\$4,260	\$3,515
1/4 Page	\$4,600	\$3,535	\$2,810
1/6 Page	\$3,605	\$2,565	\$1,825

PT Premier Discount Rates

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 Spot color: \$85					
Net Rates	1X	3X	6X	9X	12X
1"-4" per inch	\$205	\$195	\$185	\$175	\$165
5"+ per inch	\$195	\$185	\$175	\$165	\$155

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

PT Print Ad Specifications

<p>2-Page Spread Bleed 16.25" x 11" (413 mm x 279 mm) Trim 15.75" x 10.5" (400 mm x 267 mm)</p>	<p>Full Page 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>Junior Spread Bleed 16" x 5.875" (406 mm x 133 mm) Trim 15.75" x 5" (400 mm x 127 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>Half Page (Horizontal) 6.875" x 4.375" (175 mm x 111 mm)</p>	<p>Half Page Island 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>Third Page (Horizontal) 6.875" x 3" (175 mm x 76 mm)</p>	<p>Quarter Page (Vertical) 3.25" x 4.375" (83 mm x 111 mm)</p>	<p>Quarter Page (Horizontal) 6.875" x 2.25" (175 mm x 56 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.



COVER RATES

Back cover	+\$1,500
Inside front cover	+\$1,250
Inside back cover	+\$1,000

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.

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

1. Upload to: files.gardnerweb.com
Upload recipient: Becky Taggart
2. Email file to: btaggart@gardnerweb.com
(5MB max)

MORE INFO AVAILABLE AT GARDNERWEB.COM/ADCENTRAL

PT Online

PTONLINE.COM ADVERTISING PACKAGES

Ad Location	Available Positions	Investment (gross/month)
Home Page Rich Media + Slotting†	1	\$1,900
Home Page Hybrid + Rotation‡	12	\$1,370
Zone Page Rich Media + Article Page + Slotting†	1	\$1,390
All Other Banner Ads	12	\$1,050

†**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*.

WEB AD SPECS

A VIDEO/ANIMATED GIF/STATIC IMAGE
ARTWORK SIZE: 300 x 250 pixels
FILE TYPE:
 -Static: JPG/PNG
 -Animated: GIF
 -Video File: MP4

B HYBRID WEB AD

Brand logo w/ short message	Brand logo, graphic, or photo
-----------------------------	-------------------------------

ARTWORK SIZE: 300 x 100 pixels @ 72 dpi, 20K Max
FILE TYPE: JPG



PT E-Newsletters

PT INSIDER
25,200+
 Recipients*

- FOCUS: Product & process alerts
- FREQUENCY: Monthly, first Tuesday

PT PRODUCTS INSIDER
22,600+
 Recipients*

- FOCUS: New industry products
- FREQUENCY: Monthly, third Tuesday

PT WEEKLY
25,000+
 Recipients*

- FOCUS: Processing marketplace
- FREQUENCY: Weekly, every Thursday

NEW! PT K 2019
26,300+
 Recipients*

- FREQUENCY: Monthly, from June to November, second Wednesday

PT INSIDER & PT PRODUCTS INSIDER AD RATES

Ad type	Positions (per edition)	Investment (gross/month)
NEW FOR 2019 Leaderboard Banner	1	\$1,900
Video Ad	3	\$1,900
NEW FOR 2019 Technology Solutions Ad	8	\$975

PT WEEKLY AD RATES

Ad type	Positions (per edition)	Investment (gross/month)
Button Ad Bundle [§] BONUS Hybrid ad on Ptonline.com/Blog	12	\$3,150 [§] (for weekly insertion)

§ 3-month minimum commitment required

SPECIAL E-NEWSLETTER AD OPPORTUNITY FOR 2019!

Ad type	Positions (per edition)	Investment (gross/month)
Technology Solutions Ad	16	\$1,000

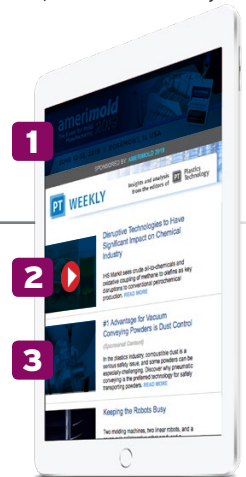
E-NEWSLETTER AD SPECS

1 LEADERBOARD BANNER AD (static image)
IMAGE SIZE: 600 x 160 pixels @ 144 dpi
FILE TYPE: JPG/PNG

2 VIDEO ADS
ARTWORK SIZE: 300 x 250 pixels @ 144 dpi
FILE TYPE: JPG/PNG
TITLE: 50 characters max
BODY COPY: 200 characters mx.
PLAY BUTTON: Please do not include a playbutton with your artwork. We will add this graphic within our workflow.

3 TECHNOLOGY SOLUTIONS AD
ARTWORK SIZE: 300 x 250 pixels @ 144 dpi
FILE TYPE: JPG/PNG
TITLE: 50 characters max
BODY COPY: 200 characters max

4 BUTTON AD ON BLOG E-NEWS
ARTWORK SIZE: 120 x 100 pixels @ 144 dpi
FILE TYPE: JPG



NEW SPECS FOR 2019! PLEASE NOTE THAT OUR E-NEWSLETTER ARTWORK SIZES & SPECS HAVE CHANGED:

E-newsletters displayed on mobile devices have a higher screen resolution, and images are viewed larger. With our new responsive newsletter designs for mobile and desktop, we require higher pixel counts for artwork.

*June 2018 BPA

For more information, please contact:

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 ryand@gardnerweb.com

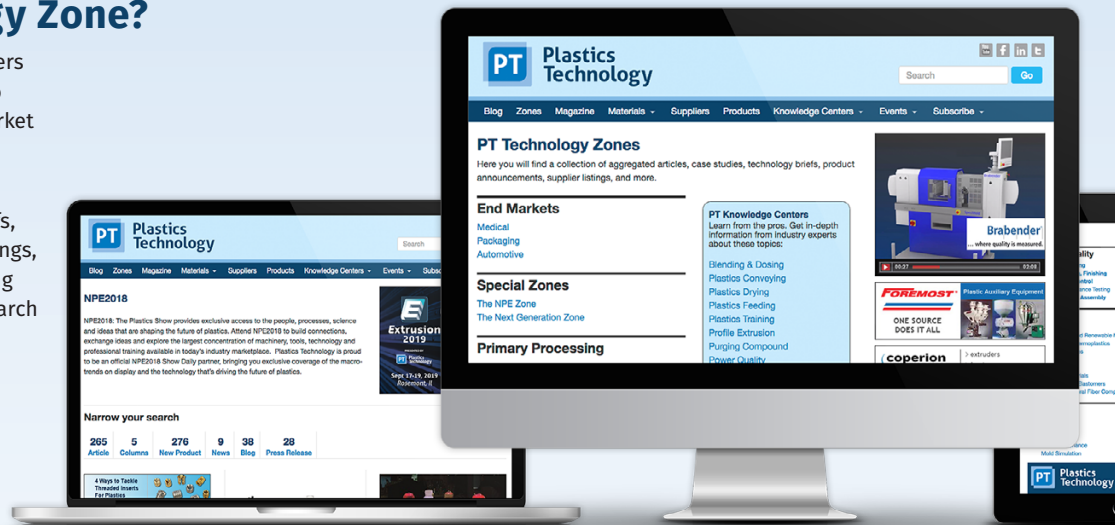
BECKY TAGGERT, ADVERTISING PRODUCTION MANAGER
 btaggert@gardnerweb.com

What is a Technology Zone?

Technology Zones are knowledge centers on key topics where content related to a specific material, process or end market is aggregated.

Visitors to ptonline.com will find articles, case studies, technology briefs, product announcements, supplier listings, forums, and more in each Zone, helping them narrow their search as they research purchasing decisions.

Your ad placed within relevant Zones provides you with targeted marketing opportunities to promote your brand to these motivated website visitors as they prepare to purchase supplies and services.



Plastics Technology Zone Pages

END MARKETS

Medical
Packaging
Automotive

PRIMARY PROCESSING

Blow Molding:

Barrier & Stretch

Extrusion:

Film
PET Processing (Extrusion)
Pipe, Profile & Tubing
Sheet

Thermoforming

Injection Molding:

All Electric & Hybrid
Machines
Gas & Water Assist Machines
In-Mold Decorating
LIM & LSR Molding
Micro Molding
Multi-Component Molding
PET Processing (Injection
Molding)

Additive Manufacturing

TOOLING

Heating & Cooling
Hot Runners
Molds & Tooling:
Mold Maintenance
Mold Simulation

SPECIAL ZONES

The NPE Zone
The Next Generation Zone

MATERIAL PREP & HANDLING

Additives
Compounding:
Multi-Screw & Single-Screw
Drying
Feeding & Blending
Recycling & Scrap Reclaim
Resin Conveying
Robots

TESTING & QUALITY

Controls & Monitoring
Decorating, Printing, Finishing
Testing & Quality Control:
Color & Appearance Testing
Welding, Bonding &
Assembly

MATERIAL

All Materials:
Biopolymers and
Renewable Materials
Engineering Thermoplastics
Nanocomposites
Polyolefins
Purging
Recycled Materials
Thermoplastic Elastomers
Wood and Natural Fiber
Compounds

Knowledge Center

A co-branded, category-specific microsite featuring non-commercial applications and technical-based content. Knowledge Centers are supported by an integrated promotional program and include multimedia content and lead-generation opportunities.

Knowledge Centers provide:

- An integrated promotional program including a strong online, e-newsletter and print presence
- Perception of industry expertise
- Exclusivity by content focus
- Interaction with interested technology buyers

INVESTMENT:

\$5,000

(gross/month*)

*12 month minimum



For more information,
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BECKY TAGGERT, ADVERTISING PRODUCTION MANAGER
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PTonline.com

PT Webinars showcase your company's knowledge and leadership on important industry topics and secure valuable leads!

Let PT Webinars provide YOUR target audience with a dynamic and interactive webcast forum for discussing today's timely and compelling issues.



With your investment in a PT Webinar you'll receive:

E-MAIL

Invitations sent to the PT audience

E-NEWSLETTER

Event promotion within PT Insider e-newsletter

PRINT

Event promotion within *Plastics Technology* magazine

ONLINE

Archived webinar sessions on POnline.com for six months

LEAD GENERATION

Customized lead reports including all registrants

TECH SUPPORT

Webinar hosting and support

EXPERT MODERATOR

Live webinar moderated by a PT editor



Price:
\$7,500 (gross)

Attendance is limited to 1,000.
Topic and schedule subject to publisher approval.

For more information,
please contact:

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PTonline.com

Content Marketing

Build Brand and Generate Leads

What is Content Marketing?

Your story, presented by *Plastics Technology*.

Content marketing is high-quality editorial crafted to engage your audience and position your brand as a thought leader.

Why Content Marketing?

INCREASE BRAND AWARENESS

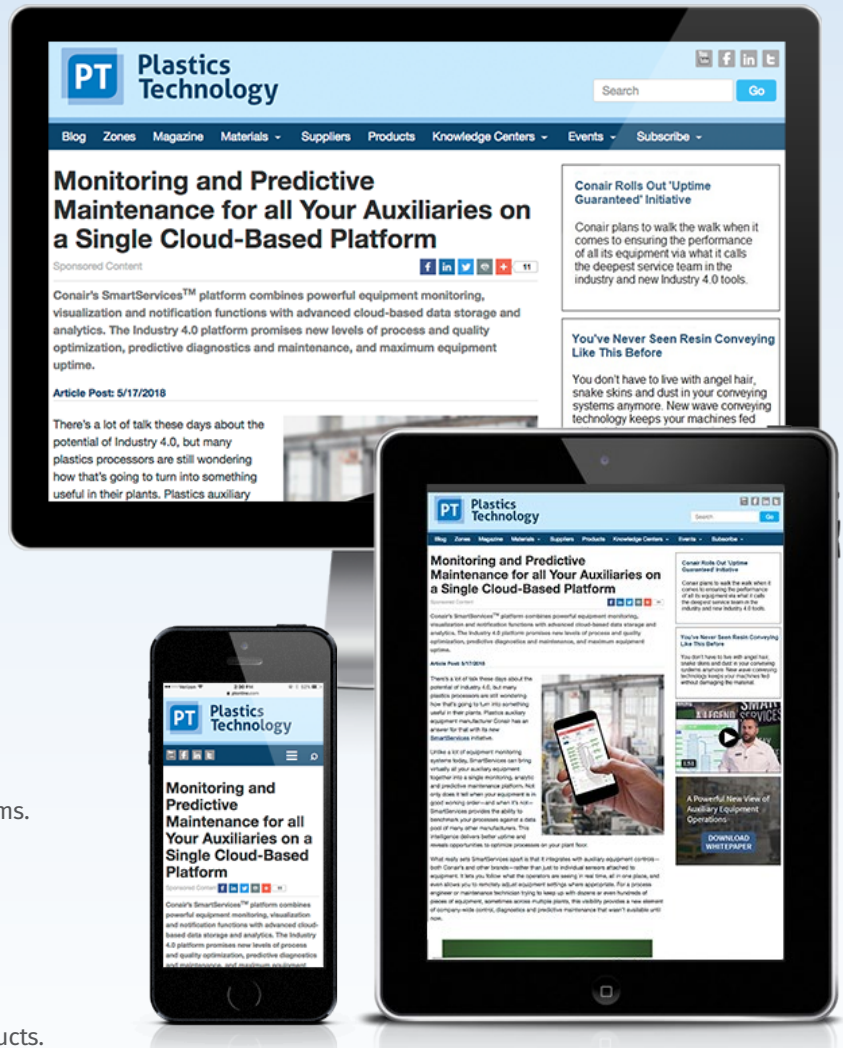
As buyers search the web for answers to their questions, your brand is front and center with solutions to their problems.

BUILD BRAND PREFERENCE

Content marketing establishes your brand as a knowledge leader in your industry, strengthening your relationships with buyers.

IMPROVE ENGAGEMENT

Get buyers more deeply involved with your brands and products.



Content Marketing Campaigns Include:

STEP 1: CONTENT CREATION

- Our team will collaborate with you to create a highly-targeted piece of digital content to display natively on our site.
- A member of our team will edit your content to bring it in line with our standards, or, for an additional fee, we will create the content on your behalf.
- Your content appears on PTONline.com for 12 months.
- Options include text, images, video, links to product information, and registration for downloadable assets such as whitepapers.

STEP 2: CONTENT PROMOTION

- PT Site Coverage
 - Homepage display of your Sponsored Content
 - “Related Story” promotion on relevant articles
- PT E-Newsletter Promotion
 - *PT Weekly*
 - Blog E-Newsletter promotion
- PT Social Media Campaign
 - Paid promotion on Facebook, Twitter, LinkedIn

STEP 3: CAMPAIGN ANALYTICS

Our team will create a report detailing the performance of your program, so you see your investment at work.

CONTENT MARKETING AD RATES Sold in 3 consecutive month increments

\$7,500 (per month, gross)

INVENTORY

4 per month / Max. 2 per customer per year

OPTIONAL INVESTMENT:

- Article Development fee of \$1,000 net
- E-Print Email Promotions (\$1 per Name)

The *Plastics Technology 2020 Processing Handbook and Buyers' Guide* is the best resource available to the plastics processing industry for sourcing suppliers of primary machinery, auxiliary equipment, tooling, materials, additives, and more!

Motivated buyers refer to this valuable resource countless times throughout the year.

PT COMPANY PROFILE

STERLING

Smart manufacturers everywhere choose Sterling. Building on a strong tradition which dates back to 1916, Sterling provides a complete, fully integrated line of reliable and precise equipment. Sterling has been an innovator in the industry for over 100 years. Mold temperature control units continue to be called "Sterlco" because when you bring such an important product to market, the name sticks. Sterling brings a reputation of quality and unmatched reliability. As the industry leader we provide the broadest line of Temperature Control Systems and Process Cooling Equipment, and have also grown to be a leader in blending, drying, conveying, and size reduction, supplying innovative solutions to a wide range of process industries.

2900 S. 160th St.
New Berlin, WI 53151

Phone: 262-641-8600
Fax: 262-641-8653

sterlco.com

PRODUCTS AND SERVICES

Royal™ Series Temperature Control Units
Royal Series Water Temperature Control Units provide highly accurate control for production applications requiring a continuous supply of temperature-controlled water. The innovative design promotes turbulent water flow to maximize heat transfer performance. High flow pumps have a 22" to 28" operating range. The cast-and-flange design reduces connection points by 40% while including high-efficiency pumps that offer higher flow rates at lower pressures. These highly efficient products maintain temperatures to within 1°F of set point through the use of dual stage immersion heaters, which use half or full heat based on the needs of the process.

TRIDENT™ GS Series Modular Central Chiller
Applications and processes are as unique as the products they produce. The Trident™ GS Series Modular Central Chiller integrates advanced technologies with a proven component design to offer a capable and innovative process chilling solution. The compact design has 50 to 120 individual circuit chilling tons and the ability to parallel up to five circuits. The state-of-the-art controls provide the operator with intuitive command structures while offering critical unit performance data in understandable dashboard sets.

GP Series Packaged Chiller
The GP Series Packaged Chillers include all of the major chiller system components in one versatile and compact package with a leaving fluid temperature range of 20°F (-4.7°C) to 80°F (26.7°C). Available in models from 5 to 15 Tons, the GP Series products offer water-cooled, air-cooled, and remote air-cooled designs to meet the needs of various manufacturing processes. With integrated energy efficient equipment such as variable frequency drives and electrically actuated cooling water regulating valves, the GP Series are extremely efficient while still meeting the extreme demands of the most nimble manufacturing facilities.

6A 2018 Plastics Technology Handbook & Buyers' Guide

STERLING

100 Years of Success - and Counting

Smart manufacturers everywhere choose Sterling. Building on a strong tradition dating back to 1916, Sterling provides a complete, fully integrated line of reliable, and precise equipment.

Ask about our Quick Ship program. The most popular products are ready to ship within 24 hours.

Visit us at NPE 2018
NPE 2018
THE PLASTICS SHOW

Blending | Conveying | Drying
Process Cooling | Heat Transfer | Size Reduction

ACS GROUP

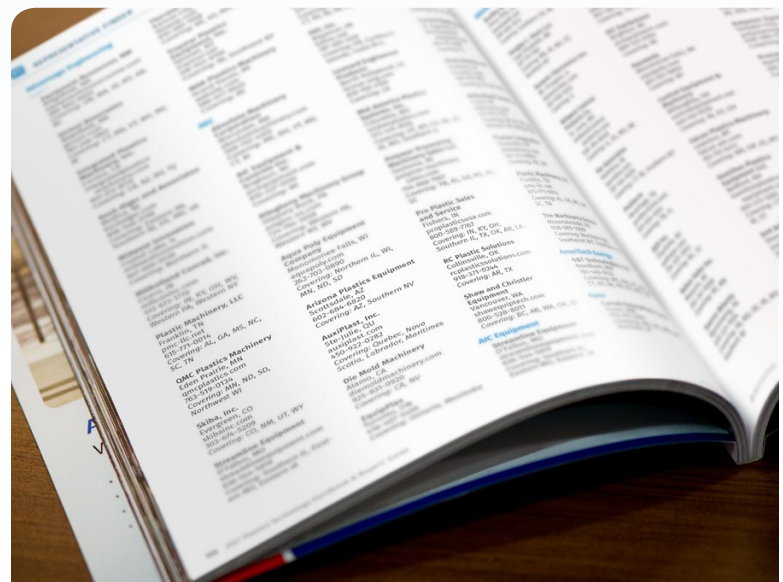
P 1.262.641.8600 E info@acs corporate.com
sterlco.com

BONUS OFFER

Invest in a full-page ad & receive a FREE full-page Company Profile!

Manufacturers' Representative Finder

The Manufacturers' Representatives Finder in the *PT 2020 Handbook and Buyers' Guide* is an invaluable resource listing OEMs alphabetically with their reps and territories covered. Processors will turn to this handy tool on a regular basis when they need to get in touch with their local sales rep...or even to find out who that rep might be!



For more information,
please contact:

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BECKY TAGGERT, ADVERTISING PRODUCTION MANAGER
btaggert@gardnerweb.com

PTonline.com

Advertising your products and services in the *Plastics Technology 2020 Processing Handbook & Buyers' Guide* connects you to motivated decision makers who are actively researching their purchases.

DISPLAY ADVERTISING RATES*

SIZE	4-COLOR	2-COLOR	B & W
Full Page	\$10,300	\$9,375	\$8,600
1/2 Page Island	\$7,825	\$6,800	\$6,050
1/2 Page	\$7,180	\$6,150	\$5,410
1/3 Page	\$5,310	\$4,260	\$3,515

INDEX ADVERTISING RATES*

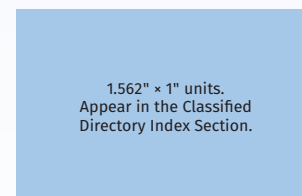
1-4 Index Ads	\$325
5-9 Index Ads	\$295
10+ Index Ads	\$255

Plastics Technology Premier Discount Program discounts apply.
*All rates are gross rates.

DISPLAY AD SPECS

Full Page 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)	Island Unit 4.375" x 6.875" (111 mm x 175 mm)	Half Page (Horizontal) 6.875" x 4.375" (175 mm x 111 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)
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INDEX AD SPECS



1.562" x 1" units.
Appear in the Classified
Directory Index Section.

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.

How to get your FREE full-page Company Profile:

1. Reserve your full-page ad space with your *Plastics Technology* sales rep.
2. Create a company description (190 words max), and include address, phone number and URL.
3. Create up to 3 product descriptions.

1 product
150 word count

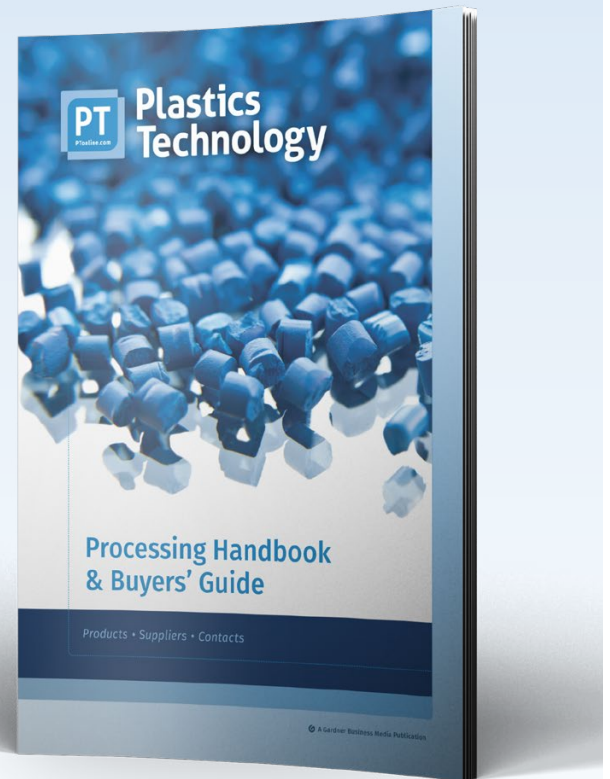
2 products
110 word count per
product

3 products
60 word count per
product

4. Send us your hi-res company logo as well as the product photo(s) you describe.

Logo and photo file specifications:

Logo: vector .eps or .ai file, or JPEG at 300 dpi Photo(s): JPEG at min. 300 dpi



CLOSING DATE:
SEPTEMBER 19, 2019

Events are a critical part of a multimedia marketing strategy from pre-show promotion to post-show lead follow-up. Plastics Technology provides the tools needed to make contacts throughout the show and the buying cycle.



Molding 2019

March 19-21, 2019 | Hyatt Regency Indianapolis | Indianapolis, IN

Leaders and innovators in injection molding gather at the Molding conference to see and hear from experts on process management, materials development, automation, tooling, additive manufacturing and materials handling and drying.

Increase your brand's reach with a sponsorship at Molding 2019!
moldingconference.com

amerimold 2019

June 12-13, 2019 | Donald E. Stephens Convention Center | Rosemont, IL

Amerimold connects buyers and sellers of products and services used throughout the life cycle of an injection mold. Mold builders, injection molders and OEMs attend Amerimold to evaluate the products and services that will help them run their businesses.

Build meaningful relationships and sales at Amerimold 2019!
amerimoldexpo.com

Extrusion 2019

Sept. 17-19, 2019 | Donald E. Stephens Convention Center | Rosemont, IL

Extrusion 2019 is the only event of its kind—devoted to all aspects of extrusion processing. The conference features general sessions devoted to technical and business issues common to all types of extrusion, as well as breakout sessions devoted to specific types of extrusion: Film, Sheet, Pipe/Profile/Tubing, and Compounding.

Showcase your new technology with a sponsorship at Extrusion 2019!
extrusionconference.com



October 16-23, 2019 | Messe Dusseldorf | Dusseldorf, Germany

K is the world's largest trade fair for the plastics industry, gathering the most important suppliers of plastics, auxiliaries, raw materials and semi-finished products, technical parts and reinforced plastic products under one roof. PT will again publish its K E-Newsletter in 2019.

Increase booth traffic with an ad in *Plastics Technology*!