

# Plastics Technology

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



PRINT



ONLINE

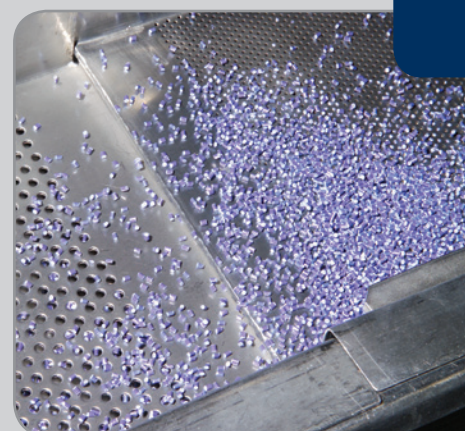


EMAIL



EVENTS

## 2013 MEDIA GUIDE



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

Profile of the Manufacturing Technology  
Buyer — Your Customer!

- Is college educated
- Is technically minded
- Looks for product or process solutions at least once a month
- Uses at least five media types to find work-related information
- Carries a laptop computer
- Uses a smartphone



**PlasticsTechnology**

6915 Valley Avenue  
Cincinnati, OH 45244-3029 U.S.A.  
513-527-8000 • 800-950-8020  
Fax: 513-527-8801

[ptonline.com](http://ptonline.com)



# Align your media strategy to serve customers and prospects at each stage of the buying cycle

## Industrial Equipment Buying Cycle

### Market Universe

- Trade Magazines
- E-Newsletters

### Eventual Need

- Trade Magazines
- E-Newsletters
- Industry Websites
- Tradeshows
- Webinars
- Blogs

### Immediate Need

- Search Engines
- Industry Websites
- Supplier Websites
- Webinars
- Social Networks
- Blogs

### Vendor Selection

- Supplier Websites
- Social Networks

**PUSH MEDIA** Build brand identity early with Push Media

**BRAND IMPRESSION** is the single most important factor in a manufacturing prospect's selection of a vendor

**PULL MEDIA** Support brand and harvest its benefits in Pull Media

**The market actively consumes push media to learn about things they did not know.**

PUSH MEDIA is the best means to introduce new products and establish brand, which is essential in the later stages of the buying process.

**This market segment knows they have an interest in certain topics and technologies to act upon in the future.**

PUSH MEDIA still dominates, but the segment is more focused.

**Prospects have immediate requirements, and are actively seeking solutions.**

With the prospect now in control of the information gathering process, PULL MEDIA becomes most important. Brand is a primary influence on where and at whom they look.

**Final comparison of known alternatives.**

Brand impression is the largest influence in final purchasing decision.

### PUSH MEDIA

A medium that introduces prospects to information and products they do not know they need.

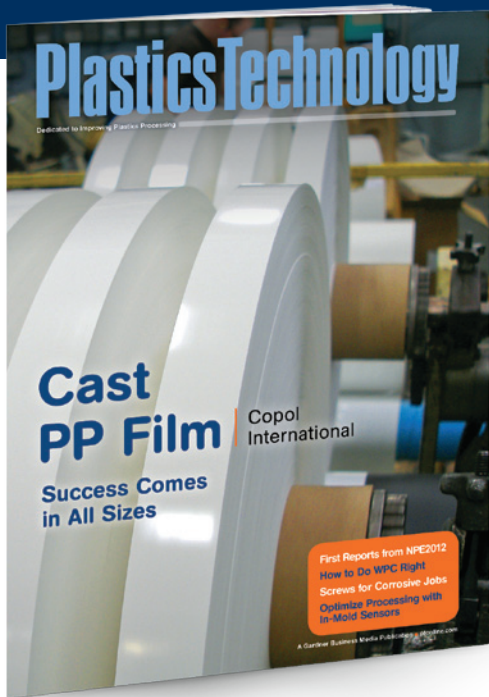
### PULL MEDIA

Media that provides prospects with information they know they need, but are not sure where to find it.

“A well-balanced integrated program of multiple media provides the best path to build brand awareness in the minds of prospects and to influence their behavior at each stage of the buying cycle.”

— Rick Kline, Jr., Group Publisher, Gardner Business Media, Inc.

# The best tools and biggest audience for targeting plastics processors



**PRINT**  
**37,000+**  
SUBSCRIBERS\*



**ONLINE**  
**48,000+**  
AVERAGE MONTHLY VISITS



**EMAIL**  
**35,000+**  
SUBSCRIBERS



**EVENTS**  
**IN 2013**

BONUS DISTRIBUTION  
AT ALL MAJOR PLASTICS  
EVENTS IN 2013,  
INCLUDING K 2013



\* June 2012 BPA \*\* Publisher's Count, June 2012

Our print and electronic audiences closely mirror the makeup of the manufacturing community that is, by far, the most influential in purchasing decisions.

— Steven Kline Jr., Director of Market Intelligence

## End Markets\*\*



### CONSUMER

SUBSCRIBERS  
18,795

FACILITIES  
7,301

#### TOP COMPANIES

- Apple Inc.
- Bose Corp.
- Johnson & Johnson Co.
- Maytag Corp.
- Nike Corp.
- Procter & Gamble
- Whirlpool Corp.



### AUTOMOTIVE

SUBSCRIBERS  
18,386

FACILITIES  
8,014

#### TOP COMPANIES

- BMW Manufacturing Corp.
- Chrysler Group LLC
- General Motors Corp.
- Kenworth Truck Co.
- Thule Inc.
- Toyota Motor Mfg.
- Winnebago Industries Inc.



### MEDICAL

SUBSCRIBERS  
16,016

FACILITIES  
6,813

#### TOP COMPANIES

- Alcon Mfg. Ltd.
- Braun Medical Inc.
- Dentsply International Inc.
- Ethicon Endo Surgery Inc.
- GE Healthcare
- Invacare Corp.
- Medtronic



### ELECTRONICS

SUBSCRIBERS  
13,072

FACILITIES  
5,535

#### TOP COMPANIES

- 3M Co.
- Guardian Electric Mfg. Co.
- Honeywell Intl. Inc.
- Molex Inc.
- Motorola Inc.
- Texas Instruments
- Tyco Electronics Corp.



### PACKAGING

SUBSCRIBERS  
13,032

FACILITIES  
4,605

#### TOP COMPANIES

- Arm & Hammer
- Hewlett-Packard
- Kraft Foods
- Nestle Purina Petcare
- Rexam PLC
- Starkist
- Unilever



### AGRICULTURE

SUBSCRIBERS  
9,014

FACILITIES  
3,704

#### TOP COMPANIES

- Ames True Temper
- Caterpillar Inc.
- Deere & Co.
- Deere Hitachi Construction
- Orbit Irrigation Products Inc.
- Scotts Co.
- Toro Co.



### AEROSPACE

SUBSCRIBERS  
7,922

FACILITIES  
3,675

#### TOP COMPANIES

- Barnes Aerospace
- Boeing Co.
- C & D Zodiac Inc.
- Goodrich Aerospace
- Lockheed Martin Corp.
- Northrop Grumman Space
- Spirit Aerosystems



### OIL/GAS/POWER

SUBSCRIBERS  
7,736

FACILITIES  
3,516

#### TOP COMPANIES

- Baker Hughes Inc.
- Dresser Rand
- FMC Technologies
- General Electric
- National Oil
- Siemens Energy
- Solar Turbines

The best reach to plastics' most active industries



# The biggest impact for building your brand.

## PRINT AUDIENCE

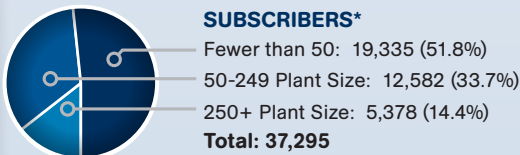
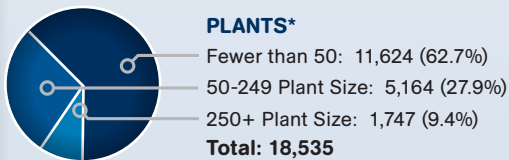
### SUBSCRIBER PROFILE

Total Subscribers*	37,295
Total Mfg Facilities**	18,535
Personal Direct Request	89%

### JOB TITLES & FUNCTIONS

Company Mgmt	15,823
Mfg Prod/Engineering	16,766
Design, R&D, Quality	3,412
Other	1,294

### PLANT SIZE\*



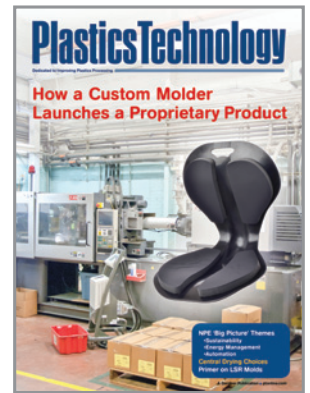
### OPERATIONS\*\* SUBSCRIBERS PLANTS

OPERATIONS**	SUBSCRIBERS	PLANTS
Injection molding	25,511	11,650
Blow molding (all processes, unduplicated)	21,635	9,087
Tool repair & maintenance	21,467	8,379
Mold making	21,363	8,972
Compounding	16,911	6,674
Thermoforming	16,394	6,563
Blown/cast film	16,255	6,081
Sheet	14,801	5,715
Pipe, conduit, profile, tubing	14,662	5,615
Extrusion blow molding	13,714	4,893
Injection blow molding	13,694	4,794
Stretch blow molding	11,672	3,902
Foam processing	8,032	2,576
Compression, transfer	4,116	1,286
Coating, web	4,104	1,246
Coating, wire/cable	3,158	996
Rotational molding	3,113	959
Calendaring thermoplastics	2,852	959
Reaction injection molding	2,472	758

\* June 2012 BPA \*\* Publisher's Count, June 2012



A *Plastics Technology* magazine advertisement remains the most impactful way to build brand recognition and is an essential foundation for any integrated marketing strategy.



## How *Plastics Technology* Builds Brand.

*PT* surrounds your message with the two most powerful factors in brand development – compelling content and an influential audience.

## Why Building Your Brand in Print Matters.

Throughout the industrial buying cycle, brand recognition and brand reputation is critical; particularly during the awareness and consideration phases. Brand is the first factor used by industrial buyers when evaluating and compiling a list of prospective suppliers.

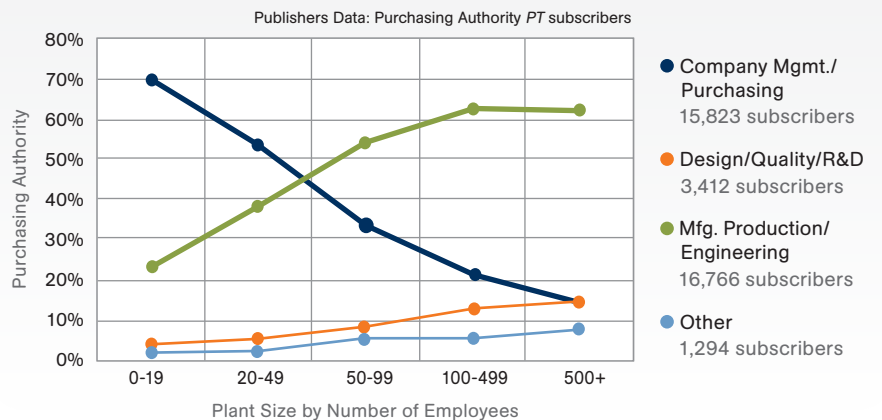
### PURCHASING POWER\*\*

Plants with fewer than 50 employees **23.9%** (total projected dollars) | Plants with 50+ employees **76.1%** (total projected dollars)

### PURCHASING AUTHORITY\*\*

*Plastics Technology* reaches **37,295\*** subscribers. Our subscribers are your customers and they have the authority to purchase Machinery, Equipment, Resin, Components & Supplies.

Buying influence lies with management in companies with fewer than 50 employees. As plant size increases, buying influence shifts more heavily to manufacturing production/engineering titles. *PT* knows these buyers, and your advertisements with *PT* reach these influencers and purchasers.



Deliver your brand and drive traffic.

EMAIL AUDIENCE

TOTAL AUDIENCE

35,000+

TOP DOMAINS

- averydennison.com
- basf.com
- baxter.com
- bemis.com
- boeing.com
- bose.com
- clorox.com
- corning.com
- delphi.com
- energizer.com
- exxonmobil.com
- ford.com
- ge.com
- harley-davidson.com
- honeywell.com
- hp.com
- johndeere.com
- kohler.com
- kraft.com
- lexmark.com
- lmco.com
- mattel.com
- nike.com
- pg.com
- philips.com
- siemens.com
- solocup.com
- thermofisher.com
- volvo.com
- whirlpool.com



*PT Insider* is just that – additional, influential “pushes” that provide an essential component to reaching buyers throughout the industrial buying cycle.

How *PT Insider* Builds Brand.

- **HIGH IMPACT.** *PT Insider* delivers your advertisement directly to the inbox of subscribers in a trusted format; surrounded by compelling, technical content.
- **HIGH ACTIVITY.** *PT Insider* advertisements produce a concentrated, direct push component to your marketing program.

Why Building Your Brand In Email Matters.

Email is direct, immediate and actionable. As a result, it is a vital component to a complete integrated program. Email produces a high volume of impressions; impressions produced by permission-based subscribers who have opened an email looking for technical information. As a result, email is an ideal venue for targeting the awareness and consideration phase of the industrial buying cycle.

**G** 2012  
**MEDIA**  
USAGE  
IN MANUFACTURING FACILITIES  
OUR SUBSCRIBER ► YOUR BUYER

55% E-NEWSLETTERS

Users like relevant information on technology pushed to them on a regular basis.†

† - Source: Gardner Research 2012 Media Usage in Manufacturing Facilities Survey

Extend your brand and put your message in context.

## ONLINE AUDIENCE

### TOTAL ACTIVITY

Total Visits (MONTHLY)

**48,000+**

Total Visits (YEARLY)

**584,000+**

Total Views (MONTHLY)

**102,000+**

Total Views (YEARLY)

**1,229,000+**

### SUPPLIER & SHOWROOM TRAFFIC

AVERAGE MONTHLY VIEWS

**18,300+**

## KNOWLEDGE CENTERS

A Knowledge Center on the established and respected PTOonline.com website offers you the opportunity to showcase your company's expertise and technical depth in a specific and exclusive technology area. Transform your company's technical know-how, tips and techniques and product information into a lead-generating PT Knowledge Center!

### PT Knowledge Centers include:

- Technical white papers
- Tips offering solutions to common processing problems
- Ask the Expert Q&A
- Webinars or video presentations
- Product information

### PT Knowledge Centers include an integrated media promotion program:

- Monthly promotion in *Plastics Technology*
- Featured promotion on PTOonline.com – home page and related Technology Zones
- Promotion in *PT Insider* e-newsletters
- Knowledge Center within PTOonline.com



PTOnline offers contextual brand alignment, putting your company in front of prospective buyers at a time when they are looking for the specific solutions you offer.

## How PTOonline Builds Brand.

- **VISITORS.** *PT* optimizes content and invests in design and functionality to ensure PTOonline attracts and serves plastics processing equipment buyers at all stages of the industrial buying cycle.
- **CONTEXT.** We've expanded our zone advertising concept to include article pages. The expansion delivers more traffic and deeper contextual alignment for your advertisement.

## Why Building Your Brand Online Matters.

Online research is a key part of the industrial buying cycle, particularly during the consideration and decision stages. PTOonline is where buyers search, research and learn about new product technology and new process innovations. Aligning your message with the areas where prospects are likely to look for technical solutions is the essence of contextual advertising and brand development.



**87%** INDUSTRY WEBSITES  
Users rely on industry websites for credible insight into technology from vetted sources with a more balanced approach to information selection.†

† - Source: Gardner Research 2012 Media Usage in Manufacturing Facilities Survey



Display  
your brand  
and generate  
leads.

## EVENTS AUDIENCE

### BONUS DISTRIBUTION

*Plastics Technology* offers bonus distribution at all major plastics events in 2013, including K 2013.

FEB – Plastec West

MAY – Plast-Ex

JUNE – Plastec East, *amerimold*

OCT – K 2013

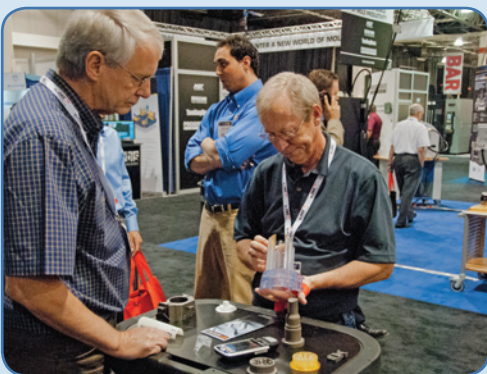
### AMERIMOLD

## *amerimold* 2013

The Event for Selling to Mold  
Makers and Injection Molders!

JUNE 12-13 - ROSEMONT, IL  
DONALD E. STEPHENS CENTER

*amerimold* is focused solely on connecting buyers and sellers of equipment and services used throughout an injection mold's lifecycle.



Events are an irreplaceable element in an integrated media strategy as they bring buyers and sellers together face-to-face. *Plastics Technology* is committed to the importance of plastics industry events – our brands and our people are there!

### How Events Build Your Brand.

- **BEYOND THE BOOTH.** In addition to providing a complete suite of promotional products, *PT* invests in covering and attending events and providing press opportunities for exhibitors.
- **ONSITE.** The opportunity to display your products and interact face-to-face with buyers at a time when they are looking for solutions is a key component to your integrated marketing strategy.

### Why Building Your Brand at Events Matters.

Events remain a leader in lead generation and brand building. There is no substitute for displaying your brand, your products and your people in person. From pre-show promotion to post-show lead follow-up, events are a critical part of reaching buyers throughout the industrial buying cycle.

**2012**  
**MEDIA**  
USAGE  
IN MANUFACTURING FACILITIES  
OUR SUBSCRIBER ► YOUR BUYER

**64%** **TRADESHOWS**  
While individual shows come and go, general attendance has held up well. Don't believe those who say tradeshow will give way to new media. Users still want to see products and talk to real people face-to-face.†

† - Source: Gardner Research 2012 Media Usage in Manufacturing Facilities Survey

# PlasticsTechnology

Engages readers and informs plastics buyers



Ad Track Issue	January	February	March	April	May
Ad Close	12/3/2012	1/4/2013	2/1/2013	3/1/2013	4/4/2013
Materials Due	12/7/2012	1/7/2013	2/6/2013	3/5/2013	4/8/2013
<b>Feature Coverage</b>	<b>2013 BUYING PLANS REPORT</b>	<b>EXTRUSION</b>	<b>INJECTION MOLDING</b>	<b>MATERIALS</b>	<b>AUXILIARY EQUIPMENT</b>
<b>Special Series: Sustainability</b>			Sustainability in Packaging		
<b>On Site</b>	Injection Molding	Thermoforming	Extrusion	Injection Molding	Blow Molding
<b>Tips and Techniques</b>	Film Extrusion	Rapid Product Development	Welding/ Assembly	Compounding	Large-Tonnage Molding
<b>Market Forecast</b>	Packaging	Medical	Automotive	Electronics	Appliances
<b>Troubleshooting</b>	Blow Molding	Cooling	Filtration	Profile Extrusion	Industrial Sheet
<b>Bonus Distribution</b>		<b>Plastec West</b> Feb. 12-14 Anaheim, CA			<b>Plast-Ex</b> May 14-16 Toronto, Canada
<b>Buyers' Guide</b>					

**Technology**  
**Jobs**

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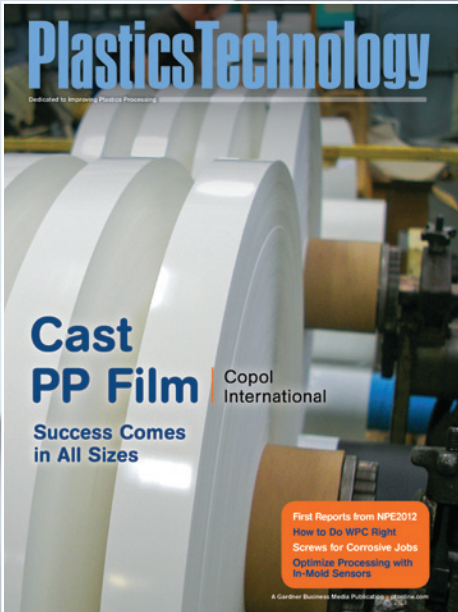
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**ADV. PRODUCTION MGR.**  
Becky Helton  
bhelton@gardnerweb.com

June	July 	August	September	October 	November	December
5/2/2013	5/31/2013	7/5/2013	8/1/2013	9/3/2013	10/3/2013	11/1/2013
5/6/2013	6/3/2013	7/8/2013	8/5/2013	9/6/2013	10/7/2013	11/5/2013
<b>TOOLING</b>	<b>ADDITIVES &amp; COMPOUNDING</b>	<b>INJECTION MOLDING</b>	<b>K 2013 PREVIEW</b>	<b>EXTRUSION</b>	<b>MATERIALS</b>	<b>AUXILIARY EQUIPMENT</b>
Sustainability in Medical			Sustainability in Construction			Sustainability in Automotive
Extrusion	Injection Molding	Extrusion	Thermoforming	Injection Molding	Blow Molding	Extrusion
Drying	Conveying	Purging	Blending	In-Mold Assembly	Film Extrusion	Testing & Measurement
Construction	Packaging	Medical	Automotive	Electronics	Appliances	Construction
Decorating	HDPE Pipe	Thermoforming	Hot Runners	Feeding	Foaming	Biopolymers
<b>Plastec East</b> June 14-26 Philadelphia, PA				<b>K 2013</b> October 16-23 Dusseldorf, Germany	<b>2014 PROCESSING HANDBOOK &amp; BUYERS' GUIDE</b> See page 11 for details.	
<b>amerimold</b> June 12-13, Rosemont, IL						





## The biggest impact for building your brand.

We have simplified the way you buy media from us. Whether it's print or digital, every dollar you invest counts toward a program discount!

### 2013 AD RATES

#### COMBINATION RATES

Your investment with *PT* or 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.

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

### AD REQUIREMENTS

#### 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

#### 1. PRINT RATES

	4-COLOR	2-COLOR	B & W
One Page	\$9,240	\$8,395	\$7,730
2/3 Page	\$7,765	\$6,850	\$6,185
1/2 Page ISL	\$7,015	\$6,080	\$5,410
1/2 Page	\$6,450	\$5,520	\$4,850
1/3 Page	\$4,750	\$3,810	\$3,150
1/4 Page	\$4,105	\$3,175	\$2,505
1/6 Page	\$3,225	\$2,295	\$1,625

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 (gross)	Discount Earned
\$10,000—\$19,999	<b>10% OFF</b> entire program
\$20,000—\$34,999	<b>15% OFF</b> entire program
\$35,000—\$64,999	<b>20% OFF</b> entire program
\$65,000—\$99,999	<b>25% OFF</b> entire program
\$100,000+	<b>30% OFF</b> entire program

#### 3. ADDED VALUE

Invest \$10,000 or more and you will earn:

2013 Plastics Processors Capital Spending Survey & Forecast	<b>\$10,000 VALUE</b>
Expanded showroom in the PTOonline Supplier Database	<b>\$12,000 VALUE</b>
3 FREE InfoFile or InfoNets printed in <i>Plastics Technology</i>	<b>\$3,975 VALUE</b>

**3%** of your gross spend toward direct mail list rental

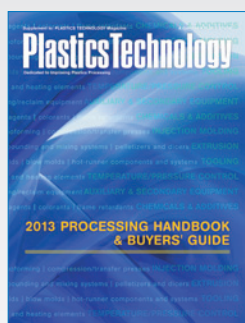


## AD SPECIFICATIONS

<p><b>Bleed</b> 16.25" x 11" (413 mm x 279 mm) <b>Trim</b> 15.75" x 10.5" (400 mm x 267 mm)</p>	<p><b>Ruled Page</b> 6.875" x 9.125" (175 mm x 232 mm) <b>Bleed</b> 8.375" x 11" (213 mm x 279 mm) <b>Trim</b> 7.875" x 10.5" (200 mm x 267 mm)</p>	<p><b>Two-Thirds Page</b> 4.375" x 9.125" (111 mm x 232 mm)</p>	<p><b>Half Page (Vertical)</b> 3.25" x 9.125" (83 mm x 232 mm)</p>
<p><b>Bleed</b> 16.25" x 5.875" (413 mm x 286 mm) <b>Trim</b> 15.75" x 5.625" (400 mm x 168 mm)</p>	<p><b>Half Page (Horizontal)</b> 6.875" x 4.375" (175 mm x 111 mm)</p>	<p><b>Quarter Page (Vertical)</b> 3.25" x 4.375" (83 mm x 111 mm)</p>	<p><b>Island Unit</b> 4.375" x 6.875" (111 mm x 175 mm)</p>
<p><b>Third Page (Vertical)</b> 2.25" x 9.125" (57 mm x 232 mm)</p>	<p><b>Third Page (Square)</b> 4.375" x 4.375" (111 mm x 111 mm)</p>	<p><b>Quarter Page (Horizontal)</b> 6.875" x 2.125" (175 mm x 56 mm)</p>	<p><b>Third Page (Horizontal)</b> 6.875" x 3" (175 mm x 76 mm)</p>
			<p><b>Sixth Page</b> 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.



## Processing Handbook & Buyers' Guide

**AD CLOSE DATE: 9/13/2013**

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 Mini Ads ..... \$295/each gross
- 5-9 Mini Ads ..... \$270/each gross
- 10+ Mini Ads ..... \$235/each gross

**Tab Dividers** — Premium position in each major category section, including color and a banner ad on Supplier Directory landing page on PTOonline.com.  
Tab Dividers: \$13,500

## ADDITIONAL OPPORTUNITIES

### CLASSIFIED/RECRUITMENT ADS

Net Rates	1x	3x	6x	9x	12x
1 to 4 per inch	\$180	\$170	\$160	\$145	\$135
5+ per inch	\$170	\$160	\$145	\$135	\$125

Spot color: \$85

### SUPPLIED INSERTS

Pre-printed, supplied inserts are quoted on request. Full-run supplied inserts count as one insertion per run. A minimum \$1,400 fee applies for tipping or magnastripping. 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.

### REPRINTS

Reprints of articles and/or ads are available in print or high resolution PDF format. All printed reprints are 8" x 10¾" 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

### FOR ADDITIONAL INFORMATION

Becky Helton, Advertising Production Manager  
PH (800) 950-8020 or (513) 527-8800  
email: bhelton@gardnerweb.com

## ZONE ADVERTISING LOCATIONS

### PT ONLINE ZONES

- Additives
- Blow Molding
- Compounding
- Controls & Monitoring
- Decorating, Printing, Finishing
- Drying
- Extrusion
- Feeding & Blending
- Heating & Cooling
- Hot Runner
- Injection Molding
- Materials
- Molds & Tooling
- Recycling & Scrap Reclaim
- Resin Conveying
- Robots
- Testing & Quality
- Thermoforming
- Welding, Bonding & Assembly
- Narrow Focus Technology Zones

## PLASPEC



PLASPEC Global offers the world's most current and comprehensive engineering data on plastics materials and their applications, allowing processors, part designers and OEMs to search for resins for existing projects, choices for parts under development, and more!

Your advertisement on PLASPEC Global highlights your brand and your message with pertinent information on materials and parts as motivated visitors make important purchasing decisions!

PLASPEC Global is presented through a partnership between *Plastics Technology* and the M-Base Materials Data Center.

Contact your District Manager for more information.

# PT Online Ad Opportunities

## A PT Rich Media Ad

(CHOOSE 1) Flash ad or Video Ad

## B PT Hybrid Ad

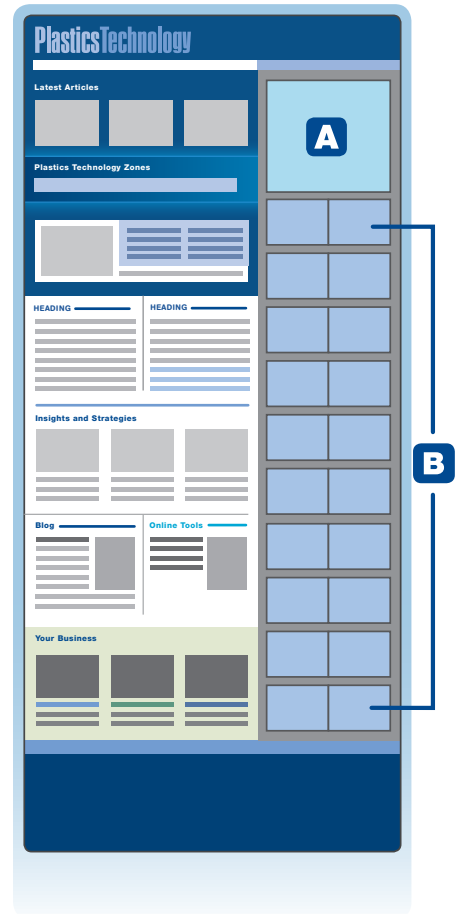
(CHOOSE 1) Live Text or Branded Hybrid Ad

### PT ONLINE ADVERTISING RATES

AD LOCATION	Ad Type	Available Positions	Investment
Home Page Rich Media + Slotting*	A	12	\$1,800 gross/month
Home Page Banner	B	12	\$1,295 gross/month
Zone Page Rich Media + Article Page Placement + Slotting*	A	12	\$1,295 gross/month
All Other Banner Ads	B	12	\$975 gross/month

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

Other online advertising opportunities are available. Please contact your District Manager for details.



# PT E-Newsletters

## PT INSIDER E-NEWSLETTER

- FOCUS: New product & technology alerts, business info, industry trends, practical solutions to processing problems
- SUBSCRIBERS: 16,700+
- FREQUENCY: Monthly, first Tuesday of the month

### E-NEWSLETTER ADVERTISING RATES

Ad type	Positions	Investment
1 Leaderboard Banner	1 per edition	\$1,800 gross per edition
2 Video Ad	2 per edition	\$1,800 gross per edition
3 Multi-Format Ad	3 per edition	\$1,300 gross per edition
4 Featured Product Ad	4 per edition	\$950 gross per edition

## PT MATERIALS INSIDER E-NEWSLETTER

- FOCUS: Updates on and selection of Materials
- SUBSCRIBERS: 10,700+
- FREQUENCY: Monthly, first Thursday of the month



### FOR ADDITIONAL INFORMATION

Becky Helton, Advertising Production Manager  
 PH (800) 950-8020 or (513) 527-8800 • email: bhelton@gardnerweb.com



## ONLINE SPECS

### A Flash Ad\*

300 x 250 pixels; 40K  
Animated SWF/FLA file  
15 sec. max.  
25 frames/sec.

LOCATION:  
Home and Zone Pages

\*Single ad rotation on page refresh

#### Flash Ads Specs

File Size: 40k  
Loops: 2 max  
Pixel Dimension: 300 X 250  
Frame Rate: max 25 FPS  
Runtime Length: 15.0 sec. max  
File Format: Please submit both the source .FLA file and .SWF file

Audio: Audio is initiated by the user.  
Auto-play audio is not permitted in our flash ads. Please build your file with an OFF/ON sound button.

### A Video Ad

640 x 360 pxl  
SWF/FLA file  
29.97 frames/sec.  
30 sec. – 4 minutes

LOCATION:  
Home and Zone Pages

#### Video Static Pre-Launch Ad Specs

Pixel Dimension: 300 X 250 pixels Files Size: 40K  
File Formats: PNG, JPG or GIF

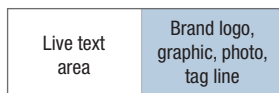
#### Video Specifications At A Glance

Frame Size: 640x360 (16:9)  
File Format: .wmv .avi .mov .mpeg2 .mpeg4.  
Length: 30 seconds to 45 minutes  
Frame rate: 29.97 - preserve native frame rate  
Bitrate: >3Mbps Max File Size: 50 MB  
Hosting: Video ads will be hosted by PT

URL Linking: By default, video ads link to your showroom within our website. If you would prefer to link to another URL, please provide your advertising manager with your desired active link.

Our videos do not play in place. Advertisers need to create a static pre-launch ad. This pre-launch ad is a 300 x 250 pixel placeholder. PT will add the grey "PLAY" button at center and a static video controller on the bottom.

### B Live Text Hybrid Ad



LEFT: Live Text to be entered by the PT Advertising Mgr. - 120 characters

RIGHT: Brand logo/image/tag  
150 x 100 pixels  
10K; GIF/JPG (static)

### B 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)

Finished Size:  
300 x 100 pixels;  
72 dpi, 20K Max

## ADDITIONAL PT ONLINE PRODUCTS

### PT WEBINARS

INVESTMENT: \$6,500 per month (gross)

Gain credibility in the plastics marketplace while securing leads. Sponsoring a webinar through *Plastics Technology* allows you to get in front of an audience that is actively seeking solutions to a problem your product can fix.

#### WEBINARS INCLUDE:

- Live webinar moderated by a PT Editor
- Print ad promoting webinar in PT magazine
- Email invitations to PT opt-in audience
- PT Insider e-newsletter advertisement
- Custom lead report including all registrants
- 6-month archive of webinar session on PTOonline.com

### KNOWLEDGE CENTERS

INVESTMENT: \$4,350 per month (gross)

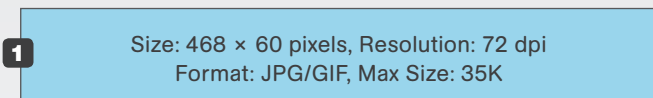
Share your knowledge with a highly focused and qualified plastics audience. A sponsored Knowledge Center offers your company a multi-media platform to demonstrate your capabilities as an expert within a specific product or process technology area.

#### KNOWLEDGE CENTERS PROVIDE:

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

## E-NEWSLETTER SPECS

### Leaderboard Banner Ad (static image)



### Video Ad (static image / live text / link to url hosting your video)

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



#### Video Ad Specs

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

#### Video Ad Live Text Headline Goes Here (BOLD)

Sponsored Content  
Your message and content will be placed here.  
Maximum of 50 words or 250 characters.

[Active Link to Video Page \(BOLD\)](#)

### 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.



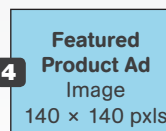
Line 1: Your Headline Goes Here. Maximum 45 characters.  
Line 2: Your message and content will be placed here. Max 45 characters.  
Line 3: Your message and content will be placed here. Max 45 characters.  
Line 4: Your message and URL Goes Here. Maximum 45 characters.

#### Multi-Format Ad Specs

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

### 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.



#### Headline Goes Here (BOLD)

Sponsored Content  
Your message and content will be placed here.  
Maximum of 50 words or 250 characters.

[Active Link to Video Page \(BOLD\)](#)

#### Product Ad Specs

Image Size: 140 x 140 pixels  
Resolution: 72 dpi  
File Size: 40K  
Format : JPG/GIF (static)  
Words: 50 (250 Characters max.)

# PlasticsTechnology

ptonline.com

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

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PlasticsTechnology



**GoldMaking**  
TECHNOLOGY

**PRODUCTION**  
Machining



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