



2009 Media Kit



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The world of composites may be a relatively small one, but the amount of information circling the globe that involves fiber, resins, tooling, software and processes for composites manufacturing is large and fast-changing. It's our job at CompositesWorld to impose some order on the world of composites and present it in a way our readers can easily access and apply to their jobs as plant managers, product engineers and part designers.

Today, more than ever, our readers access this important information in a variety of ways: print magazines, e-newsletters, Web sites, conferences and trade shows. And because the needs of our readers are so varied, our information delivery methods are varied — and integrated. In the following pages you will read about CompositesWorld's flagship print products *High-Performance Composites* and *Composites Technology*, our CompositesWorld Weekly e-newsletter, the CompositesWorld Web site, the CompositesWorld Conference Series and the CompositesWorld Expo.

Each of these products, stitched together with content from the composites industry's most experienced and most trusted editorial team, provides you unrivaled access to the full breadth and depth of the global composites industry. And each of these products gives you, the advertiser, access to every type of composites buyer and specifier.

We encourage you to join us in our integrated and comprehensive efforts to keep composites professionals up to speed on the latest technologies, products, strategies, and processes. We look forward to working with you.

CW	
COMPOSITESWORLD	
<p>e contactus@compositesworld.com www.compositesworld.com</p>	<p>6915 Valley Avenue Cincinnati, Ohio 45244 USA p 513 527 8800 800 950 8020 f 513 527 8801</p>

Integrated Media for The Composites Market

In print, online and in person – all essential components of *your* integrated marketing plan. *CompositesWorld* offers *you* access to more than 31,000 composites industry professionals. Build your brand and connect with decision makers and buyers looking for information by creating an integrated media plan with *CompositesWorld*.

The greater the number of
B-TO-B CHANNELS
an advertiser employs,
the more likely a campaign
WILL MOVE THE MARKET.

Forrester Research / 2005



IN PRINT

High-Performance Composites and Composites Technology magazines

HPC and *CT* are the industry's most respected and most widely circulated publications, with each magazine reaching more than 20,000 qualified subscribers.

SOURCEBOOK

The annual *SOURCEBOOK* is considered *the* directory of record for the composites industry, reaching a circulation of over 30,000 qualified recipients and buyers worldwide.



ONLINE

CompositesWorld.com

Jam-packed with leading edge content, CompositesWorld.com is *the* Web destination for decision makers in the composites industry.

CompositesWorld Weekly e-newsletter

More than 24,000 industry leaders get the hot news in the ever-changing composites industry from the *CompositesWorld Weekly e-newsletter*.



IN PERSON

CompositesWorld Expo

CompositesWorld Expo's world-class trade exhibition, two-track technical conference and multiple networking opportunities allow you to meet with your peers, suppliers, customers and prospects all under one roof.

CompositesWorld Conference Series

High-quality content focusing on business trends, technological advances and market forecasts attracts top-level professionals to CompositesWorld Conferences.

Together...

... CompositesWorld's sister publications *High-Performance Composites* and *Composites Technology* represent more than 31,000 unique, qualified subscribers worldwide.

HIGH-PERFORMANCE
Composites

COMPOSITES
TECHNOLOGY

Independently...

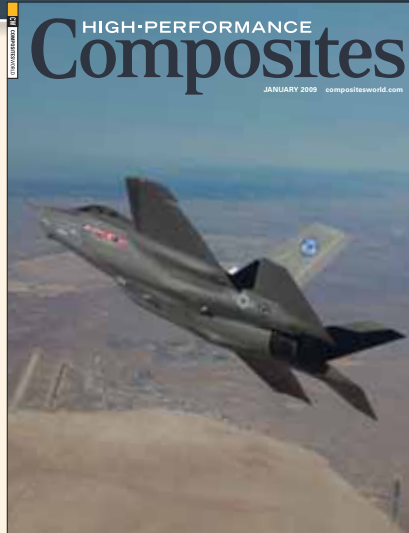
... *HPC's* base of more than 20,000 qualified subscribers is the largest subscriber base of any advanced composites industry publication. *CT* has the largest subscriber base of any composites industry publication covering FRP materials — more than 20,000 qualified subscribers.

EDITORIAL | CIRCULATION

High-Performance Composites is read by your target audience — the key decision makers in the advanced composites industry.

CW COMPOSITESWORLD

HIGH-PERFORMANCE
Composites



Total Qualified Circulation*
20,237

Direct Request Circulation*
19,189 | 94.7%

U.S. Circulation*
15,581 | 77.0%

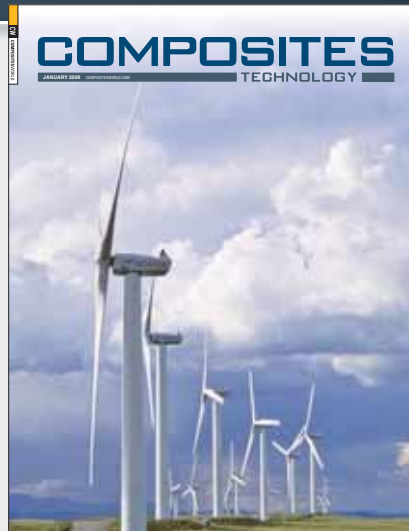
Non-U.S. Circulation*
4,656 | 23.0%

High-Performance Composites (HPC) is the leading design and manufacturing publication for the advanced composites industry. *HPC's* editorial approach is technical, and coverage emphasizes in-depth exploration of the complex principles that govern continuous fiber and resin selection, tooling and manufacturing methods required for highly loaded structures.

Working with fiberglass or other fiber-reinforced polymers? *Composites Technology* reaches the decision makers you need to talk to!

CW COMPOSITESWORLD

COMPOSITES
TECHNOLOGY



Total Qualified Circulation*
20,709

Direct Request Circulation*
19,715 | 95.2%

U.S. Circulation*
15,986 | 77.2%

Non-U.S. Circulation*
4,723 | 22.8%

Composites Technology (CT) is the leading publication for manufacturers of fiberglass and similar fiber-reinforced polymer (FRP) products. *CT* focuses on composites design and production in automotive, marine, infrastructure, corrosion, industrial and energy markets. It features a variety of resins, fiber forms and processes, including chopped fibers and additives used in casting, sprayup and injection molding as well as continuous fibers used in pultrusion, filament winding and resin infusion.

EDITORIAL CALENDARS

Composites	Close Date	Featured Topics	Show Coverage	Bonus Distribution
JANUARY†	11/26/08	FEATURE: The making of carbon fiber FEATURE: Composites in next-gen supersonics RTM cell for winglets Composites in restoration		ACMA COMPOSITES & POLYCON CompositesWorld Investment Forum 2009
MARCH	2/2/09	FEATURE: Reinforced thermoplastics in aircraft interiors FEATURE: Next-gen modeling/simulation tools for aircraft VARTM for regional jet Pultruded wings	Preview: JEC Composites Preview: SAMPE Europe	JEC Composites
MAY†	4/1/09	FEATURE: AFP/ATL software FEATURE: Aviation Outlook: Composites in UAVs SQRTM process Commerical aircraft structure	Preview: SAMPE 2009 Report: JEC Composites highlights	SAMPE 2009
JULY	6/1/09	FEATURE: High-temperature resins FEATURE: Rapid manufacturing update Aerospace rapid manufacturing Composites in spacecraft	Report: SAMPE 2009	
SEPTEMBER†	8/3/09	FEATURE: Carbon fiber in automotive FEATURE: Helicopter structures Formula 1 chassis Design for aerospace	Preview: CompositesWorld Expo 2009	CompositesWorld Expo 2009 SAMPE Tech, IBEX, SPE ACCE High-Performance Fibers 2009
NOVEMBER	10/1/09	FEATURE: Market Outlook: Commercial space race Plant Tour: Swift Engineering Corvette ZR1 components All-carbon airframe	Report: CompositesWorld Expo 2009 Showcase	Carbon Fiber 2009
SOURCEBOOK 2010	10/12/09	Industry Overview Glossary of Terms Industry Organizations	Index to Products & Services Directory of Suppliers	30,000+ Distribution

† New Product and Literature Showcase issue.

COMPOSITES TECHNOLOGY	Close Date	Featured Topics	Show Coverage	Bonus Distribution
FEBRUARY Transportation Issue	12/29/08	FEATURE: Market Outlook: Pressure vessels in transportation FEATURE: Composites in rail VARTM and the Superbus Composite cement mixer drum	Preview: JEC Composites Report: NAIA Detroit Auto Show	Composites Investment Forum 2009 JEC Composites
APRIL† Corrosion Issue	3/2/09	FEATURE: Bioresins, block copolymers, nanoresins, SMC materials FEATURE: The making of glass fiber Pultruded rollers U.S. Army composite bridge		
JUNE Energy Issue	5/1/09	FEATURE: Designing, making big wind blades FEATURE: Composites in fuel cells Fabric cutting for wind blades Automated wind blade manufacturing	Report: JEC Composites	
AUGUST† Automotive Issue	7/1/09	FEATURE: Carbon fiber in automotive FEATURE: Marking, printing, decorating Natural fibers in high-end automotive Color-matched tonneau cover	Preview: CompositesWorld Expo 2009 Preview: SPE ACCE	CompositesWorld Expo 2009 SPE ACCE SAMPE Tech
OCTOBER Marine Issue	9/1/09	FEATURE: Process control for LRTM FEATURE: Composite pilings Composite beams for superyacht Composite propeller	Report: SPE ACCE	IBEX High-Performance Fibers 2009 Carbon Fiber 2009
SOURCEBOOK 2010	10/12/09	Industry Overview Glossary of Terms Industry Organizations	Index to Products & Services Directory of Suppliers	30,000+ distribution
DECEMBER† Infrastructure Issue	11/2/09	FEATURE: Wood plastic composites FEATURE: Antibalistics in vehicles and buildings Pultruded braided hockey sticks Composites in acoustical panels	Report: CompositesWorld Expo 2009 Showcase Report: IBEX Preview: ACMA COMPOSITES & POLYCON 2010	

† New Product and Literature Showcase issue.



ASK FOR THE AUDIT!

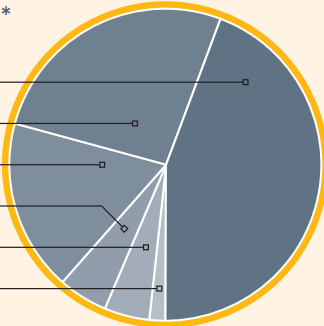
BPA Worldwide is the global industry resource for verified audience data and media knowledge. With rich, in-depth information, BPA audits provide advertisers with audience insights that they can turn into competitive advantage.

What this means to you is that the audience that *High-Performance Composites* and *Composites Technology* claim to reach is, in fact, the audience we do reach. For this reason, we encourage you to ask for the audit when making your media decisions.

CIRCULATION

HPC | CIRCULATION BY JOB FUNCTION*

44.3%	Mfg. Prod & Engineering - 8,974
26.3%	Corporate/Company Mgmt - 5,316
18.0%	Design, R&D, Quality - 3,634
5.3%	Sales & Marketing - 1,063
4.2%	Other Qualified Titles - 859
1.9%	Purchasing - 391



* Source: BPA Worldwide Audit Statement, June 2008.

HPC | CIRCULATION BY INDUSTRY SERVED**

INDUSTRY	SUBSCRIBERS
Aviation/Aerospace	11,400
Ground transportation	8,317
Marine	6,814
Electrical/electronic	5,415
Industrial machinery products/components	5,248
Building and construction	5,120
Recreational/sporting goods	4,791
Energy – Oil/gas/wind/power generation equipment	4,398
Corrosion-resistant products	4,022
Appliances/office equipment/consumer products	3,489
Medical/orthopedic products	2,095

** Publisher's count, May 2008.

HPC | INDUSTRIES SERVED



**AUTOMOTIVE/
TRANSPORTATION**
Aston Martin Lagonda Ltd.
Ford Motor Co.
Toyota Motor Corp.
McLaren Automotive Ltd.
Honda Racing F1 Team



ENERGY
ConocoPhillips Co.
Halliburton Energy Services
GE Energy
Gamesa Eolica Fiberblade
Vestas Wind Systems A/S



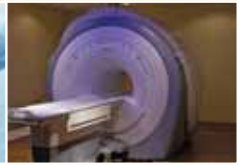
MARINE
Boston Whaler Inc.
Carver Boat Corp. LLC
Hatteras Yachts
The Hinckley Co.
High Modulus



AEROSPACE
Airbus Industrie
Bell Helicopter Textron Inc.
The Boeing Co.
Lockheed Martin Space Systems
Northrop Grumman Corp.



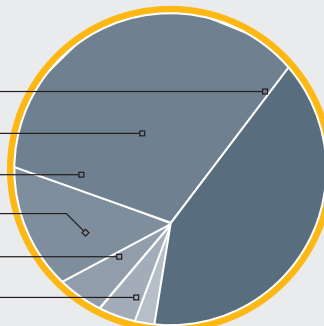
RECREATION
Callaway Golf Co.
NIKE Inc.
The Orvis Co. Inc.
Polaris Industries Inc.
Tracker Marine Group



MEDICAL
Baxter International Inc.
Ethicon Endo-Surgery Inc.
GE Healthcare
Guidant Corp.
Smith & Nephew PLC

CT | CIRCULATION BY JOB FUNCTION*

41.9%	Mfg. Prod & Engineering - 8,686
30.2%	Corporate/Company Mgmt - 6,260
16.6%	Design, R&D, Quality - 3,443
5.6%	Sales & Marketing - 1,150
3.8%	Other Qualified Titles - 797
1.8%	Purchasing - 373



* Source: BPA Worldwide Audit Statement, June 2008.

CT | CIRCULATION BY INDUSTRY SERVED**

INDUSTRY	SUBSCRIBERS
Ground transportation	8,794
Marine	7,004
Building and construction	5,967
Electrical/electronic	5,776
Industrial machinery products/components	5,512
Recreational/sporting goods	4,928
Appliances/office equipment/consumer products	4,464
Corrosion-resistant products	4,399
Energy – Oil/gas/wind/power generation equipment	4,394
Medical/orthopedic products	2,447
Aviation	9,551

** Publisher's count May 2008.

CT | INDUSTRIES SERVED



**AUTOMOTIVE/
TRANSPORTATION**
Chrysler LLC
Delphi Corp.
Ford Motor Co.
General Motors Corp.
Lear Corp.



ENERGY
ConocoPhillips Co.
ExxonMobil Upstream Research Co.
Halliburton Energy Services
LM Glasfiber
Vestas Wind Systems A/S



MARINE
Boston Whaler Inc.
Carver Boat Corp. LLC
Hatteras Yachts
The Hinckley Co.
Malibu Boats West Inc.



BUILDING & CONSTRUCTION
Hobas Pipe USA Inc.
Kohler Co.
Marvin Windows & Doors
Oldcastle Concrete
Ershigs Inc.



RECREATION
Callaway Golf Co.
NIKE Inc.
The Orvis Co. Inc.
Polaris Industries Inc.
Tracker Marine Group



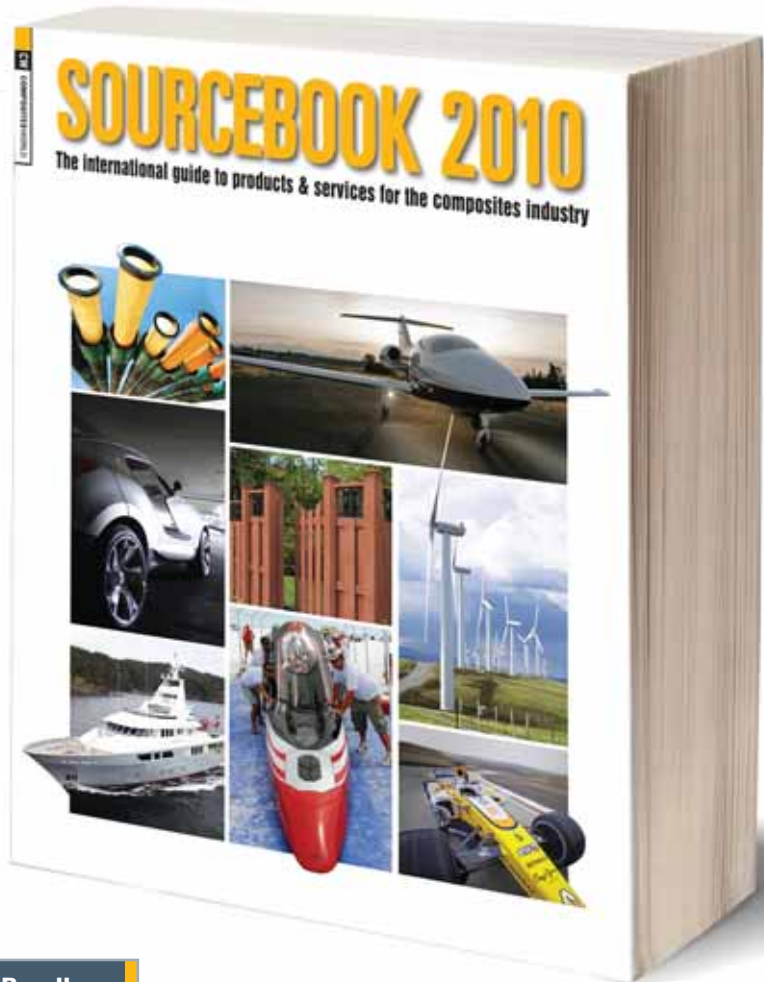
MEDICAL
Baxter International Inc.
Ethicon Endo-Surgery Inc.
GE Healthcare
Guidant Corp.
Smith & Nephew PLC

SOURCEBOOK 2010

The CompositesWorld *SOURCEBOOK* is *the* directory of record for the international composites industry. Reach industry decision makers where they make buying decisions – online and in print.

SOURCEBOOK IN PRINT

SOURCEBOOK is delivered to more than 30,000 unique, qualified subscribers to our BPA-audited magazines (*HPC* & *CT*). Display and print index ads highlight your company listing and allow you to reach key decision makers year-round.



Ad Bundles

Maximize your free listings with *SOURCEBOOK* Index Ad Bundles placed within product and service category pages! Each Bundle includes an Index ad in the *SOURCEBOOK* and a banner on the corresponding product or service category page. Please contact your District Manager for details.

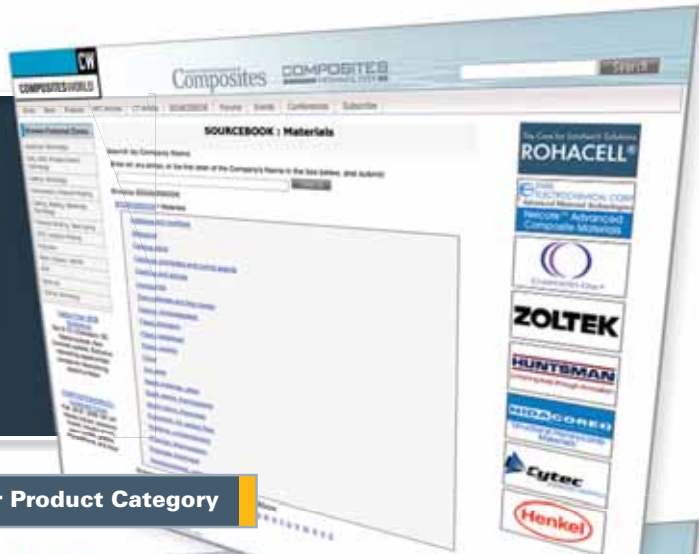
TIMING IS EVERYTHING!

Different B-to-B media

FORWARD THE ACTION

at different stages of the purchase process. Print and PR are high impact at the brand/product awareness stage, while online and events are keys to information and feature comparison.

Reed Research Group



Major Product Category

SOURCEBOOK ONLINE

The online version of *SOURCEBOOK* has received more than 13,500 unique visitors in the last year.

CompositesWorld.com is designed to be search engine optimized (SEO) to expose quality content to visitors searching on key terms using search engines. Articles and key content on the site typically rank high in the search results with the major search engines. More than 60 percent of the traffic coming into CompositesWorld.com is directed there via search engines.

Online *SOURCEBOOK* advertising and sponsorships are available. Sponsor the entire *SOURCEBOOK* online or target your advertising to specific Product and Service categories and pages. Your message will be highlighted on many of the more than 25,000 pages viewed by visitors to the site who are ready to purchase!



Subproduct Category

GET THE APPOINTMENT!

82% of decision-makers say product messages in B-to-B media

MAKE THEM MORE RECEPTIVE

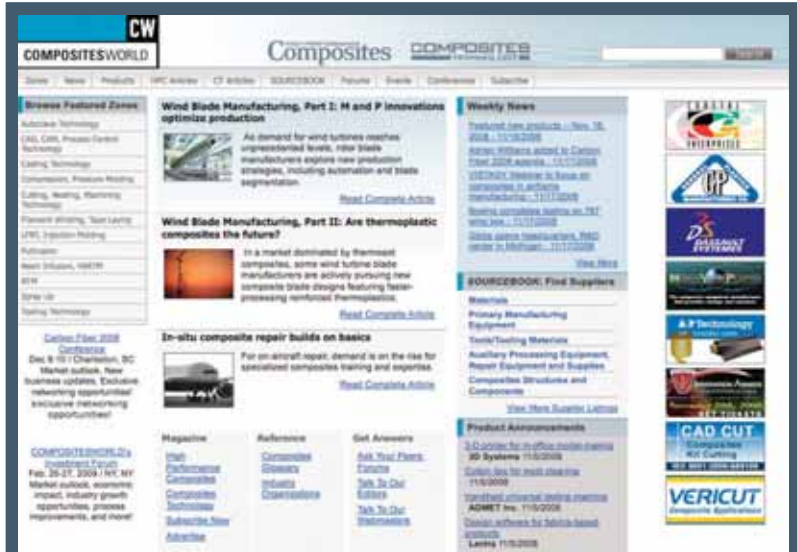
to salespeople!

Forrester Research / American Business Media



Expanded Showrooms

Every month more than 50,000 unique visitors use CompositesWorld.com as their resource for research on all aspects of the composites industry.



Targeted advertising and sponsorship opportunities are available throughout the site.

Because more and more buyers research technology solutions online, increasing your visibility on the Web has never been more important. And CompositesWorld.com has been completely updated to meet the needs of the rapidly changing composites industry!

With our new thoughtfully developed design, CompositesWorld.com continues to be the most comprehensive and innovative Web marketing tool for the composites industry. Our Zone pages feature in-depth product and technology research areas that facilitate simple, accurate searches for users and provide more targeted marketing opportunities for Web advertisers.

CompositesWorld.com site features:

- Zones
- Product Announcements
- Industry News
- Archived Articles
- SOURCEBOOK Listings and Online Showrooms
- Industry Forums / Discussion with Peers
- CT and HPC Content

WEEKLY E-NEWSLETTER

More than 24,000 industry professionals subscribe to the *CompositesWorld Weekly E-newsletter*. Every Tuesday, these subscribers depend on *CompositesWorld Weekly* to deliver the latest breaking news in the rapidly changing composites industry, as well as updates on aerospace, automotive, energy and other major end markets. Announcements of acquisitions, joint ventures, facility expansions, personnel moves and other pertinent developments are covered in *CompositesWorld Weekly* as well.

Sponsorships of *CompositesWorld Weekly* offer you a fast and effective way to reach your target audience.



Reach 24,000 industry professionals.

Every month more than 50,000 unique visitors use CompositesWorld.com as their resource for research on all aspects of the composites industry.

EXPANDED ONLINE SHOWROOMS



CompositesWorld.com Showrooms received more than 580,000 page views in the past year!

Like B-to-B magazines, B-to-B e-media are immediately accessible levers for **INCREASING MARKETING RESULTS** especially when **80% OF EXECUTIVES GO ONLINE** when they need immediate research!
Reed Research Group

An Expanded Showroom is your exclusive real estate on CompositesWorld.com – giving you control of the information and access to unlimited updates!

All advertisers are entitled to a FREE Expanded Showroom and the many associated benefits.

Your Expanded Showroom archives all the information we have about your company into one place, becoming a mini-Web site, even allowing you to offer links to multiple areas within your site. Customers and prospects who visit your Expanded Showroom will be informed and educated as they research technologies and processes, offering you maximum exposure when these customers and prospects are deep in the buying cycle.

By consolidating all the information we have archived on our site about your company, your Expanded Showroom becomes a mini Web site complete with

- Company logo
- Graphics
- Descriptive text
- Contact information
- Web and e-mail links
- Links to all articles from *Composites Technology* and *High-Performance Composites* magazines that refer to your organization.

LEARN MORE

For more information from the following, visit www.compositesworld.com

Placed at key points throughout *High-Performance Composites* and *Composites Technology*, "Learn More" links direct readers who want more information about your company to your Online Showroom at our Web site, making your online advertising even more visible and valuable!

Sponsoring or exhibiting at CompositesWorld Expo and the Conference Series offers *the* ideal means of connecting with your target audience of key decision makers!




RENAISSANCE.
SCHAUMBURG
HOTEL & CONVENTION CENTER

1551 N. Thoreau Dr.
Schaumburg, IL 60713 USA
Phone: 847-303-4100
renaissanceschaumburg.com

CW COMPOSITESWORLD

SCHAUMBURG, IL - SEPT 28 – 30

COMPOSITESWORLD EXPO 2009

RENAISSANCE SCHAUMBURG HOTEL AND CONVENTION CENTER

97 percent of the attendees at CompositesWorld Expo intend to continue to use or expand their use of composites in the future!

CompositesWorld Expo 2009 will once again be held at the Renaissance Schaumburg Hotel and Convention Center in the Chicago suburb of Schaumburg, IL. Thousands of composites industry veterans and novices alike will meet at CompositesWorld Expo for the opportunity to catch up on the latest technologies and products serving this diverse industry and to learn about the processes and tools used to fabricate everything from boat hulls to wind blades to aircraft fuselages. The concurrent technical conference has been specifically designed to attract an audience of end-users of composite materials to the show.

The strength of the CompositesWorld Expo lies in our expanded promotional capabilities. We reach not only current users of composite materials and processes, but *potential* users, as well, in a wide range of end-markets where composite design and manufacture is currently the subject of interest and investigation.

We reach more than 275,000 unique industrial buyers in our sister publications, including

- *Modern Machine Shop*
- *Plastics Technology*
- *Automotive Design & Production*
- *MoldMaking Technology*
- *Time Compression*
- *Production Machining*
- *Products Finishing*

And, of course, *High-Performance Composites* and *Composites Technology*.

Working closely with the management teams of these respected manufacturing publications, we are promoting your participation in CompositesWorld Expo to the right audience at the right time.

If you are a supplier of resin, glass fiber, carbon fiber, processing equipment, tooling materials, auxiliary equipment or any other products and services used to make the composites structures that shape this industry, you need to participate in CompositesWorld Expo 2009!

WATCH FOR DETAILS AT www.compositesworldexpo.com



**IN-PERSON EVENTS HELP
MARKETERS COMPLETE
THE SALES CYCLE.**

63 percent of business decision makers say events are highly effective at generating qualified leads.

61 percent of executives say events are most effective at building brand image.

Why? The audience is there to do business. Registrants only devote money and time because they expect valuable content and connectivity.

**EVENT ADVOCATES SWEAR
THAT EVENT LEADS ARE
FASTER DEALS TO CLOSE.**

Forrester Research / The Case for Events / American Business Media

CW
COMPOSITESWORLD 2009 CONFERENCE SERIES

Today's highly competitive business environment makes it more important than ever to meet face-to-face with your clients and prospects – helping you to uncover underlying needs, establish trust and design appropriate solutions. B-to-B media events create this environment like nothing else.

Sponsoring or exhibiting at CompositesWorld Conferences offers the ideal means of connecting with your target audience of key decision makers! Our conferences deliver high-quality content focusing on business trends and strategy, technological advances and market forecasts. They also attract top-level executives and professionals from all segments of the value chain, providing you with an unparalleled opportunity to meet face-to-face with important decision makers from a variety of composites processing facilities and their suppliers.

In 2009 we will again host the CompositesWorld Investment Forum, High-Performance Fibers and Carbon Fiber conferences.

CW **COMPOSITESWORLD**
2009 CONFERENCE SERIES
INVESTMENT FORUM

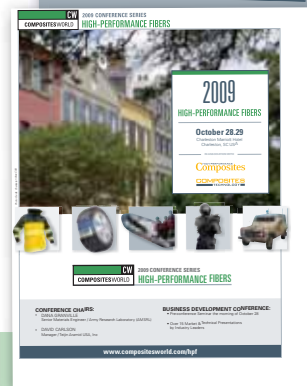
The **CompositesWorld Investment Forum 2009** will explore and assess the global and regional outlook for composite materials in commercial aviation, sporting goods, wind energy, construction and infrastructure, CNG and hydrogen storage tanks, and marine and automotive applications.

CW **COMPOSITESWORLD**
2009 CONFERENCE SERIES
HIGH-PERFORMANCE FIBERS

HIGH-PERFORMANCE FIBERS 2009 will evaluate the state of high-performance fibers, such as aramid and glass fiber used in ballistics protection and industrial applications.

CW **COMPOSITESWORLD**
2009 CONFERENCE SERIES
CARBON FIBER

CARBON FIBER 2009 will provide an update on current supply and demand for carbon fiber as well as in-depth exploration of new and emerging carbon fiber applications.



CONTACT INFORMATION:
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scott@compositesworld.com
ralph jessie | conference manager
jessie@compositesworld.com

Online Advertising Opportunities | Rates & Specs

Sponsoring CompositesWorld.com and *CompositesWorld Weekly E-newsletter* is a smart investment in your brand. Combining print, live event and online elements unifies your corporate marketing message, builds your brand and helps you grow your business.

COMPOSITESWORLD.COM BANNER ADVERTISING

Home Page



Inventory: 6 positions available
Rate: \$600/month
Location: Home page, includes slotting in *SOURCEBOOK* listing

Featured Zone Pages



Inventory: 6 positions available per Zone
Rate: \$500/month
Zones: *Composites Technology* landing page
High-Performance Composites landing page
Autoclave Technology
CAD/CAM/Process Control
Casting Technology
Compression/Pressure Molding
Cutting/Nesting/Machining Technology
Filament Winding/Tape Laying
LFRT/Injection Molding
Pultrusion
Resin Infusion/VARTM
RTM
Spray Up
Tooling Technology
Location: Featured Zone home page, includes slotting in *SOURCEBOOK* listing

ANNOUNCING
COMPOSITESWORLD
inMotion
WEB CASTS

Please contact your District Manager for details.

COMPOSITESWORLD

Weekly E-newsletter



Inventory: 12 positions
Rates: Weekly for 1 month @ \$1,380/month
Weekly for 3 months @ \$1,150/month
Weekly for 6 months @ \$920/month
Weekly for 12 months @ \$805/month

ONLINE SPECIFICATIONS

- CompositesWorld.com Banners**
- 120 pixels wide by 60 pixels high by 72 dpi
 - GIF (.gif) or JPEG (.jpg), no animation
 - Not to exceed 50 KB

ONLINE SPECIFICATIONS

- CompositesWorld Weekly E-Newsletter**
- 120 pixels wide by 90 pixels high by 72 dpi
 - GIF (.gif) or JPEG (.jpg), no animation
 - Not to exceed 50 KB

SOURCEBOOK INDEX AD BUNDLES



Maximize your free listings with *SOURCEBOOK* Index Ad Bundles placed within product and service category pages!

Each Bundle includes an Index ad in the *SOURCEBOOK* and a banner on the corresponding product/service category page as well as slotting.

To qualify for advertiser rates, a display advertisement in *High-Performance Composites*, *Composites Technology* or *SOURCEBOOK* is required during the 2009 calendar year.

	Ad Size	Advertiser Rate	Non-Advertiser Rate
	1 inch	\$600.00	\$1,000.00
	2 inches	\$800.00	\$1,300.00
	3 inches	\$975.00	\$1,625.00
3 or more Index Ads	Ad Size	Advertiser Rate	Non-Advertiser Rate
	1 inch	\$515.00	\$ 875.00
	2 inches	\$625.00	\$1,025.00
	3 inches	\$700.00	\$1,100.00

All rates are gross rates and are commissionable.

SB BANNER ADS

Inventory: 9 positions available per Major Product Category
Rate: \$500/month (minimum 12 month commitment)

- Major Product Categories:**
- Materials
 - Primary Manufacturing Equipment
 - Tools/Tooling Materials
 - Auxiliary Processing Equipment, Repair Equipment and Supplies
 - Fiber Converting/Prepreg Manufacturing Equipment
 - Testing, Gauging, Monitoring, Analytical Equipment and Software
 - Fabricating Services
 - Composite Structures and Components
 - Design, Testing, Consulting, Other Services

Location: Throughout Major Product Category pages

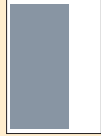
Print Ad Sizes

All dimensions are width x height



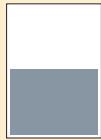
One Page

Trim 8.375" x 10.875"
187 mm x 250 mm
Bleed 8.875" x 11.375"
225 mm x 289 mm



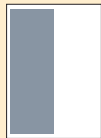
2/3 Page

Trim 4.75" x 9.875"
120 mm x 250 mm



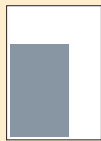
1/2 Page (horizontal)

Trim 7.375" x 4.875"
187 mm x 123 mm



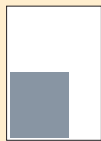
1/2 Page (vertical)

Trim 3.5" x 9.875"
88 mm x 250 mm



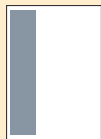
1/2 Page (island)

Trim 4.75" x 7.375"
120 mm x 187 mm



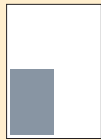
1/3 Page (square)

Trim 4.75" x 4.875"
120 mm x 123 mm



1/3 Page (vertical)

Trim 2.25" x 9.875"
57 mm x 250 mm



1/4 Page

Trim 3.5" x 4.875"
88 mm x 123 mm

- All 1/4 page ads must be bordered on all four sides.
- For all bleed ads, keep live matter .25" from each trim edge

Print Advertising Rates

All advertising rates are gross; 15 percent agency commissionable.

Black & White Rates



	1x	4x	7x	9x	13x	19x	25x	37x
One page	\$6,400	\$5,695	\$4,870	\$4,050	\$3,925	\$3,830	\$3,730	\$3,670
2/3 page	\$5,250	\$4,670	\$3,995	\$3,315	\$3,220	\$3,140	\$3,060	\$3,015
1/2 island	\$4,460	\$4,000	\$3,395	\$2,825	\$2,740	\$2,675	\$2,600	\$2,560
1/2 page	\$3,840	\$3,440	\$2,920	\$2,430	\$2,355	\$2,300	\$2,240	\$2,205
1/3 page	\$2,740	\$2,455	\$2,090	\$1,730	\$1,680	\$1,640	\$1,595	\$1,575
1/4 page	\$2,230	\$1,965	\$1,655	\$1,375	\$1,335	\$1,300	\$1,270	\$1,250

Color Rates



	1x	4x	7x	13x +
2-color, process	\$990	\$900	\$745	\$590
2-color, matched	\$1,210	\$1,095	\$910	\$725
4-color, process	\$2,050	\$1,840	\$1,540	\$1,230

Showcase

	1x	4x	7x	13x
Advertiser	\$825	\$700	\$590	\$475
Nonadvertiser	\$1,185	\$1,065	\$960	N/A

SHOWCASE frequency rates: Advertisers may earn 7x and 10x SHOWCASE rates with display or classified frequency contracts of four or more insertions.

Classified

	1x	4x	7x	13x
Per column inch	\$245	\$230	\$210	\$190

Minimum classified ad size is 1 column inch (2-1/4" W x 1" H). Classified display advertising is accepted and commissionable at regular display rates.

PREFERRED PRINT-READY

File Requirements:

Please submit print advertisements as an Adobe PDF/X-1a file.

How to submit files:

1. Upload files at www.gardnerweb.com/upload (20 MB max)
2. E-mail file to bhelton@gardnerweb.com
3. Ship CD to Advertising Department
CompositesWorld
6915 Valley Ave.
Cincinnati, OH 45244

Contact:

Becky Helton
(513) 527-8800
bhelton@gardnerweb.com

For more details visit:

www.gardnerweb.com/upload

BLEED: No charge.

INSERTS:

Please contact your District Manager for complete costs, specs, availability and shipping instructions. Inserts are due at printing plant 10 days after issue closing date.

COVER POSITION REQUESTS:

Add 10% to space and color charges. Please contact your District Manager for rates and availability.

CANCELLATIONS:

Not accepted after the published closing date.

COMBINATION RATES:

Advertisers may combine their total number of insertions in CT or HPC with any other Gardner Publications, Inc. periodicals or Web sites during the same 12-month period to earn the best frequency discount.

GENERAL RATE POLICY:

Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher. Fifteen percent commission on space and color to recognized agencies furnishing camera-ready material. Frequency contracts submitted after 7/1/2008 for placement after 1/1/2009 are subject to 2009 rates. Rebates and short-rate adjustments will be made by publisher based on space actually used within a 12-month period. Advertisements produced by Gardner Publications Inc. may not be reproduced or transmitted in any form or by any means without written permission from the publisher.

PUBLISHER'S GENERAL POLICIES:

Publisher may reject or cancel any advertising at any time. All advertising is subject to credit approval. Neither advertiser nor agency may cancel after closing date. All cancellations must be received in writing. Publisher is not liable for delays in delivery and/or nondelivery in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slowdown or any condition beyond the control of the publisher that affects production or delivery in any manner.

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barb@compositesworld.com

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f | 330 239 0326

Southeastern & Mountain U.S., Texas & International Sales Office

Beth Piltz | District Manager

beth@compositesworld.com

p | 303 467 1776

f | 303 467 1777

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skosloff@gardnerweb.com

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f | 818 865 8181

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Steven R. Kline, II | Director of Market Intelligence

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Jason Fisher | Director of Information Services

Andrea Albi | Director of Web Services

Kimberly Hoodin | Marketing Manager

Becky Helton | Advertising Production Manager

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