

Ad Specifications

<p>Bleed 16.25" x 11" (413 mm x 279 mm) Trim 15.75" x 10.5" (400 mm x 267 mm)</p>	<p>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>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>Bleed 16.25" x 5.875" (413 mm x 286 mm) Trim 15.75" x 5.625" (400 mm x 168 mm)</p>	<p>Half Page (Horizontal) 6.875" x 4.375" (175 mm x 111 mm)</p>	<p>Quarter Page (Vertical) 3.25" x 4.375" (83 mm x 111 mm)</p>	<p>Island Unit 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>Quarter Page (Horizontal) 6.875" x 2.25" (175 mm x 57 mm)</p>	<p>Third Page (Horizontal) 6.875" x 3" (175 mm x 76 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.

DIGITAL AD FILE REQUIREMENTS

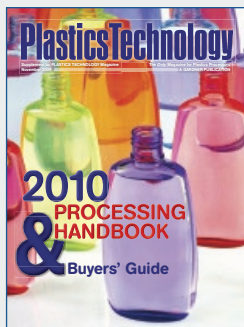
Please submit print advertisements as an **Adobe PDF/X-1a** file.

How to submit files:

1. Upload files at www.gardnerweb.com/upload (20MB max)
2. Email file to: bhelton@gardnerweb.com (5MB max)
3. Ship CD to: Advertising Department, *Plastics Technology*, 6915 Valley Ave., Cincinnati, OH 45244

Contact Becky Helton at 513-527-8800 or bhelton@gardnerweb.com for additional information. Visit gardnerweb.com/upload for more details.

Processing Handbook & Buyers' Guide:



HANDBOOK CLOSING DATE: 9/15

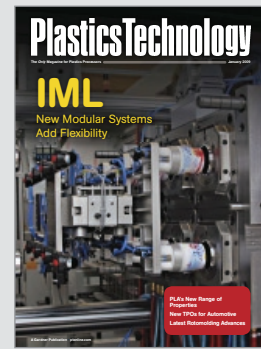
The Handbook is distributed with *Plastics Technology's* November issue. All mechanical requirements and rates for the Handbook are the same as those for the monthly issues.

ADDITIONAL AD OPPORTUNITIES

Mini Ads 1.625" x 1" units that appear in the *Classified Directory Index* section.

1-4	\$285/each gross
5-9	\$260/each gross
10 or more	\$225/each gross

Tab Dividers— \$13,500 Premium position in each major category section includes color and free banner ad on Supplier Directory home page.



Additional Opportunities

CLASSIFIED ADS

Net Rates	1x	3x	6x	9x	12x
1 to 4, per inch	\$170	\$160	\$150	\$140	\$130
5+, per inch	\$160	\$150	\$140	\$130	\$120

Spot color: \$85.00

RECOGNIZED AGENCY COMMISSION

15% commission is allowed on display ads if material is furnished to our specifications and payment is received within 30 days of invoice. No commission on production charges.

SUPPLIED INSERTS

Pre-printed, supplied inserts are quoted on request. Full-run supplied inserts count as one insertion each time they run. A minimum \$1,400 fee applies for tipping or magna stripping. Special constructions and/or paper stocks, which require prior approval, may necessitate additional fees. For more information, contact Becky Helton at 513-527-8800 or bhelton@gardnerweb.com.

SPLIT RUN ADVERTISEMENTS

PT can split run advertisements. A production fee of \$1,200 may apply to demographic splits. Ask your local salesperson for specifics.

PREPAYMENT DISCOUNT

5% discount is allowed if payment for one year's advertising is received in advance of the first insertion.

REPRINTS/E-PRINTS

Reprints of articles and/or ads are available in print or high resolution PDF format. All printed reprints are 8" x 10 3/4" on white semi-gloss stock. Contact Scott Clifton for quotes at 800-950-8020 or scclifton@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.....	\$575
Base Rate.....	\$150 per thousand
Each Category Selection.....	\$10 per thousand
Duplicate Set or Use.....	\$85 per thousand