

End Markets Medical **Packaging** Automotive The Next Generation Zone

Processing Barrier Blow Molding **Stretch Blow Molding** Film Extrusion

tion **PET Processing-Extrusion** **Pipe, Profile & Tubing Extrusion** **Sheet Extrusion**

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

PT

Material

Prep &

Handling

Additives

Compounding

Multi-Screw

Compounding

Single-Screw

Compounding

Drying

Feeding & Blending

nding

Recycling

& Scrap

Reclaim

Resin

Conveying

Robots

Testing & Quality

Controls &

Monitoring

Decorating, Printing, Finishing **Testing & Quality Control** color

& Appearance Testing **Welding, Bonding & Assembly** Biopolymers & Renewable

Materials **Engineering Thermoplastics** Nanocomposites **Polyolefins** Purging



Plastics Technology

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



Plastics Technology

2018

RATES & DATA QUICK REFERENCE

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



PRINT

37,500+ SUBSCRIBERS*



EMAIL

24,000+ SUBSCRIBERS*



ONLINE

231,700+ IMPRESSIONS*
(Average unique sessions per month)



2018 EVENTS

Amerimold, Molding conference, Extrusion conference, NPE2018

Bonus distribution at all major plastics industry events



*June 2017 BPA statement

PT Print Rates

| SIZE | 4-COLOR | 2-COLOR | B & W |
|-----------------|---------|---------|---------|
| Full Page | \$9,990 | \$9,100 | \$8,350 |
| 2/3 Page | \$8,410 | \$7,410 | \$6,690 |
| 1/2 Page Island | \$7,590 | \$6,590 | \$5,870 |
| 1/2 Page | \$6,970 | \$5,970 | \$5,250 |
| 1/3 Page | \$5,150 | \$4,130 | \$3,410 |
| 1/4 Page | \$4,460 | \$3,430 | \$2,720 |
| 1/6 Page | \$3,500 | \$2,490 | \$1,770 |

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 | | | | | |
|----------------------------|-------|-------|-------|-------|-------|
| Net Rates | 1X | 3X | 6X | 9X | 12X |
| 1 to 4 per inch | \$195 | \$185 | \$175 | \$165 | \$155 |
| 5+ per inch | \$185 | \$175 | \$165 | \$155 | \$145 |

Spot color: \$85

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

COMBINATION RATES

Your investment with PT and with any of our sister Gardner Business Media publications counts toward your total spend. The display ads that you run in PT count toward your earned frequency rate with those sister publications.

COVER RATES

Cover rates include black and any combination of process colors.

| | |
|-----------------------------|----------|
| Fourth cover (back) | +\$1,500 |
| Second cover (inside front) | +\$1,250 |
| Third cover (inside 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.

HOW TO SUBMIT FILES

- Visit:**
gardnerweb.com/adcentral
for ad specifications
- Upload to:**
files.gardnerweb.com
Upload recipient:
Becky Helton
- Email file to:**
bhelton@gardnerweb.com
(5MB max)

ADDITIONAL INFORMATION

- ADVERTISING:**
Becky Helton
Advertising Production
Manager
(800) 950-8020
bhelton@gardnerweb.com
- PRESS RELEASES:**
Jim Callari
Editorial Director
(513) 766-5856
jcallari@ptonline.com

New For 2018 Content Marketing

NATIVE ADVERTISING

Digital marketing opportunity to feature your content in the natural (or native) form and experience of our online content. Native advertising is supported digitally across our platforms and channels. Content should be in-line with our editorial standards and will be vetted by our editorial team.

KNOWLEDGE CENTERS

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 multi-media content and lead generation opportunities.

CUSTOM CONTENT

Custom content includes a strategic collaboration between our custom content team and your brand management to identify and develop a unique content marketing opportunity that marries your marketing objectives with our audience's educational interests. Custom content will be branded to, supported by and promoted on our digital platforms and channels.

For more information on these content marketing opportunities, please contact your Gardner Business Media sales professional

PT Online

PTONLINE.COM ADVERTISING PACKAGES

| Ad Location | Available Positions | Investment |
|--|---------------------|---------------------|
| Home Page Rich Media + Slotting* | 1 | \$1,850 gross/month |
| Home Page Banner + Rotation** | 12 | \$1,330 gross/month |
| Zone Page Rich Media + Article Page + Slotting* | 1 | \$1,350 gross/month |
| All Other Banner Ads | 12 | \$995 gross/month |

***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*.

ONLINE SPECS

VIDEO STATIC PRE-LAUNCH AD SPECS

Video: 640 x 360 pixels, SWF/FLA file, 29.97 frames/sec., 30 sec. – 4 minutes;
Video Static Pre-Launch Ad: 300 X 250 pixels, File Size: 40K, File Formats: PNG, JPG or GIF

LIVE TEXT HYBRID AD

LEFT: Provide text to the PT Advertising Mgr.; 120 characters max
RIGHT: Brand logo/image/tag, 150 x 100 pixels; 10K; GIF/JPG (static)

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)

PT Webinars

WEBINARS INCLUDE:

- Live webinar moderated by a PT editor
- Print ad promoting webinar in *Plastics Technology* magazine
- Email invitations to PT audience
- PT *Insider* e-newsletter advertisement
- Custom lead report including all registrants
- One year archive of webinar session on Ptonline.com

INVESTMENT: \$7,500 gross per Webinar

PT E-Newsletters

25,000+

PT PRODUCTS INSIDER Recipients

- FOCUS: Updates on new products in machinery, equipment, tooling, materials, and more
- FREQUENCY: Monthly, third Tuesday of the month

24,100+

PT INSIDER Recipients

- FOCUS: Product & process alerts, industry news & trends, solutions to processing problems
- FREQUENCY: Monthly, first Tuesday of the month

24,000+

PT WEEKLY Recipients

- FOCUS: PT Blog entries on key issues impacting the plastics processing marketplace
- FREQUENCY: Weekly, every Thursday

PT INSIDER & PRODUCTS INSIDER ADVERTISING RATES

| Ad type | Positions | Investment |
|---------------------|---------------|---------------------|
| Leaderboard Banner | 1 per edition | \$1,850 gross/month |
| Video Ad | 2 per edition | \$1,850 gross/month |
| Multi-Format Ad | 3 per edition | \$1,330 gross/month |
| Featured Product Ad | 4 per edition | \$970 gross/month |

PT WEEKLY ADVERTISING RATES & SPECS

| Ad type | Positions | Investment | Bonus |
|------------|----------------|---|---|
| Button Ad* | 12 per edition | \$3,090 gross/month for weekly insertion* | Button Ad Bonus: Hybrid ad on Ptonline.com/Blog |

*3-month minimum commitment required

PT E-NEWSLETTER SPECS

LEADERBOARD BANNER AD (STATIC IMAGE)

468 x 60 pixels, Resolution: 72 dpi, Format: JPG/GIF, Max Size: 35K

VIDEO AD (STATIC IMAGE / LIVE TEXT / LINK TO URL)

Single static image combined with 50 words of live text (including headline)

VIDEO AD SPECS

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

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.

MULTI-FORMAT AD SPECS

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

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.

PRODUCT AD SPECS

Image Size: 140 x 140 pixels, Resolution: 72 dpi, File Size: 40K. Format: JPG/GIF, Characters: 250 max

BUTTON AD SPECS

Image Size: 120 x 60 pixels, Resolution: 72 dpi, File Size: 40K. Format: JPG/GIF

FOR MORE INFORMATION ON AD SPECIFICATIONS, PLEASE VISIT: GARDNERWEB.COM/ADCENTRAL

FOR ADVERTISING INFORMATION, PLEASE CONTACT:

Rick Kline, Jr., PUBLISHER, rkline2@gardnerweb.com
Becky Taggart, ADVERTISING MANAGER, btaggart@gardnerweb.com



GARDNER
Business Media, Inc.

6915 Valley Avenue
Cincinnati, OH 45244
800-950-8020

PTonline.com



| ISSUE CLOSING DATE | FEATURE COVERAGE ON-SITE | NPE2018 COVERAGE | TIPS & TECHNIQUES TROUBLESHOOTING | PRODUCT FOCUS | MARKET FORECAST | BONUS DISTRIBUTION |
|---|---|--|---|---------------------------------|--------------------|---|
| JANUARY 12/4/2017 AdTrak Issue | Injection Molding Extrusion | NPE2018 New Technology Preview | Drying Hot Runners | Auxiliary Equipment | Packaging | PLASTECH WEST Feb. 6-8 |
| FEBRUARY 1/4/2018 | World Class Processors: Exclusive Benchmarking Survey Report Injection Molding | NPE2018 New Technology Preview | Purging Extrusion | Resins & Additives | Medical | MOLDING 2018 Feb. 27-Mar 1 |
| MARCH 2/1/2018 | Extrusion Compounding | NPE2018 Technology Trends and Drivers | Injection Molding Recycling | Tooling | Automotive | NPE2018 May 7-11 |
| APRIL 3/1/2018 AdTrak Issue | NPE2018 Blow Molding | NPE2018 Show Preview | | Recycling Equipment | Electronics | NPE2018 May 7-11 ANTEC 2018 May 7-10 |
| MAY 4/2/2018 | Injection Molding Recycling | NPE2018 New Products Showcase | Extrusion Automation | Blow Molding Equipment | Appliances | |
| JUNE 5/1/2018 | Additives Extrusion | NPE2018 New Products Showcase | Simulation Welding | Auxiliary Equipment | Construction | PLASTECH EAST June 12-14 AMERIMOLD 2018 June 13-14 |
| JULY 6/1/2018 AdTrak Issue | Recycling Injection Molding | NPE2018: The Show Stoppers | Blending Conveying | Extrusion Equipment | Packaging | |
| AUGUST 7/2/2018 | NPE2018 Thermoforming | NPE2018 Report: Primary Processing Equipment | Feeding | Injection Molding | Medical | |
| SEPTEMBER 8/1/2018 | Injection Molding Extrusion | NPE2018 Show Report: Materials, Auxiliary Equipment, Tooling | Additive Manufacturing Filtration | Recycling Equipment | Automotive | SPE ACCE 2018 Sept. 5-7 IMTS 2018 Sept. 10-15 ADDITIVE MANUFACTURING 2018 Sept. 11-12 |
| OCTOBER 9/4/2018 AdTrak Issue | Extrusion Compounding | NPE2018 New Product Showcase | Blow Molding Injection Molding | Thermo- forming Equipment | Electronics | COMPOSITES EUROPE Oct. 6-8 EXTRUSION 2018 Oct. 16-18 |
| NOVEMBER 10/1/2018 | Injection Molding Recycling | NPE2018 New Products Showcase | Conveying Temperature Control | Compounding Equipment | Appliances | |
| ANNUAL GUIDE | 2019 PROCESSING HANDBOOK AND BUYER'S GUIDE | | | | | |
| DECEMBER 11/1/2018 | Materials Injection Molding | NPE2018 New Products Showcase | Automation Compounding | Extrusion Equipment | Construction | |

Editorial calendar
subject to change



AD SPECIFICATIONS

2-Page Spread
Bleed
16.25" x 11"
(413 mm x 279 mm)
Trim
15.75" x 10.5"
(400 mm x 267 mm)

Full Page Ruled Page
6.875" x 9.125"
(175 mm x 232 mm)
Bleed
8.375" x 11"
(213 mm x 279 mm)
Trim
7.875" x 10.5"
(200 mm x 267 mm)

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

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

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

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

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

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

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

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

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

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

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

For all bleed ads, keep live matter .25" from each trim edge. (Live matter should not exceed 7.375" x 10")

Keep live matter .125" from gutter on each page, even when a continuous flow of image or copy is intended.

HOW TO SUBMIT FILES

- Upload to:** files.gardnerweb.com
Upload recipient:
Becky Helton
- Email file to:** bhelton@gardnerweb.com
(5MB max)

ADDITIONAL INFORMATION

CONTACT:
Becky Helton
Advertising Production
Manager
(800) 950-8020
bhelton@gardnerweb.com

Visit gardnerweb.com/adcentral for more information on print, online and e-newsletter ad specifications

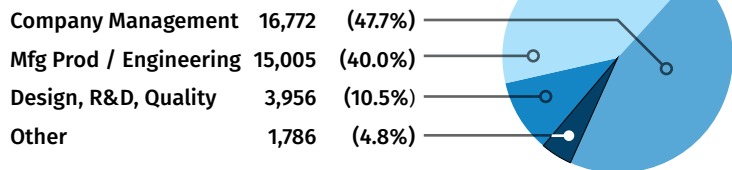


Total Subscribers: 37,519
Total Manufacturing Facilities: 22,535

Plastics Technology provides our audience with authoritative content on breaking news, technical advances and market insights. Your advertisement in PT delivers your message to the key decision makers and processors in the plastics industry's most active end markets.

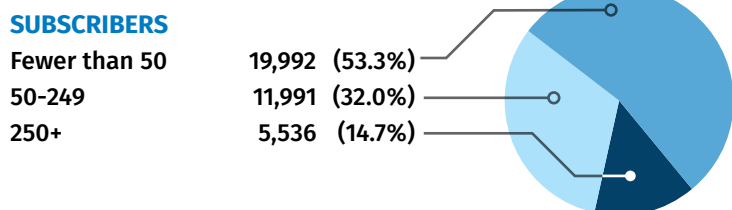
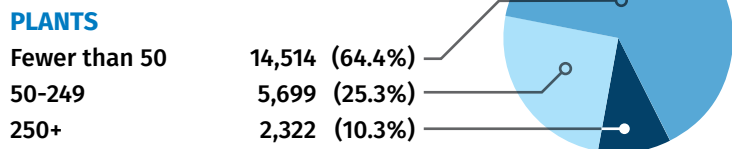
JOB TITLES & FUNCTIONS*

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



PLANT SIZE**

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



| Circulation by Operation** | Subscribers | Facilities |
|--|-------------|------------|
| Injection molding | 25,193 | 12,149 |
| Tool repair & maintenance | 23,466 | 10,836 |
| Moldmaking | 22,722 | 10,512 |
| Blow molding (all processes, unduplicated) | 21,474 | 9,177 |
| Extrusion (all processes, unduplicated) | 21,095 | 9,522 |
| Scrap reprocessing | 18,358 | 7,419 |
| Injection blow molding | 17,933 | 7,291 |
| Compounding | 16,862 | 6,992 |
| Thermoforming | 16,685 | 7,211 |
| Blown/cast film | 16,206 | 6,634 |
| Sheet | 14,454 | 5,960 |
| Extrusion blow molding | 14,176 | 5,571 |
| Additive manufacturing | 14,129 | 6,470 |
| Pipe, conduit, profile, tubing | 13,809 | 5,626 |
| Recycling | 12,499 | 4,556 |
| Stretch blow molding | 10,608 | 3,895 |
| Foam processing | 6,953 | 2,336 |
| Compression, transfer | 3,816 | 1,269 |
| Coating, web | 3,752 | 1,215 |
| Rotational molding | 3,393 | 1,074 |
| Coating, wire/cable | 2,954 | 963 |

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 2017 BPA **Publisher's Count, June 2017

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



AUTOMOTIVE
SUBSCRIBERS
24,460

FACILITIES
12,676

TOP COMPANIES INCLUDE:

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



CONSUMER
SUBSCRIBERS
23,845

FACILITIES
11,504

TOP COMPANIES INCLUDE:

- The Clorox Company
- Hasbro Inc.
- Kraft Foods
- Nike Corp.
- PepsiCo
- Procter & Gamble
- Rubbermaid Inc.
- Unilever



MEDICAL
SUBSCRIBERS
20,476

FACILITIES
10,137

TOP COMPANIES INCLUDE:

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



AGRICULTURE
SUBSCRIBERS
19,374

FACILITIES
9,526

TOP COMPANIES INCLUDE:

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



ELECTRONICS
SUBSCRIBERS
18,593

FACILITIES
9,091

TOP COMPANIES INCLUDE:

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



PACKAGING
SUBSCRIBERS
16,895

FACILITIES
7,523

TOP COMPANIES INCLUDE:

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



AEROSPACE
SUBSCRIBERS
16,560

FACILITIES
8,350

TOP COMPANIES INCLUDE:

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



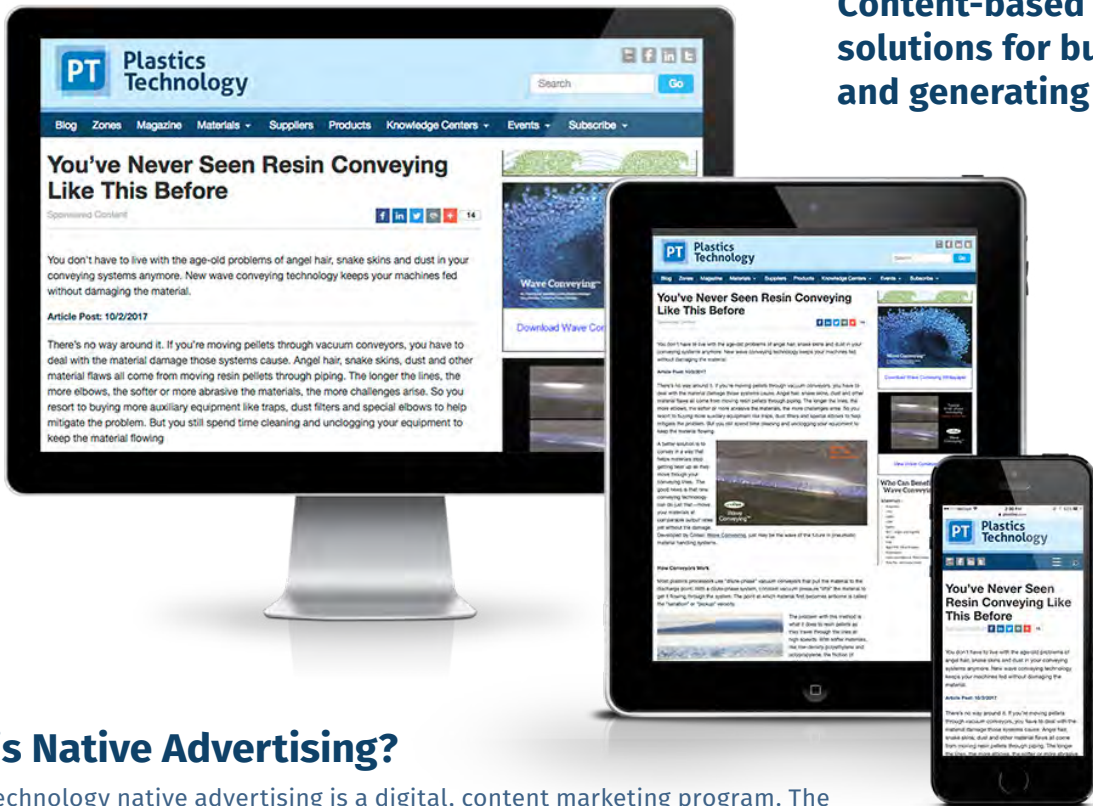
OIL/GAS/POWER
SUBSCRIBERS
11,275

FACILITIES
5,431

TOP COMPANIES INCLUDE:

- Baker Hughes Inc.
- Chevron Phillips
- Emerson Climate Technologies
- Evonik
- Exxon Mobil Chemical Co.
- GE Power
- Siemens Energy

*June 2017 BPA **Publisher's Count, June 2017



Content-based marketing solutions for building brand and generating leads

What is Native Advertising?

Plastics Technology native advertising is a digital, content marketing program. The foundation of the native advertising package is your solutions-based content. That content appears as online article in a format that is 'native' to Plastics Technology. We support that article with a multi-channel, digital marketing program that drives qualified online visitors to read your content and to learn more about the solutions and the technology you provide.

YOUR NATIVE ADVERTISING PACKAGE INCLUDES:

Native sponsored content/article placement on host website.

(1) per three month program

500 – 1,000 words produced by customer or developed by GBM custom content team for an additional fee of (\$1,000 net)

Native advertising sponsored content placement on:

Home Page (1) week per month

Zone Pages, up to (3) related Zones, (1) week each per month

Native advertising sponsored content placement on the PT Blog and PT Weekly e-newsletter push.

(1) per month

Native advertising placement on the PT Insider e-newsletter push.

(1) per month

Native advertising social cross-placement for PT; Facebook, Twitter and LinkedIn.

Related content widget promotion.

Hybrid ad Package placement with native content article.

Plus up to (3) Related Content/promotional links on native content page (with registration if requested).

Native content contextual links placement back to sponsor website.

2018 NATIVE AD PACKAGE INVESTMENT (PER MONTH)

Sold in three (3) consecutive month increments

\$7,500 (gross)

INVENTORY

Four (4) native ad slots per month

Two (2) per customer per year

Sixteen (16) total slots per brand

OPTIONAL INVESTMENT:

Article Development

Additional \$1,000 net

E-Print Push

Additional \$1 / Name

PTonline.com

Showcase your company's knowledge and leadership on important industry topics!

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



What you'll get with your investment in a PT Webinar:

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 Ptonline.com for six months

LEAD GENERATION

Customized lead reports including all registrants

TECH SUPPORT

Webinar hosting and support

MODERATOR

Live webinar moderated by a PT editor

To learn more about this exciting opportunity from Plastics Technology, please contact:

Jackie Dalzell | District Manager
jdalzell@ptonline.com | 513-338-2185

Lou Guarracino | District Manager
loug@ptonline.com | 215-327-9248

Ryan Mahoney | District Manager
rmahoney@gardnerweb.com | 513-766-5863

Eddie Kania | European Sales Manager
ekania@gardnerweb.com | 44 1663 750242

Price:
\$7,500
(gross)

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

Ptonline.com



The best resource available to the plastics processing industry for sourcing suppliers of primary machinery, auxiliary equipment, tooling, materials, additives, and more!

The *Plastics Technology 2019 Processing Handbook & Buyers' Guide* is the purchasing reference and resource that these motivated buyers refer to countless times throughout the year.



BONUS OFFER:

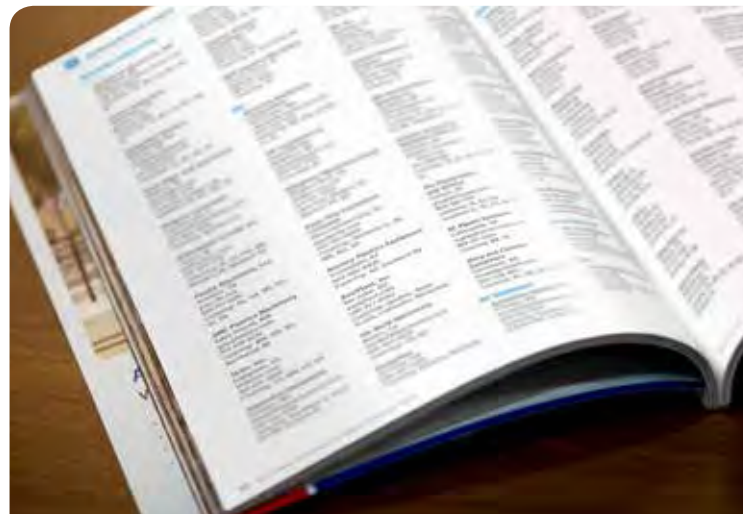
Invest in a full page ad & receive a FREE full page Company Profile!

CLOSING DATE:
SEPTEMBER 17, 2018

Manufacturers' Representative Finder

Once again for 2019, *Plastics Technology* will include the listing of Manufacturers' Representatives in its *Handbook and Buyers' Guide*.

This invaluable resource will list OEMs alphabetically with their reps listed below, noting the territory 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!



Advertising your products and services in the *Plastics Technology 2019 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 | \$9,990 | \$9,100 | \$8,350 |
| 1/2 Page Island | \$7,590 | \$6,590 | \$5,870 |
| 1/2 Page | \$6,970 | \$5,970 | \$5,250 |
| 1/3 Page | \$5,150 | \$4,130 | \$3,410 |

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.



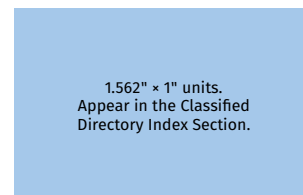
BONUS OFFER:

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

DISPLAY AD SPECS

| | | | | |
|--|--|---|--|--|
| <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>Island Unit 4.375" x 6.875" (111 mm x 175 mm)</p> | <p>Half Page (Horizontal) 6.875" x 4.375" (175 mm x 111 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> |
|--|--|---|--|--|

INDEX AD SPECS



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.

| | | |
|--|---|--|
| <p>1 product 150 word count</p> | <p>2 products 110 word count per product</p> | <p>3 products 60 word count per product</p> |
|--|---|--|

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

Logo and photo file specifications:

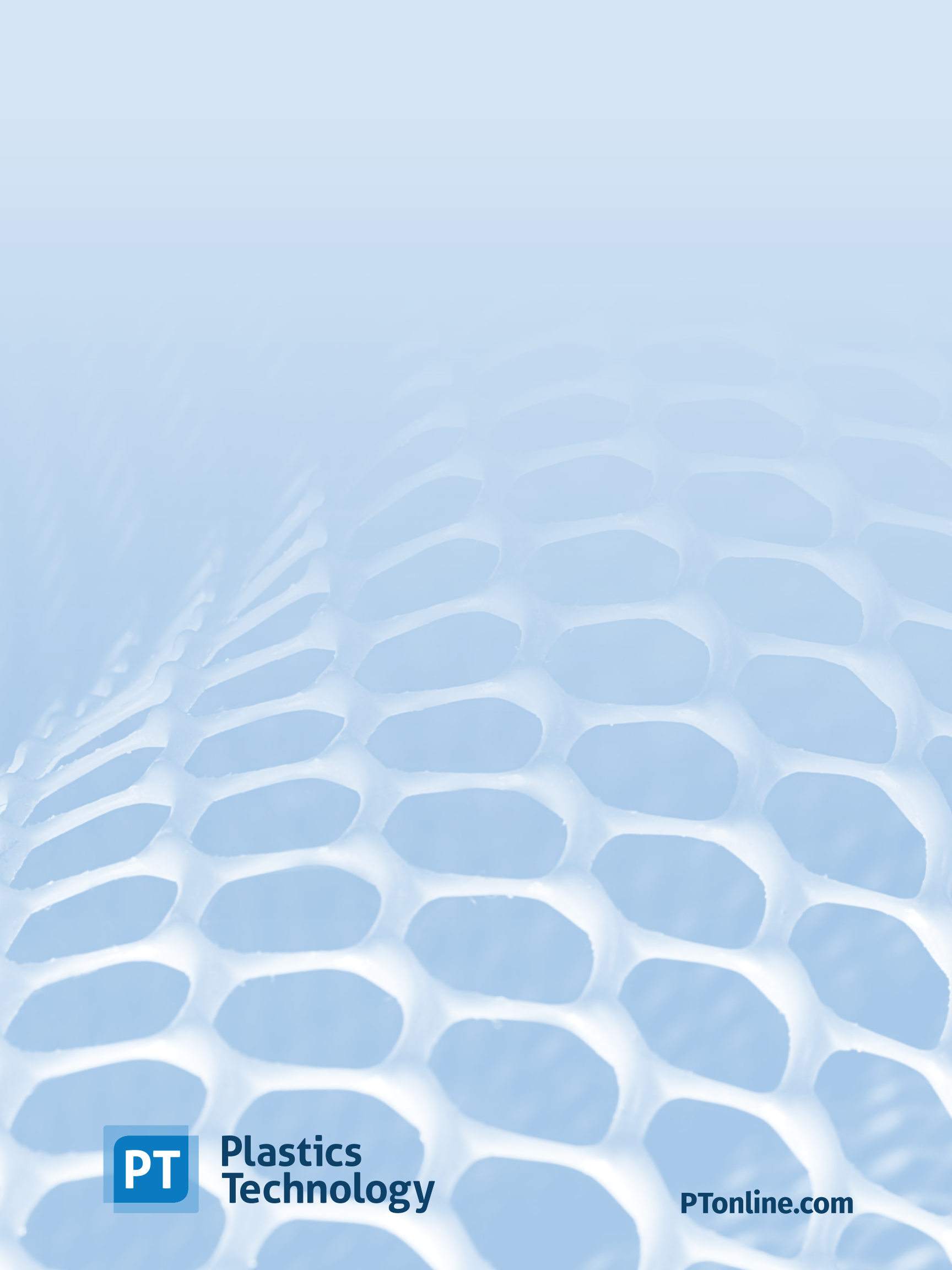
Logo: vector .eps or .ai file, or JPEG at 300 dpi **Photo(s):** JPEG at min. 300 dpi

CLOSING DATE:
SEPTEMBER 17, 2018

To reserve your ad space today, please contact

Ryan Delahanty
1-513-766-5860
ryand@gardnerweb.com

PTonline.com



**Plastics
Technology**

PTonline.com