Plastics Technology 2019 MEDIA GUIDE
Integrated Media Solutions Connecting Buyers and Sellers in the Plastics Processing Market

PRINT
37,200+ SUBSCRIBERS*

EMAIL
25,200+ SUBSCRIBERS*

ONLINE
228,100+ PAGE IMPRESSIONS*
(per month)

EVENTS
Molding 2019, Amerimold 2019, Extrusion 2019
Bonus distribution at all major plastics industry events

*June 2018 BPA Statement

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

**PLANT SIZE**

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

<table>
<thead>
<tr>
<th>PLANTS</th>
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</thead>
<tbody>
<tr>
<td>Fewer than 50</td>
</tr>
<tr>
<td>50-249</td>
</tr>
<tr>
<td>250+</td>
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</tbody>
</table>

**SUBSCRIBERS**

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

<table>
<thead>
<tr>
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<tbody>
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</tr>
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</tr>
<tr>
<td>250+</td>
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</table>

100% of PT’s subscribers are identified by individual name and title.
<table>
<thead>
<tr>
<th>ISSUE</th>
<th>CLOSING DATE</th>
<th>FEATURE COVERAGE</th>
<th>TIPS &amp; TECHNIQUES</th>
<th>NEW PRODUCT FOCUS</th>
<th>MARKET FORECAST</th>
<th>BONUS DISTRIBUTION</th>
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<tbody>
<tr>
<td>JANUARY</td>
<td>12/4/2019</td>
<td>Injection Molding</td>
<td>Extusion</td>
<td>Blow Molding</td>
<td>Automotive</td>
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<tr>
<td>FEBRUARY</td>
<td>1/1/2019</td>
<td>Next-Generation Polymers</td>
<td>Injection Molding</td>
<td>Compounding</td>
<td>Extrusion</td>
<td>Packaging</td>
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<tr>
<td>MARCH</td>
<td>2/1/2019</td>
<td>Hot Runners</td>
<td>Blow Molding</td>
<td>Injection Molding</td>
<td>Extrusion</td>
<td>Electronics</td>
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<tr>
<td>APRIL</td>
<td>3/1/2019</td>
<td>Injection Molding</td>
<td>Extrusion</td>
<td>Blow Molding</td>
<td>Purging</td>
<td>Testing Equipment</td>
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<tr>
<td>MAY</td>
<td>4/1/2019</td>
<td>Automation</td>
<td>Injection Molding</td>
<td>Resins</td>
<td>Construction</td>
<td>Re/focus May 20-22</td>
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<tr>
<td>JUNE</td>
<td>5/1/2019</td>
<td>Industry 4.0</td>
<td>Extension</td>
<td>Injection Molding</td>
<td>Consumer Products</td>
<td>AMERIMOLD 2019 June 12-13</td>
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<td>JULY</td>
<td>6/1/2019</td>
<td>Additives</td>
<td>Injection Molding</td>
<td>Size-Reduction</td>
<td>Hot Runners/Tooling</td>
<td>PLASTEC EAST 11-13</td>
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<td>Electronics</td>
<td>ADDITIVE MANUFACTURING 2019 August 12-13</td>
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<td>SEPTEMBER</td>
<td>8/1/2019</td>
<td>K 2019 Preview</td>
<td>Injection Molding</td>
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<td>SPE ACCE 2019 September 4-6</td>
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<td>Injection Molding</td>
<td>Extrusion</td>
<td>Construction</td>
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<td>DECEMBER</td>
<td>11/1/2019</td>
<td>Extrusion</td>
<td>Resin Selection</td>
<td>Auxiliary Equipment</td>
<td>Appliances</td>
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**EDITORIAL CALENDAR 2019**

**IN PRINT**

**PT Print Rates**

<table>
<thead>
<tr>
<th>SIZE</th>
<th>4-COLOR</th>
<th>2-COLOR</th>
<th>B &amp; W</th>
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<tr>
<td>Full Page</td>
<td>$10,300</td>
<td>$9,375</td>
<td>$6,600</td>
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<tr>
<td>2/1 Page</td>
<td>$8,665</td>
<td>$7,635</td>
<td>$6,375</td>
</tr>
<tr>
<td>1/2 Page Island</td>
<td>$7,825</td>
<td>$6,800</td>
<td>$6,050</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$7,100</td>
<td>$6,150</td>
<td>$5,410</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$6,310</td>
<td>$5,360</td>
<td>$3,510</td>
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<tr>
<td>1/4 Page</td>
<td>$4,600</td>
<td>$3,535</td>
<td>$2,810</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$3,605</td>
<td>$2,565</td>
<td>$1,825</td>
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**PT Premier Discount Rates**

<table>
<thead>
<tr>
<th>TOTAL SPEND</th>
<th>DISCOUNT EARNED</th>
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<tbody>
<tr>
<td>$15,000 - $24,999</td>
<td>10% OFF entire program</td>
</tr>
<tr>
<td>$25,000 - $39,999</td>
<td>15% OFF entire program</td>
</tr>
<tr>
<td>$40,000 - $64,999</td>
<td>20% OFF entire program</td>
</tr>
<tr>
<td>$65,000 - $99,999</td>
<td>25% OFF entire program</td>
</tr>
<tr>
<td>$100,000+</td>
<td>30% OFF entire program</td>
</tr>
</tbody>
</table>

**COMBINATION RATES**

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

**HOW TO SUBMIT FILES**

1. Upload to: files.gardnerweb.com
2. Email to: btaggert@gardnerweb.com (5MB max)

**MORE INFO AVAILABLE AT GARDNERWEB.COM/ADCENTRAL**
**What is a Technology Zone?**

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

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

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

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**Knowledge Center**

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

**Knowledge Centers provide:**

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

**INVESTMENT:**

- **$5,000** (gross/month*)
- *12 month minimum

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**NEW SPECS FOR 2019!**

*Please note that our E-NEWSLETTER ARTWORK SIZES & SPECS HAVE CHANGED:*

- E-newsletters displayed on mobile devices have a higher screen resolution, and images are viewed larger. With our new responsive enewsletter designs for mobile and desktop, we require higher pixel counts for artwork.
- *NEW SPECS FOR 2019!*

- E-NEWSLETTER AD SPECS

  - **WEB AD SPECS**

  - **IMAGE SIZE:** 300 x 250 pixels @ 144 dpi
  - **FILE TYPE:** JPG/PNG
  - **ARTWORK SIZE:** 300 x 100 pixels @ 72 dpi, 20K Max
  - **FILE TYPE:** PNG
  - **SLOTTING:** Priority placement in all product technology categories associated with your company
  - **Rotation:** Ad position rotates on page refresh

- **E-NEWSLETTER AD SPECS**

  - **LEADERBOARD BANNER AD (static image)**

    - **IMAGE SIZE:** 600 x 160 pixels @ 72 dpi
    - **FILE TYPE:** JPG/PNG

  - **LEADERBOARD BANNER AD (video animated)**

    - **ARTWORK SIZE:** 300 x 250 pixels @ 144 dpi
    - **FILE TYPE:** Static-GIF/PNG, Animated-GIF
    - **VIDEO FILE:** MP4

  - **ZONE PAGE RICH MEDIA**

    - **ARTWORK SIZE:** 300 x 250 pixels @ 144 dpi
    - **FILE TYPE:** JPG/PNG

  - **HYBRID WEB AD**

    - Brand logo
    - Brand logo, graphic, or photo

  - **VIDEO/ANIMATED GIF/STATIC IMAGE**

    - **ARTWORK SIZE:** 300 x 250 pixels
    - **FILE TYPE:** Static-GIF/PNG, Animated-GIF, Video File

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**NEW! PT K 2019**

- **26,300+ Recipients**
- **FREQUENCY:** Monthly, from June to November, second Wednesday
- **NEW!**

**Plastics Technology Zone Pages**

**END MARKETS**

Medical
Packaging
Automotive

**PRIMARY PROCESSING**

Blow Molding:
Barrier & Stretch
Extrusion:
Film
PET Processing (Extrusion)
Pipe, Profiles & Tubing
Sheet
Thermoforming
Injection Molding:
All Electric & Hybrid
Machines
Gas & Water Assist Machines
In-Mold Decorating
LIM & LSR Molding
Micro Molding
Multi-Component Molding
PET Processing (Injection Molding)
Additive Manufacturing
TOOLING
Heating & Cooling
Hot Runners
Molds & Tooling:
Mold Maintenance
Mold Simulation

**TESTING & QUALITY**

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

**MATERIAL**

All Materials:
Biopolymers and Biodegradables
Engineering Thermoplastics
Nanocomposites
Polysulfides
Purging
Recycled Materials
Thermoplastic Elastomers
Wool and Natural Fiber Compounds

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**For more information, please contact:**

RYAN DALHANTRY, PUBLISHER
ryand@gardnerweb.com
BECKY TAGGERT, ADVERTISING PRODUCTION MANAGER
btaggert@gardnerweb.com
PT Webinars showcase your company’s knowledge and leadership on important industry topics and secure valuable leads!

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

**E-MAIL**
Invitations sent to the PT audience

**E-NEWSLETTER**
Event promotion within PT Insider e-newsletter

**PRINT**
Event promotion within Plastics Technology magazine

**ONLINE**
Archived webinar sessions on PTonline.com for six months

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**LEAD GENERATION**
Customized lead reports including all registrants

**TECH SUPPORT**
Webinar hosting and support

**EXPERT MODERATOR**
Live webinar moderated by a PT editor

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**Price:** $7,500 (gross)

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

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**Content Marketing**
**Build Brand and Generate Leads**

**What is Content Marketing?**
Your story, presented by Plastics Technology. Content marketing is high-quality editorial crafted to engage your audience and position your brand as a thought leader.

**Why Content Marketing?**

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

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

**IMPROVE ENGAGEMENT**
Get buyers more deeply involved with your brands and products.

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**Content Marketing Campaigns Include:**

**STEP 1: CONTENT CREATION**
- Our team will collaborate with you to create a highly-targeted piece of digital content to display natively on our site.
- A member of our team will edit your content to bring it in line with our standards, or, for an additional fee, we will create the content on your behalf.
- Your content appears on PTonline.com for 12 months.
- Options include text, images, video, links to product information, and registration for downloadable assets such as whitepapers.

**STEP 2: CONTENT PROMOTION**
- PT Site Coverage – Homepage display of your Sponsored Content
- “Related Story” promotion on relevant articles
- PT E-Newsletter Promotion – PT Weekly
- Blog E-Newsletter promotion
- PT Social Media Campaign
- Paid promotion on Facebook, Twitter, LinkedIn

**STEP 3: CAMPAIGN ANALYTICS**
Our team will create a report detailing the performance of your program, so you see your investment at work.

**CONTENT MARKETING AD RATES**
Sold in 3 consecutive month increments

$7,500 (per month, gross)

**INVENTORY**
4 per month / Max. 2 per customer per year

**OPTIONAL INVESTMENT:**
- Article Development fee of $1,000 net
- E-Print Email Promotions ($7 per Name)
The Plastics Technology 2020 Processing Handbook and Buyers’ Guide is the best resource available to the plastics processing industry for sourcing suppliers of primary machinery, auxiliary equipment, tooling, materials, additives, and more!

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

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

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.
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

DISPLAY ADVERTISING RATES

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<td>$5,310</td>
<td>$4,260</td>
<td>$3,515</td>
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</table>

INDEX ADVERTISING RATES

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

DISPLAY AD SPECS

| Full Page Island   | 8.375" × 11" |
|                    | 345 mm × 279 mm |
| Half Page          | 6.875" × 4.375" |
|                    | 175 mm × 111 mm |
| 1/3 Page Island    | 4.375" × 6.875" |
|                    | 111 mm × 175 mm |

INDEX AD SPECS

For all bleed ads, keep live matter .25” from each trim edge. Live matter should not exceed 7.375” × 10”.
Keep live matter .125” from gutter on each page, even when a continuous flow of image or copy is intended.

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Display Advertising Premier Discount Program discounts apply.

All rates are gross rates.

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

**Molding 2019**
March 19-21, 2019 | Hyatt Regency Indianapolis | Indianapolis, IN
Leaders and innovators in injection molding gather at the Molding conference to see and hear from experts on process management, materials development, automation, tooling, additive manufacturing and materials handling and drying.

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

**amerimold 2019**
June 12-13, 2019 | Donald E. Stephens Convention Center | Rosemont, IL
Amerimold connects buyers and sellers of products and services used throughout the life cycle of an injection mold. Mold builders, injection molders and OEMs attend Amerimold to evaluate the products and services that will help them run their businesses.

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

**Extrusion 2019**
Sept. 17-19, 2019 | Donald E. Stephens Convention Center | Rosemont, IL
Extrusion 2019 is the only event of its kind—devoted to all aspects of extrusion processing. The conference features general sessions devoted to technical and business issues common to all types of extrusion, as well as breakout sessions devoted to specific types of extrusion: Film, Sheet, Pipe/Profile/Tubing, and Compounding.

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

**K 2019**
October 16-23, 2019 | Messe Dusseldorf | Dusseldorf, Germany
K is the world’s largest trade fair for the plastics industry, gathering the most important suppliers of plastics, auxiliaries, raw materials and semi-finished products, technical parts and reinforced plastic products under one roof. PT will again publish its K E-Newsletter in 2019.

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