Plastics Technology provides access to technically minded decision makers looking to increase processing efficiencies.
EVENTS
Bonus distribution at all major plastics industry events

PRINT
33,000+ SUBSCRIBERS*

EMAIL
24,500+ SUBSCRIBERS

ONLINE 243,100+
Monthly Pageviews*

*June 2019 BPA Audited
**June 2019 Publisher Count

Bonus distribution at all major plastics industry events
End Market Overview

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

**June 2019 Publisher Counts

**For more information, please contact:** Ryan Delahanty, Publisher | RDelahanty@PTonline.com | PTonline.com
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.

**TOTAL MANUFACTURING FACILITIES**

<table>
<thead>
<tr>
<th>Circulation By Operation**</th>
<th>Subscribers</th>
<th>Plants</th>
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<tbody>
<tr>
<td>Injection molding</td>
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<td>Moldmaking</td>
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<td>Scrap reprocessing</td>
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<td>Blown/cast film</td>
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<td>Coating, wire/cable</td>
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**TOTAL SUBSCRIBERS**

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<thead>
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<th>Subscribers by Operation**</th>
<th>Subscribers</th>
<th>Plants</th>
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<tbody>
<tr>
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<td>Mfg. Production &amp; Engineering</td>
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<td>Design / R&amp;D &amp; Quality Control</td>
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<td>Other</td>
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**PLAN SIZES**

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<tr>
<td>250+</td>
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<tr>
<td>250+</td>
<td>4,608</td>
</tr>
</tbody>
</table>

Plastics Technology invests in quality circulation. 100% of PT’s subscribers are identified by both individual name and job title.

Check the audit!
Plastics Technology provides authoritative content on plastics processing practices, tips, techniques, troubleshooting, technical advances, product developments, market insights and industry news.

150 Years of Combined Industry Experience

Our content is aimed at plastics processors—both custom and captive operations. Our mission, in print, online and in-person events, is to generate actionable content that the audience can use to improve the efficiencies and productivity of their business. Plastics Technology achieves this by tapping into an editorial team with more than 150 years of combined industry experience. We visit plants around the world to uncover the best processing practices in injection molding, extrusion/compounding, blow molding, thermoforming, recycling and additive manufacturing.

HOW YOU CAN CONTRIBUTE

Plastics Technology provides your company a direct means to submit content:

Contribute press releases, case studies and other content via our submission guidelines. [short.ptonline.com/About]

Follow us on Twitter, Facebook, LinkedIn and YouTube.

Meet the Plastics Technology Editorial Team

JIM CALLARI
Editorial Director
Jim has been in plastics journalism since 1988, when he joined the staff of Plastics World magazine as senior editor.
Jim joined Plastics Technology in 1997 as executive editor, and became editorial director in 2009. In addition to being responsible for the overall editorial strategy of the magazine, Jim enjoys reporting on extrusion technology.
He is a long-time member of the Society of Plastics Engineers and was inducted into the Plastics Pioneers Association in 2012.

MATT NAITOVE
Executive Editor
Matt Naitove is Executive Editor of Plastics Technology magazine, where he has reported on virtually every aspect of plastics since 1972.
Matt started at PT as a cub reporter fresh out of school and rose through the ranks to Chief Editor, a position he held for 29 years. His current beat in the magazine includes reporting on injection molding. Matt is a graduate of Harvard College and holds a master’s degree from Columbia University’s Graduate School of Journalism. He is a member of SPE and the Plastics Pioneers Association.

LILLI MANOLIS SHERMAN
Senior Editor
Lilli started with PT in 1987, and has reported on ever-evolving materials and additive technologies.
Other interesting topics she regularly covers include advances in 3D-printing materials, thermoplastic composites as well as testing & measurement, decorating & printing, and welding technologies.
She is a graduate of Hofstra University (Hempstead, N.Y.) and the University of Bridgeport (Bridgeport, CT).

TONY DELIGIO
Senior Editor
Tony has been covering the global plastics processing industry since 2000, visiting processors and suppliers in North and South America, Europe and Asia.
Tony enjoys visiting with processors to see how they use new technologies to solve daily challenges and telling their stories digitally and in print. Tony covers tooling, injection molding and automation and has helped build Plastics Technology’s social media presence, including the launch of its video efforts. He is a graduate of Colorado State University (Fort Collins, Colo.) with a degree in technical journalism.

HEATHER CALIENDO
Senior Editor
Heather Caliendo serves as Senior Editor for Plastics Technology magazine where she writes and edits feature stories for auxiliary equipment, recycling and 3D printing sectors. Heather has been covering the global plastics industry since 2012, with a specific focus on end-market trends and sustainability. She started her career writing about aerospace and technology at The Journal Record, a daily business newspaper in Oklahoma. She received her bachelor of arts in journalism from the University of Oklahoma.

For more information, please contact: Ryan Delahanty, Publisher | RDelahanty@PTonline.com | PTonline.com | 5
### 2020 EDITORIAL CALENDAR

#### ISSUE MONTH

<table>
<thead>
<tr>
<th>JANUARY</th>
<th>FEBRUARY</th>
<th>MARCH</th>
<th>APRIL</th>
<th>MAY</th>
<th>JUNE</th>
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<tr>
<td>Ad Close</td>
<td>December 2, 2019</td>
<td>January 2, 2020</td>
<td>February 3, 2020</td>
<td>March 2, 2020</td>
<td>April 1, 2020</td>
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<tr>
<td>On Site</td>
<td>Injection Molding</td>
<td>Extrusion</td>
<td>Injection Molding</td>
<td>Thermoforming</td>
<td>Blow Molding</td>
</tr>
<tr>
<td>Feature Coverage</td>
<td>K Show Report: Technology News from Dusseldorf</td>
<td>Auxiliary Equipment</td>
<td>Extrusion</td>
<td>Injection Molding</td>
<td>Tooling</td>
</tr>
<tr>
<td>Tips and Techniques</td>
<td>Auxiliary Equipment</td>
<td>Compounding</td>
<td>Recycling</td>
<td>Blow Molding</td>
<td>Auxiliary Equipment</td>
</tr>
<tr>
<td>Troubleshooting</td>
<td>Extrusion</td>
<td>Recycling</td>
<td>Auxiliary Equipment</td>
<td>Purging</td>
<td>Compounding</td>
</tr>
<tr>
<td>New Product Focus</td>
<td>Extrusion</td>
<td>Injection Molding</td>
<td>Additives</td>
<td>Recycling</td>
<td>Resins</td>
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<tr>
<td>PT Staff Webinar</td>
<td></td>
<td></td>
<td></td>
<td>Recycling Trends and Drivers</td>
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<tr>
<td>Special Supplement</td>
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<td></td>
<td></td>
<td>Best Practices in Recycling</td>
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<tr>
<td>Bonus Distribution</td>
<td></td>
<td>• Plastec West</td>
<td>• Molding 2020</td>
<td>• ANTEC</td>
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#### ISSUE MONTH

<table>
<thead>
<tr>
<th>JULY</th>
<th>AUGUST</th>
<th>SEPTEMBER</th>
<th>OCTOBER</th>
<th>NOVEMBER</th>
<th>DECEMBER</th>
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<tr>
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<td>June 1, 2020</td>
<td>July 1, 2020</td>
<td>August 3, 2020</td>
<td>September 3, 2020</td>
<td>October 1, 2020</td>
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<tr>
<td>On Site</td>
<td>Injection Molding</td>
<td>Extrusion</td>
<td>Compounding</td>
<td>Additive Manufacturing</td>
<td>Injection Molding</td>
</tr>
<tr>
<td>Feature Coverage</td>
<td>Additives</td>
<td>Injection Molding</td>
<td>Next-Generation Resins</td>
<td>Exclusive Benchmarking Survey: Top Shops in Injection Molding</td>
<td>Compounding</td>
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<td>Tips and Techniques</td>
<td>Testing Equipment</td>
<td>Injection Molding</td>
<td>Recycling</td>
<td>Extrusion</td>
<td>Automation</td>
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<td>Troubleshooting</td>
<td>Auxiliary Equipment</td>
<td>Pelletizing</td>
<td>Purging</td>
<td>Auxiliary Equipment</td>
<td>Filtration</td>
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<td>New Product Focus</td>
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<td>Extrusion</td>
<td>Injection Molding</td>
<td>Tooling</td>
<td>Extrusion</td>
</tr>
<tr>
<td>PT Staff Webinar</td>
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<td></td>
<td></td>
<td>Best Practices in Compounding</td>
<td></td>
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<tr>
<td>Bonus Distribution</td>
<td></td>
<td></td>
<td></td>
<td>• Extrusion 2020</td>
<td></td>
</tr>
</tbody>
</table>

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For more information, please contact: Ryan Delahanty, Publisher | RDelahanty@PTonline.com | PToonline.com
Advertise in *Plastics Technology* and get your brand’s message in the hands of your customers and our audience.

**PT Print Rates**

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>4-COLOR</th>
<th>2-COLOR</th>
<th>B/W</th>
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<tbody>
<tr>
<td>Full Page</td>
<td>$10,600</td>
<td>$9,700</td>
<td>$8,860</td>
</tr>
<tr>
<td>Half Page Island</td>
<td>$8,060</td>
<td>$7,010</td>
<td>$6,240</td>
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<tr>
<td>1/2 Page</td>
<td>$7,400</td>
<td>$6,335</td>
<td>$5,580</td>
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<tr>
<td>1/3 Page</td>
<td>$5,470</td>
<td>$4,390</td>
<td>$3,630</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$4,740</td>
<td>$3,650</td>
<td>$2,900</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$3,720</td>
<td>$2,645</td>
<td>$1,880</td>
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**PT Cover Rates**

<table>
<thead>
<tr>
<th>BACK COVER</th>
<th>INSIDE FRONT COVER</th>
<th>INSIDE BACK COVER</th>
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<td>+$1,500</td>
<td>+$1,250</td>
<td>+$1,000</td>
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**PT Classified Rates**

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<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>9X</th>
<th>12X</th>
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<td>1-4 column inches</td>
<td>$230</td>
<td>$210</td>
<td>$200</td>
<td>$190</td>
<td>$170</td>
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**PT Premier Discount Rates**

- $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

**Combination Rates**

- Full Page $10,600 $9,700 $8,860
- Half Page Island $8,060 $7,010 $6,240
- 1/2 Page $7,400 $6,335 $5,580
- 1/3 Page $5,470 $4,390 $3,630
- 1/4 Page $4,740 $3,650 $2,900
- 1/6 Page $3,720 $2,645 $1,880

**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 Ad Files**

1. Upload file at: files.gardnerweb.com
   Upload recipient: Becky Taggert
2. Email file (5MB max) to: btaggert@gardnerweb.com

**Upload Info and Ad Specs Can Be Found Here**

gardnerweb.com/adcentral
The PT Handbook: Evolved for 2021

Now in two separate editions
One focused on Injection Molding
One focused on Extrusion

We listened to feedback from our readers and are creating two dynamic editions of the PT Handbook, each containing unique, relevant processing information aimed at the largest market segments in the plastics Industry.

This change will provide you with the unprecedented ability to target your advertising message toward motivated buyers who will reference this resource countless times during the year.

Advertiser Opportunities

• Choose to advertise in one edition, or receive a discounted rate to appear in both
• Use the same ad in both, or change your ad to target the focused market at no additional charge
• Advertisers receive special treatment in the listing information

AD RATES: Run in BOTH handbooks
Full Page/4C $10,600.00/gross
Half Page/4C $7,400.00/gross

AD RATES: Run in ONE handbook
Full Page/4C $7,400.00/gross
Half Page/4C $5,100.00/gross

PT 2020 premier discounts will apply.

For more information, please contact: Ryan Delahanty, Publisher | RDelahanty@PTonline.com

PTonline.com
The benefits of investing in your brand with PT aren't limited to the pages of the magazine or the click of a mouse. Each year we design dozens of client-specific special opportunities. Special positions in the magazine, content-specific supplements or anything you can dream up are all within reach.

CONTACT YOUR PT SALES REP TO LEARN ABOUT THESE SPECIAL PRODUCTS
PTonline.com delivers dynamic content with blogs, features, videos, searchable supplier and product databases, webinars, zones and knowledge centers.

243,140*
AVG. MONTHLY PAGEVIEWS

<table>
<thead>
<tr>
<th>Segment</th>
<th>Pageviews</th>
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<td>Blog</td>
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<td>Home</td>
<td>143,915</td>
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<td>Supplier Directory</td>
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<tr>
<td>Products</td>
<td>80,893</td>
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<tr>
<td>Latest Issue/Article Archive</td>
<td>71,456</td>
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<table>
<thead>
<tr>
<th>PT Zones</th>
<th>Pageviews</th>
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<tbody>
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<td>Materials</td>
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<td>-Mold Maintenance</td>
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<td>Additives</td>
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<td>Recycling &amp; Scrap Reclaim</td>
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<td>Blow Molding</td>
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<tr>
<td>Injection Molding - All Electric-Hybrid Machines</td>
<td>24,207</td>
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</tbody>
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* Publisher Counts powered by Google Analytics
06/01/2018 – 05/31/2019

For more information, please contact: Ryan Delahanty, Publisher | RDelahanty@PTonline.com | PTonline.com
What is a PT Technology Zone?
PTonline.com Technology Zones help visitors narrow their search on key topics with content related to a specific material, process or end markets. Zones provide website visitors articles, case studies, technology briefs, product announcements and supplier listings. Your ad placed within relevant Zones provides you with targeted marketing opportunities promoting your brand to our audience.

END MARKETS
Medical
Packaging
Automotive

PRIMARY PROCESSING
Blow Molding:
- Barrier & Stretch
Extrusion:
- Film
- PET Processing (Extrusion)
- Pipe, Profile & 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

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

MATERIAL
All Materials:
Biopolymers and Renewable Materials
Engineering Thermoplastics
Nanocomposites
Polyolefins
Purging
Recycled Materials
Thermoplastic Elastomers
Wood & Natural Fiber Compounds

MATERIAL PREP & HANDLING
Additives
Compounding:
Multi-Screw & Single-Screw
Drying
Feeding & Blending
Recycling & Scrap Reclaim
Resin Conveying
Robots

TOOLING
Heating & Cooling
Hot Runners
Molds & Tooling:
Mold Maintenance
Mold Simulation

SPECIAL ZONES
The Next Generation Zone

PTonline Display Rates

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<tr>
<th>Positions Per Page</th>
<th>Available</th>
<th>Investment</th>
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<tr>
<td>Home Page Banner</td>
<td>12</td>
<td>$1,430</td>
</tr>
<tr>
<td>Zone Page Video Ad</td>
<td>1</td>
<td>$1,430</td>
</tr>
<tr>
<td>All Other Banners Ads</td>
<td>12</td>
<td>$1,100</td>
</tr>
</tbody>
</table>

PTonline.com Display Ad Specifications

A VIDEO/ANIMATED GIF/STATIC IMAGE
ARTWORK SIZE: 300 x 250 pixels
FILE TYPE:
- Static: JPG/PNG
- Animated: GIF
- Video File: MP4

B 300 X 100 WEB AD *
ARTWORK SIZE: 300 x 100 pixels
144 dpi, 100K Max
FILE TYPE: JPG/PNG

* ROTATION: Ad position rotates on page refresh
SLOTTING: Priority placement in all product technology categories associated with your company

For more information, please contact: Ryan Delahanty, Publisher | RDelahanty@PTonline.com

gardenweb.com/adcentral
SEE PTONLINE PRODUCT EXAMPLES HERE: ptonline.com/examples
PT INSIDER E-newsletter

Reach our opt-in audience’s inbox by promoting your message with the PT Insider E-newsletter. Your ad will appear alongside industry news, technology, product and process updates.

24,500 LIST SIZE*

FREQUENCY: Delivered to inboxes 3 times a week.

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>PER MONTH</th>
<th>RATE</th>
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</thead>
<tbody>
<tr>
<td>Leaderboard Banner</td>
<td>2 per month</td>
<td>$3,800</td>
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<tr>
<td>Video Ad</td>
<td>4 per month</td>
<td>$1,900</td>
</tr>
<tr>
<td>Banner +Plus</td>
<td>24 per month</td>
<td>$1,000</td>
</tr>
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</table>

PT INSIDER ADVERTISER BONUS
Includes a 300 x 100 Web Banner position with a 300 x 250 Rotating Ad Banner on the PTonline blog page. (refer to page 11 for sizes)

E-NEWSLETTER AD SPECS

LEADERBOARD BANNER
IMAGE SIZE: 600 x 160 pixels @ 144 dpi
FILE TYPE: JPG/PNG

VIDEO ADS
ARTWORK SIZE: 300 x 250 pixels @ 144 dpi
FILE TYPE: JPG/PNG
BODY COPY: 50 characters max.
CALL TO ACTION: 30 characters max.
PLAY BUTTON: Please do not include a playbutton with your artwork. We will add this graphic within our workflow.

BANNER +PLUS
ARTWORK SIZE: 120 x 100 pixels @ 144 dpi
FILE TYPE: JPG/PNG
CONTENT/CALL TO ACTION: 45 characters

*As of June 2019 Publisher Counts

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.

UPLOAD INFO AND AD SPECS CAN BE FOUND HERE:
gardnerweb.com/adcenral

SEE PT ENEWSLETTER AD EXAMPLES HERE:
ptonline.com/examples

For more information, please contact: Ryan Delahanty, Publisher | RDelahanty@PTonline.com  |  PTonline.com  |  12
Plastics Technology Webinars allow you to present your company’s knowledge and leadership on important industry topics and secure valuable leads!

Let PT Webinars provide YOUR target audience with a dynamic and interactive webcast for discussing today’s timely and compelling issues.

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

**PRINT**
Event promotion within Plastics Technology magazine

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

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

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

**PT Webinar Rate**

$7,500 (gross)

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

For more information, please contact: Ryan Delahanty, Publisher | RDelahanty@PTonline.com | PTonline.com
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 multimedia content and lead-generation opportunities.

**PT HOSTED 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

**PT TECH BRIEF ePrints INCLUDE:**
- CUSTOMIZABLE CONTENT
  Up to 5 content sections: the feature, the custom sections and the learn more/company section.
- DEMOGRAPHIC TARGETING: Customized reach to opt-in PT subscribers.
- ANALYTIC REPORTING: Advertisers will receive sent, deliver, open, total click, unique clicker and CTOR data.
- SUPPORT: HTML email coded by PT staff.

**PT ePrint Rates**

$1.00 per name
($2,500 minimum)

**PT Hosted Knowledge Center Rates**

$5,000 (per month, gross)
Sold in 12 consecutive month increments
Leverage the power of the PT brand and audience with Gardner digital custom content marketing services.

WHAT IS CONTENT MARKETING?
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.

NATIVE AD 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 at least 12 months.
• Options include text, images, video, links to product information, and registration for downloadable assets such as whitepapers.

STEP 2: CONTENT PROMOTION
PTonline.com Site Coverage
• Homepage display of your Sponsored Content
• “Related Story” promotion on relevant articles

E-Newsletter Promotion
• PT Insider E-Newsletter promotion

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.

PT Custom Content Native Ad Rate
$7,500 (per month, gross)
Sold in 3 consecutive month increments

OPTIONAL INVESTMENT:
- Article Development fee of $1,000 net
- E-Print Email Promotions ($1 per Name)
- Inclusion in PT Magazine

For more information, please contact: Ryan Delahanty, Publisher | RDelahanty@PTonline.com | PTonline.com | 15
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.