

MAXIMUM IMPACT MARKETING

Plastics Decorating reaches a targeted readership of over 10,000 plastics businesses involved with the decorating and/or assembly of plastic parts and products. Beyond the pages of the magazine, *Plastics Decorating* offers advertisers additional marketing opportunities to connect with customers and prospects, thereby achieving maximum impact for your advertising dollar.



- **BONUS DISTRIBUTION** – Maximize your presence at industry tradeshows and SPE Decorating & Assembly Division-related events with bonus distribution throughout the year. See the editorial calendar for distribution information.
- **BUYERS GUIDE LISTING** – All advertisers receive a free listing in the Buyers Guide in the Jan./Feb. issue of *Plastics Decorating*.
- **ADVERTISER INDEX** – Advertisers are listed in a user-friendly, alphabetically ordered index, including page number of ad(s) and website address for easy access.
- **ADDITIONAL PRESS COVERAGE** – Gain maximum exposure through advertiser-specific press releases as submitted.
- **BANNER ADS** – All advertisers receive a free banner ad on the *Plastics Decorating* website with a direct link to the advertiser's website.
- **PLASTICS DECORATING WEBSITE** – Advertisers are listed on the *Plastics Decorating* website and are categorized by product or service offered, including company name, contact information and web address with direct link to the advertiser's website.

(For additional electronic marketing opportunities, see the Online Advertising section of this Media Kit.)

PRINT ADVERTISING

RATES/SPECIFICATIONS

PRINT RATES

For advertising rates, contact:

Gayla Peterson

gayla@petersonpublications.com

785.271.5801



PRINT SPECIFICATIONS

DIMENSIONS

Web Offset, Saddlestitched. Trim Size: 8.375" x 10.875"

Size	Dimensions
Full Page (Bleed)	8.625" x 11.125" (Trim 8.325" x 10.875")
Full Page (Non-Bleed)	7.5" x 10.5"
1/2 Page (h.)	7.5" x 4.875"
1/2 Page (v.)	3.75" x 10.75"
1/4 Page (h.)	7.5" x 2.5"
1/4 Page (v.)	3.75" x 4.875"
Website Banner (h.)	153 px x 75 px
EForum Banner (h.)	300 px x 150 px

ADVERTISING SPECIFICATIONS

Required Formats:

- Please send ad as a PDF file saved at a minimum of 300 dpi. (All fonts should be embedded.) TIF files also are acceptable.
- Application files (Quark, PageMaker, Publisher, etc.) are NOT acceptable.
- Advertisements should be sent via CD or email. Do not try to email files over 8MB.
- Web photos are generally 72 dpi and, therefore, are NOT acceptable for print.
- For full-page bleed ads, keep live matter 3/8" inside bleed on all four sides to allow for trimming and variation in flooding or binding.
- Grayscale format files should be saved at 300-600 dpi
- All files MUST be accompanied by a color laser or inkjet proof print. This is not for color matching purposes.
- Visit www.petersonpublications.com for more detailed instructions.

GENERAL REGULATIONS

As used in this section entitled "Terms & Conditions," the term "Publisher" shall refer to *Plastics Decorating*.

1. Terms: Payment due upon receipt of invoice.
2. Rate Change: All rates are subject to change with 30-day notice.
3. Positioning of advertisements is at the sole discretion of the Publisher. A request for specific positioning will be taken into consideration and honored whenever possible, but cannot be guaranteed.
4. Conditions other than rates are subject to change by the Publisher without notice.
5. No cancellations will be accepted after the closing date without incurring a special production charge.
6. All contents of advertisements are subject to Publisher's approval. Publisher reserves the right to reject or cancel any advertisement or space reservation at any time without notice.
7. Responsibility for ad changes is entirely up to the advertiser.
8. Publisher shall have the right to hold advertiser and/or its advertising agency jointly liable for such monies as are due and payable to the Publisher for advertising which advertiser or its agents ordered and for which advertising was published.
9. Publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement. The Publisher's liability for any error will not exceed the cost of the space occupied by the error.
10. No conditions other than those set forth in this media/rate schedule shall be binding on the Publisher unless specifically agreed to in writing by the Publisher. Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions that conflict with provisions in this media/rate kit.

PLASTICS DECORATING ENEWS

Today's Decorating & Assembly Source

July 2011

Leaderboard
AD - 600 px wide by 75 px tall

AD
Skyscraper
160 px wide
x
350 px tall

In This Issue

[GHS Bringing Changes to OSHA HazCom Standard](#)
[Adhesive Selection for Effective Plastic Bonding](#)
[NAZDAR Releases 4200 Series UV Graphic Screen Ink](#)
[Newman Printing Offers Automatic Silk Screen Printing Machine for Containers](#)
[Two-Color Pad Printing Machine Available from Inkcupps Now](#)

GHS Bringing Changes to OSHA HazCom Standard
OSHA announced earlier this year that it plans to publish a final rule in August that will align the Hazard Communication Standard (HCS) with the global hazard communication system known as GHS. GHS alignment will result in additional compliance responsibilities under HCS. [more...](#)

Advertisement

TEXT AD
30 words and
logo/picture

Adhesive Selection for Effective Plastic Bonding
Many modern plastics used in a variety of industries are formulated specifically for their resistance to harsh chemical and environmental conditions. As a result, these substrates also tend to be difficult to chemically bond. Fortunately, advances in adhesive chemistries and surface preparation techniques have yielded the tools necessary to achieve strong bonds to even the most difficult-to-bond polymer substrates. [more...](#)

Advertisement

TEXT AD
30 words and
logo/picture

NAZDAR Releases 4200 Series UV Graphic Screen Ink
NAZDAR, Shawnee, KS, has released the new 4200 Series UV graphic screen printing ink. A breakthrough product that withstands some of the toughest finishing and shipping requirements of the graphics market, the 4200 Series resists edge chipping, ink flaking and substrate shattering. The substrate range for the 4200 Series includes treated corrugated plastic, styrene and coating paper/board, making it extremely versatile. "The 4200 Series' versatility and performance characteristics will allow printers to reduce their ink inventory," according to Richard Bowles, vice president and general manager for NAZDAR. For more information, call 913.422.1888 or visit www.nazdar.com.

Newman Printing Offers Automatic Silk Screen Printing Machine for Containers

Newman Printing Equipment, Glenview, IL, has announced the NEW-MATIC automatic silk screen printing machine for containers. A simple walking beam transfer system provides fast changeover of sizes and shapes to be printed with minimal parts. Standard right-to-left roll ramp feeds bottles, jars, tubes, caps and many other 3D objects for flame pre-treatment, silk screen printing in register and Fusion UV ultraviolet instant curing inline. Direct screen printing offers



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Plastics Decorating
Magazine

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MAXIMUM ONLINE VISIBILITY

Beyond the actual printed pages of the magazine, *Plastics Decorating* offers the opportunity to connect with customers and prospects through *Plastics Decorating ENews*. The enews is distributed to over 5,000 plastics decorating/assembly professionals throughout the U.S. and internationally each month.

PLASTICS DECORATING ENEWS MARKETING OPPORTUNITIES

The monthly enews is filled with the most up-to-date information on business issues and ideas for today's plastics decorating/assembly operations. This vehicle offers advertisers numerous choices to get in front of a worldwide audience and drive traffic to their websites:

LEADERBOARD AD. Located directly under the enews masthead, this prime advertising opportunity provides advertisers instant, maximum exposure with direct web links to their websites. (One Leaderboard ad available per monthly issue.)

SKYSCRAPER AD. Located at the top of the enews in the left-hand column, this prime-positioned advertising opportunity provides advertisers immediate, forefront exposure with direct links to their websites. (One Skyscraper ad available per monthly issue.)

PRIME POSITION TEXT BANNER. Located after the first enews story, this unique advertising forum includes a 125x125 pixel photograph or logo, 25 - 30 words of text and a direct link to desired URL. (One Prime Position Text Banner is available per monthly issue.)

STANDARD TEXT BANNER. Located between the remaining enews stories, standard text banners include a 125x125 pixel photograph or logo, 25 - 30 words of text and a direct link to the desired URL. (Two Standard Text Banners are available per monthly issue.)

ONLINE ADVERTISING

RATES/SPECIFICATIONS

MONTHLY *PLASTICS DECORATING ENEWS* RATES AND SIZE

Size	Frequency			
	1x	3x	6x	12x
Leaderboard (600x75 pixels)	\$700	\$600	\$500	\$480
Skyscraper (160x350 pixels)	\$550	\$450	\$350	\$300
*Prime Position Text Banner	\$350	\$250	\$200	\$175
*Standard Text Banner	\$300	\$200	\$150	\$125

Required Formats

- Send all banners as .jpg files only.
- Files should be at least 72 dpi and RGB color.

* Includes a 125 x 125 pixel photograph or logo and 25 to 30 words of text with a direct link to desired URL. The Prime Position Text Banner will be located after the first news story. Standard Text Banners will be located between the remaining news stories. Only two Standard Text Banners are available per issue.

JANUARY/FEBRUARY

Publication Date: Feb. 3, 2012

Ad Closing: Jan. 13, 2012

Materials Due: Jan. 23, 2012

- 2012 Buyers Guide Issue (FREE listing with display advertising)
- Pad Printing Equipment/Supplies
- Focus on Pad Printing Technologies
- Assembly Update on Robotics for Plastic Welding
- Real-Time UV Measurement and Measurement
- NPE Show Preview

BONUS DISTRIBUTION:

PLASTEC West
February 14-16, 2012
Anaheim, CA

NPE
April 1-5, 2012
Orlando, FL

APRIL/MAY

Publication Date: May 4, 2012

Ad Closing: April 13, 2012

Materials Due: Apr. 23, 2012

- Assembly Update on Ultrasonic Welding Technology
- Technology Feature on Advances in Inkjet Decorating
- Ask the Expert on Foil Coating Alternatives
- Hot Stamping and Heat Transfer Equipment/Supplies

BONUS DISTRIBUTION:

SPE Decorating & Assembly TOPCON
June 5-6, 2012
Indianapolis, IN

HBA Global Expo
June 19-21, 2012
New York, NY

JULY/AUGUST

Publication Date: Aug. 3, 2012

Ad Closing: July 13, 2012

Materials Due: July 23, 2012

- Focus on Cylindrical Printing Technologies
- Technology Feature on Surface Treatment
- Ask the Expert on Marking Laser Methodologies
- Assembly Update on Process Control Methods for Laser Plastic Welding
- Screen and Offset Printing Equipment/Supplies
- SGIA Show Preview

BONUS DISTRIBUTION:

SGIA
October 18-20, 2012
Las Vegas, NV

Pack Expo
October 28-31, 2012
Las Vegas, NV

OCTOBER/NOVEMBER

Publication Date: Nov. 2, 2012

Ad Closing: Oct. 12, 2012

Materials Due: Oct. 22, 2012

- Technology Feature on Paint Application Equipment
- Assembly Update on Structural Bonding Alternatives for Plastics
- In-Mold Decorating Equipment/Supplies
- Focus on In-Mold Decorating and Labeling
- Ask the Expert on Pad Printing Technologies

BONUS DISTRIBUTION:

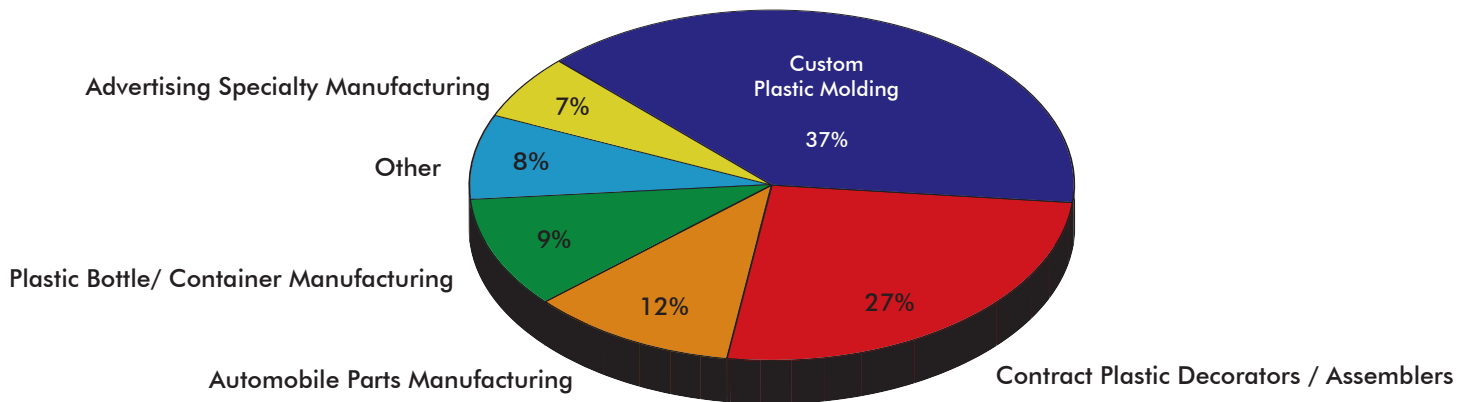
PLASTEC West
February 2013
Anaheim, CA

Plastics Decorating is distributed to 10,000 plastics businesses involved in the decorating and/or assembly of plastic parts and products. It is distributed to corporate management as well as plant managers and production managers involved with the plastics decorating process. There will be additional distribution at industry-related tradeshow in 2012, including PLASTECH West, NPE, HBA Global Expo, Pack Expo and SGIA.

Plastics Decorating readers represent the following industries:

Contract Plastic Decorators
Custom Plastic Molding
(with secondary decorating/assembly operations)
Automobile Parts Manufacturing
Sporting Goods Manufacturing

Cosmetics Manufacturing
Toy Manufacturing
Plastic Bottle/ Container Manufacturing
Credit Card Manufacturing
Advertising Specialty Manufacturing



*Figures based on estimated percentage of subscribers.