



## Multimedia Solutions

A perfect mix of print, digital and online advertising that accelerates sales, increases revenue and drives return on investment.

### Print Advertising

Plastics Hotline is mailed monthly nationwide. As an added benefit to our advertisers, Plastics Hotline is distributed at major manufacturing trade shows throughout the year, showcasing your message to additional buyers.

Plastics Hotline's digital edition is the perfect way to reach leading decision makers using the latest digital ad technology.

### Online Opportunities

This huge worldwide audience of customers is primed and ready to learn more about your products. Contact your ad representative about integrated marketing packages for reaching Plastics Hotline's online viewers with your videos, banner ads and product news.

When you place an ad in the print edition, it is automatically included in the digital edition. The digital edition is delivered via email. This means your ad will be accessible to an additional 15,000+ potential buyers. The digital edition is a great FREE addition to your marketing campaign.



Scan the QR Code with your smart phone to visit our website

## About Us

Plastics Hotline was first introduced in 1990 and remains, 22 years later, the most cost-effective and user-friendly publication serving the plastics processing market today. Plastics Hotline was initially designed as a weekly publication, serving readers such as injection molders, extruders, blow molders, recyclers, thermoformers, and compression molders.

Thanks to the feedback and request of many of our loyal readers and advertisers, Plastics Hotline changed its printed format from a weekly to monthly publication in 2010. Our audience has remained the same but now each issue mails to more buyers than ever before. The feedback from our readers and advertisers regarding this change has been extremely positive. Our loyal readers continue to read Plastics Hotline for one reason and one reason only - to find out about the latest industry buying opportunities.

## Contact Us

### Plastics Hotline

P.O. Box 893  
809 Central Avenue, 2nd Floor  
Fort Dodge, Iowa 50501  
[www.plasticshotline.com](http://www.plasticshotline.com)  
[steve@plasticshotline.com](mailto:steve@plasticshotline.com)

888-247-2006  
Local: 515-574-2235  
Fax: 515-574-2237

## Follow Us Online



[www.youtube.com/PlasticsHotline](http://www.youtube.com/PlasticsHotline)

[www.facebook.com/IndustryMarketingSolutions](http://www.facebook.com/IndustryMarketingSolutions)



[www.twitter.com/PlasticsHotline](http://www.twitter.com/PlasticsHotline)



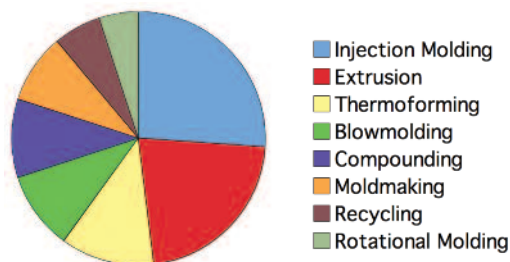
[www.linkedin.com](http://www.linkedin.com)

**Plastics  
Hotline**

## Priority Positions

Position	4/Color
Front Cover	\$1,580
Back Cover	\$1,480
Inside Front Cover	\$1,390
Inside Back Cover	\$1,365
Priority Page 3	\$1,340
Priority Pages: 5, 7, 9	\$1,320
Priority Pages: 4, 6, 8	\$1,300

## Circulation by Type of Industry



## 4/Color Rates (per insertion rate)

Size	1 issue	3 issues	6 issues	12 issues
Full page	\$1,260	\$1,150	\$1,080	\$950
24"	\$870	\$800	\$750	\$660
1/2 page	\$795	\$730	\$685	\$600
15"	\$600	\$550	\$520	\$460
1/4 page	\$450	\$415	\$385	\$340
8"	\$380	\$350	\$330	\$290
6"	\$290	\$270	\$260	\$225
4"	\$215	\$195	\$180	\$150
3"	\$165	\$150	\$140	\$120
2"	\$115	\$110	\$100	\$85

## Black/White Rates (per insertion rate)

Size	1 issue	3 issues	6 issues	12 issues
Full page	\$1,060	\$950	\$880	\$750
24"	\$750	\$670	\$630	\$530
1/2 page	\$670	\$605	\$560	\$475
15"	\$500	\$455	\$420	\$360
1/4 page	\$375	\$340	\$300	\$265
8"	\$300	\$270	\$250	\$215
6"	\$230	\$210	\$195	\$165
4"	\$175	\$155	\$140	\$110
3"	\$135	\$120	\$110	\$90
2"	\$95	\$90	\$80	\$65

1" Want-To-Buys: \$40 per insertion. (Equipment Only)

*Rates are net and non-commissionable*

## Additional Solutions

- **Show Bags** - plastic bags printed with company ads on each side that we distribute at major trade shows
- **Direct Mail** - we can design, print and mail pieces to meet your specifications
- **T-shirts** - we can design, print and distribute t-shirts for 1 company or groups of companies at major trade shows
- **Poly Bag** - we offer the opportunity to poly bag a printed piece or catalog you have in a plastic bag with our well-established publications - you can provide us with a pre-printed piece or we can coordinate the design and printing of the piece and then poly bag them for you
- **Insert Cards** - we can design, print and insert perforated reply cards or insert cards in any issue of our publication
- **Ad Reprints** - we can easily do reprints of your ad for you on any stock of paper and for any quantity
- **Coozies** - we can design, print and distribute coozies with your company info at major trade shows
- **Show Posters** - we will print and display poster size reproductions of your ad - available at all of the trade shows we exhibit - these posters are high quality crystal laminate coating with a matte back and grab a lot of attention

# 2012 Distribution

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## January 2012

Ad Copy Due: **12/15/11**

Shows: Molding 2012 - January 22-25 - Miami, FL

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## February 2012

Ad Copy Due: **1/20/12**

Shows: Plastec West - February 14-16 - Anaheim, CA  
West Pack - Feb 14-16 - Anaheim, CA  
ATX West - Feb 14-16 - Anaheim, CA  
SPE Int'l Polyolefins 2012 Conference - Feb 26 - Houston, TX  
Pre Show NPE

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## March 2012

Ad Copy Due: **2/17/12**

Shows: NPE 2012 - April 1-5 - Orlando, FL  
Antec - April 2-4 - Orlando, FL  
Polymer Nanocomposites 2012 Conference - March 5-7 - Bethlehem, PA  
Texas Pack - March 14-15 - Fort Worth, TX  
ATX Texas - March 14-15 - Fort Worth, TX  
2012 Plastics Recycling Conference - March 20-21 - Atlanta, GA

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## April 2012

Ad Copy Due: **3/16/12**

Shows: Design & Mfg New England - April 25-26 - Boston, MA

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## May 2012

Ad Copy Due: **4/13/12**

Shows: South Pack - May 2-3 - Charlotte, NC  
ATX South - May 2-3 - Charlotte, NC  
PTXi - May 8-10 - Rosemont, IL  
Int'l Powder & Bulk Solids - May 8-10 - Rosemont, IL  
SPE Bioplastics 2012 Conference - May 16-18 - Seattle, WA  
East Pack - May 22-24 - Philadelphia, PA  
ATX East - May 22-24 - Philadelphia, PA  
MD&M East - May 22-24 - Philadelphia, PA

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## June 2012

Ad Copy Due: **5/18/12**

Shows: BioPlastics: The Re-Invention of Plastics - June 13-15 - San Francisco, CA  
Post Show NPE

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## July 2012

Ad Copy Due: **6/15/12**

# 2012 Distribution

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## August 2012

Ad Copy Due: **7/13/12**

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## September 2012

Ad Copy Due: **8/17/12**

Shows: Expoplasticos - September 12-14 - Guadalajara, Mexico

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## October 2012

Ad Copy Due: **9/14/12**

Shows: MassPlastics 2012 - October 24-25 - Fitchburg, MA

Pack Expo International - October 28-31 - Chicago, IL

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## November 2012

Ad Copy Due: **10/12/12**

Shows: ExpoPlast 12 - November 14-15 - Montreal, Canada

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## December 2012

Ad Copy Due: **11/9/12**

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## January 2013

Ad Copy Due: **12/7/12**

\* Show distribution is tentative and subject to change

### *Dont Take Our Word For It:*

“ I just wanted to take a minute to thank you for all of your help with our ad campaign in the Plastics Hotline magazine. Although we have a small ad running, it is bringing big results for us. In the past, our business was servicing only the New Jersey/New York area with high precision plastic extrusion tooling made quickly & inexpensively. Since we started running the ad that you created for us, we are taking orders from all over the country. It is amazing that we get telephone calls and emails from markets that we didn't know existed. I also think that your advice for specific insertions has helped us target the right people at the right times. Just the other day, I took another plastic extrusion tooling order for a customer that found us in the Plastics Hotline a few months ago. We have manufactured many tools for him since then and he told me that our tool design/building service was exactly what they were looking for to get their plastic products out faster. He informed me that he wants to use our company for all of his tooling needs and that he was very happy that he found us.

Although the economy is bad and business is challenging, we are getting excellent results with Plastics Hotline that is helping this segment of our business tremendously. Thank you for all of your help and support. ”

Bob Tarantino  
President  
New Jersey Precision Technologies, Inc.

# Website Advertising

## Banner Ads

Available in many high traffic locations on our website, each banner provides a direct link to your website.

**Sidebar banners** appear on the right hand side of each page. 5 banners spots per page. Only \$750 per month

**Scrolling Banners** are located on every page of our website. Only 10 available. Only \$750 per month.

**Pop-Up Banners** appear as a pop-up over buyers guide listings under a specific category. Only 1 available in each category. Only \$750 per month.

## Videos

Feature your company's video on the homepage of our website. Only 2 spots available each month. Ten total spots available through video vault. Only \$2500 per month. Suggested length for video 1 minute or less, if longer let's discuss. Must be under 100 MB

## Buyers Guide

Convert leads to sales from visitors in search of suppliers by product categories, and increase your results of being found and contacted. Only \$250 per month

## Featured Products or Advertisers

List your company/product information, your company logo, as well as a link directly to your website. Only \$750 per month.

## Industry News

Your company press releases and new product spotlights can be highlighted in our Industry News section - includes a brief description of your news with a link to the full document - can link to your website and/or email address.

## Auction Calendar

Includes your company logo, a brief description of your auction along with a direct link to your website. Only \$500 per month

# Email Blasts

**Digital Email Blast Banner** - Your animated banner appears in the e-mail that notifies subscribers of the latest digital edition. Only 4 available per issue. Cost: \$750 per issue.

**Digital Email Blast Video** - An amazing way to showcase your new product or service to our qualified list of buyers. Only 2 spots available. Only \$2500 each.

**Group Email Blast** - Reach thousands of buyers at once and get a faster response than you would through most other marketing campaigns. Includes a brief description of your company, your phone number and links to your email and website. Only \$500.

**Custom E-mail Blasts** - We will email out your sales message to our quality email list. Your blast can include links to your website and email. We can design your blast if needed. Cost is only \$250 per thousand with a 2,000 name minimum.

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# Email & List Rental

**E-Mail Lists** - Providing high quality Email Lists with quality leads so you can increase sales and profits. Your blast will include links to your website and email address. We can design your blast if needed.

## Email List Opportunities exist in the following areas:

Metal Working, Construction, Electrical Contractors, Converting, Packaging, Plastics, and Material Handling.

Base Rate - \$250 / M (2000 minimum, volume discounts may apply)

**List Rental** - We offer industry leading postal list rental and will break down the list by state, geographic region, SIC code or contact names so you can reach the specific buyers you are looking for.

## Postal List Opportunities exist in the following areas:

Electrical Contractors, Converting, Packaging, Plastics, and Material Handling.

Base Rate - \$140 / M (5000 minimum, volume discounts may apply)

# Artwork Specifications

## Full Page Ad

Bleed Size .....7-7/8" x 11"  
Page Trim .....7-5/8" x 10-3/4"  
Live Matter .....7" x 9-13/16"

## 2 Page Spread

Bleed Size .....15-3/4" x 11-1/4"  
Page Trim .....15-1/4" x 10-3/4"  
Live Matter .....14-10/16" x 9-13/16"

## Front Cover

Bleed Size .....7-7/8" x 7-7/16"  
Page Trim .....7-5/8" x 7-1/4"  
Live Matter .....7" x 6-13/16"

## Back Cover

Bleed Size .....7-7/8" x 7-7/8"  
Page Trim .....7-5/8" x 7-3/4"  
Live Matter .....7" x 7-5/16"

**Half Page - Horizontal:** 7" x 4 13/16"

**Half Page - Vertical:** 3 3/8" x 9 13/16"

**Quarter Page:** 3 3/8" x 4 13/16"

**2x4:** 3 3/8" x 3 13/16"

**2x3:** 3 3/8" x 2 13/16"

**Business Card:** 3 3/8" x 1 13/16"

**2x1:** 3 3/8" x 13/16"

**1x4:** 1 5/8" x 3 13/16"

**1x3:** 1 5/8" x 2 13/16"

**1x2:** 1 5/8" x 1 13/16"

## Artwork Submission

Advertising materials can be supplied by:

### Email

Email to [design@plasticshotline.com](mailto:design@plasticshotline.com)

### FTP

FTP: <ftp://es-pub2.com>  
Username: iahawks • Password: GoHawks!1

### Disk

809 Central Ave Second Floor  
Fort Dodge, IA 50501  
When sending us a CD, include a laser or color copy of contents.

## Camera-ready art specifications

### Software

QuarkXpress V6.0, Photoshop V3.0 or higher,  
Illustrator V5.0 or higher

### Supported Formats

PDF, TIFF, EPS and JPG  
PDF's: When preparing your PDF,  
distill the PDF at 240 dpi, embed all fonts

### Images

Photos should be processed at a resolution of no less than 240 dpi and at 100% of the printing size.

### Recommended Resolutions of Original Scans

Color Images - cmyk: 240-300 dpi  
Black & White Line Art: 900 dpi  
Grayscale Images: 240 dpi

### We Can Not Accept

Corel Draw, Word Perfect, Powerpoint, Excel,  
Pagemaker, Microsoft Publisher, True Type Fonts,  
or Window Fonts.

This publication is mailed twelve times a year. **All new ad copy is due Thursday before cut-off by 4:00 p.m. (CST).** Any advertising copy submitted after that time will be placed in the following edition. Cut-off may vary on special show issues, so please consult your marketing consultant for details.