

2010 Media Kit

Multimedia Solutions

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



Contact

Plastics Hotline

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**Plastics
Hotline**

The Monthly Marketplace for Plastics Processing
Equipment, Materials, Supplies and Business Services.

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About *Plastics Hotline*

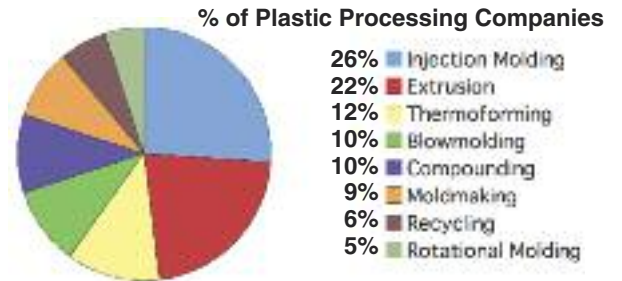
Plastics Hotline was first introduced in 1990 and is now, 20 years later, the most cost-effective and user-friendly publication serving the plastics processing market today.

Plastics Hotline was initially designed as a weekly publication serving readers such as injection molders, extruders, blow molders, recyclers, fabricators, thermoformers and compression molders.

Thanks to the feedback and request of many of our loyal readers and advertisers, *Plastics Hotline* is pleased to announce that starting with the March 2010 Issue we will change our printed format from a weekly to a monthly publication (yet each issue will mail to more buyers than ever before). Our readers are still the same people but the market has changed and the weekly format we were founded on is no longer necessary. Our loyal readers will continue to read *Plastics Hotline* for one reason and one reason only – to find out about the latest industry buying opportunities. Our monthly issues will continue to be accessible to readers worldwide through our digital publication.

Distribution

In addition to the change in frequency, we also changed the distribution to more accurately target the audience that we believe will be most interested in the products and services contained within.



Plastics Hotline will also have a complete facelift! We have changed the logo and website to a more modern, updated look. We believe you will find the new website to be a more valuable resource tool than ever before with exciting content that will keep you coming back for more.

With all of these exciting changes, one thing will remain constant. *Plastics Hotline* will continue to be the most cost-effective marketing tool in the industry.

Opportunities at a Glance

Online Opportunities

Videos	Featured Advertisers
Buyers Guide	Auction Calendar
Banner Ads	Events Calendar
Business Card Showcase	Industry News
Pop-Up Banner	

Additional Opportunities

Email Blasts	Insert Cards
List Rental	Ad Reprints
Show Bags	Show Posters
Direct Mail	Poly Bag

Make Your Ad Come to Life!

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.

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

All advertisements are interactive with hotlinks to your website and email addresses, ensuring interested readers will have instant access to your product information.

Follow Us Online



For More Information contact



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Priority Positions

Position		4/Color
Front Cover	7x613/16	\$1,580
Back Cover	7x75/16	\$1,480
Inside Front	7x913/16	\$1,390
Inside Back	7x913/16	\$1,365
Page 3	7x913/16	\$1,340
Page 5, 7, 9	7x913/16	\$1,320
Page 4, 6, 8	7x913/16	\$1,300

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 contact your marketing consultant for details.

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

Camera-ready art specifications

Page size and specifications

Live Matter	7" x 9-13/16"
Page Trim	7-5/8" x 10-3/4"
Bleed Size	7-7/8" x 11"
Column Width	1-5/8", 4-column

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.

When sending us a CD, include a laser or color copy of contents.

Electronic and FTP File Transmission

FTP: ftp://es-pub2.com
 Username: iahawks • Password: gohawks

Email: design@plasticshotline.com (when sending files via email the same specifications apply)

For More Information contact



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Issue Date	Bonus Distribution	Date	Location
March Deadline: February 15	Plastics Recycling Conf. SPE Equipment Council Spring Conf. SPE Thermoforming Committee Conf. Plastimagen Mexico 2010	March 2-3 March 16-18 March 18 March 23-26	Austin, TX Orlando, FL Orlando, FL Mexico City
April Deadline: March 15	SPE Fluoropolymers Committee (Spring Mtg.) Design & Mfg. Plastec South Plastic Design & Moulding Molding 2010	April 18-21 April 21-22 April 28-29 May 18-20 April 12-14	Las Vegas, NV Boston, MA Charlotte, NC England, UK San Antonio, TX
May Deadline: April 19	PDx/amerimold SPE Antec 2010 Powder & Bulk Solids w/ PTXI	May 11-13 May 16-20 May 4-6	Cincinnati, OH Orlando, FL Rosemont, IL
June Deadline: May 17	Plastec East	June 8-10	New York, NY
July Deadline: June 21	SPE Flexible Vinyl Products Group Annual Conference	July 11-14	Leesburg, VA
August Deadline: July 19			
September Deadline: August 16	IMTS 2010 Show SPE Fall 2010 Nat'l Board Meeting SPE Workshop at SPE Thermoformers Annual Conference Plastec Midwest	September 13-18 September 15-17 September 18 September 28-30	Chicago, IL Washington, DC Milwaukee, WI Rosemont, IL
October Deadline: September 20	K 2010	Oct. 27-Nov. 3	Dusseldorf, Germany
November Deadline: October 18	Borderland Trade Show Pack Expo CPP Expo	September 21-22 Oct. 31-Nov. 3 Oct. 31-Nov. 3	El Paso, TX Chicago, IL Chicago, IL
December Deadline: November 15	Super Post-Show Distribution		
January 2011 Deadline: December 13			

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