



# 2019 Integrated Media Kit for Plasticity Hotline

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

**rdgmedia**  
PUBLICATION

**Plasticity Hotline**  
White Paper Download  
Doing "IT" Right, Right Away

This one stop inside CDW's state-of-the-art Western Distribution Center in North Las Vegas, NV, and you are transported into the future of product distribution. The future, however, is here today and CDW's efficiency and fulfillment accuracy have helped the company achieve one of the highest customer satisfaction ratings in the industry. At more than 973,000 square feet, the North Las Vegas facility is the second and largest Distribution Center operated by CDW and primarily serves customers throughout the western United States. The Midwest and eastern regions are served by CDW's 450,000 square-foot distribution center in Vernon Hills, Illinois.

At the opening of their western facility, John A. Reinhardt, CDW chairman and chief executive officer, said, "Our ability to ship quickly to our customers from the largest in-stock inventory in the industry has long been one of CDW's key competitive advantages. This new Western Distribution Center expands that advantage and helps position us for continued growth. The efficiency and productivity gains from this facility will enable CDW to meet our future needs and respond with even greater urgency to our customers' IT requirements."

Wabco, Inc. — the largest manufacturer of excavators, VRCs (vertical reciprocating conveyors) and Safety Guarding Products — was one of the primary suppliers of advanced material handling products and systems for both of CDW's distribution centers.

[Download FREE White Paper](#)

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## New in 2019:

- *Webinars - page 4*
- *Impression Based Advertising - page 5*
- *Used Equipment Monthly eBlast - page 6*
- *Product & Video eBlasts - page 6*
- *White Paper eBlasts - page 6*
- *Trade Show eNewsletter Sponsorships - page 6*
- *Special Topic Print & eBlast Package Monthly - page 6*
- *Buyer's Guide - page 8*



# ABOUT *PLASTICS HOTLINE*

*Plastics Hotline* was designed to keep plastics professionals current on equipment, machinery, materials and business services. They read *Plastics Hotline* for one reason and one reason only — to find out about the latest industry buying opportunities. From our print to website to email blasts, *Plastics Hotline* offers distinct advertising opportunities to deliver your promotional message. Our growing social networking presence via Twitter and YouTube compliments our overall presence.

## RATES

### Priority Positions

Position	4/Color
Front Cover	\$1,738
Back Cover	\$1,628
Inside Front Cover	\$1,529
Inside Back Cover	\$1,502
Priority Page 3	\$1,474
Priority Pages: 5, 7, 9, 11	\$1,452
Priority Pages: 4, 6, 8, 10	\$1,430
Center Spread	\$2,970

This publication is mailed twelve times a year. **All new ad copy is due on or before the due date on our distribution schedule.** 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.

### 4/Color Rates

(per insertion rate)

Size	1 issue	3 issues	6 issues	12 issues
Full page	\$1,386	\$1,265	\$1,188	\$1,045
24"	\$957	\$880	\$825	\$726
1/2 page	\$875	\$803	\$754	\$660
15"	\$660	\$605	\$572	\$506
1/4 page	\$495	\$457	\$424	\$374
8"	\$418	\$385	\$363	\$319
6"	\$319	\$297	\$286	\$248
4"	\$237	\$215	\$198	\$165
3"	\$182	\$165	\$154	\$132
2"	\$127	\$121	\$110	\$94

### Black/White Rates

(per insertion rate)

Size	1 issue	3 issues	6 issues	12 issues
Full page	\$1,272	\$1,140	\$1,056	\$900
24"	\$900	\$804	\$756	\$636
1/2 page	\$804	\$726	\$672	\$570
15"	\$600	\$546	\$504	\$432
1/4 page	\$450	\$408	\$360	\$318
8"	\$360	\$324	\$300	\$258
6"	\$276	\$252	\$234	\$198
4"	\$210	\$186	\$168	\$132
3"	\$162	\$144	\$132	\$108
2"	\$114	\$108	\$96	\$78

## January 2019

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

**Shows:** Thermoplastic Concentrates - January 29-31 - Coral Springs, FL  
Polyethylene Films 2019 - February 1-7 - Coral Springs, FL

## February 2019

**Ad Copy Due: 1/16/19**

**Shows:** Plastec West - February 5-7 - Anaheim, CA  
MD&M West - February 5-7 - Anaheim, CA  
West Pack - February 5-7 - Anaheim, CA  
ATX West - February 5-7 - Anaheim, CA  
Electronics West - February 13-15 - San Diego, CA  
SPE Int'l Polyolefins Conference - February 24-27 - Houston, TX  
Molding 2019 - March 19-21 - Indianapolis, IN

## March 2019

**Ad Copy Due: 2/13/19**

**Shows:** Bonus mailing to Recyclers  
Design 2 Part Show - March 13-14 - Grapevine, TX  
Design 2 Part Show - March 27-28 - Atlanta, GA

## April 2019

**Ad Copy Due: 3/13/19**

**Shows:** Design 2 Part Show - April 24-25 - Uncasville, CT

## May 2019

**Ad Copy Due: 4/10/19**

**Shows:** Design Part 2 Show - May 8-9 - Schaumburg, IL  
Plastec New England - May 15-16 - Boston, MA  
BIOMEDevice - May 15-16 - Boston, MA  
Design & Mfg. New England - May 15-16 - Boston, MA  
ESC Boston - May 15-16 - Boston, MA  
ReFocus - May 20-22 - Grand Rapids, MI  
Chinaplas - May 21-24 - Guangzhou, China  
Design Part 2 Show - May 22-23 - Santa Clara, CA

## June 2019

**Ad Copy Due: 5/8/19**

**Shows:** Design Part 2 Show - June 5-6 - Minneapolis, MN  
Plastec East - June 11-13 - New York, NY  
MD & M East - June 11-13 - New York, NY  
East Pack - June 11-13 - New York, NY  
Design & Mfg Atlantic - June 11-13 - New York, NY  
Quality Expo East - June 11-13 - New York, NY  
ATX East - June 11-13 - New York, NY  
Amerimold - June 12-13 - Rosemont, IL

## July 2019

**Ad Copy Due: 6/12/19**

**Shows:** Bonus mailing to Recyclers & Extruders

## August 2019

**Ad Copy Due: 7/17/19**

**Shows:** Bonus mailing to Injection Molders

## September 2019

**Ad Copy Due: 8/14/19**

**Shows:** SPE Thermoforming Conference - September 9-11 - Milwaukee, WI  
SPE Blow Molding Conference - September 23-25 - Atlanta, GA  
Pack Expo - September 23-25 - Las Vegas, NV

## October 2019

**Ad Copy Due: 9/11/19**

**Shows:** K Show - October 16-23 - Dusseldorf, Germany  
Extrusion 2019 - Cleveland, Ohio

## November 2019

**Ad Copy Due: 10/9/19**

Buy a ½ page or full page and receive a 2nd one at no charge

## December 2019

**Ad Copy Due: 11/6/19**

**Shows:** Bonus mailing to Injection Molders

## January 2020

**Ad Copy Due: 12/4/19**

**Shows:** Bonus mailing to Recyclers & Injection Molders



## Chinaplas 2019 (May) & K 2019 (October) Packages

### Package includes:

- Run a print ad in the month before and the month of the show.
- Be part of a product eblast the week before the show (image, product name, 50 words, link)
- Have an ad on our website for any 90 day period from 60 days prior to the show till 60 days after the show ends
- Be part of our Geo-Fencing at the show(s).

# NEW FOR 2019!

## Focused Product eBlasts

Align your company by being a sponsor of our various product eblast topics throughout the year.

January - Thermoplastics

February – Extruder & Extrusion Lines

March – Machines & Equipment for Recycling

April – Injection Molding Machines

May – Thermoforming Machines

June – Used Equipment

July - Machines & Equipment for Recycling

August - Compounding

September – Tool Repair

October - Injection Molding Machines

November – Injection Molding Machines

December - Machines & Equipment for Recycling

## Native & Sponsored Content

Sponsor content in print, on our site and in our newsletter

**In Print** – Our editor will interview your company and we will run a ½ page of “sponsored content” in the issue of your choice.

**Homepage** – top right column of the home page and ROS for 30 days labeled as “Sponsored Content”. Links to your exclusive content page.

**eNewsletter Content Box Ad** - Content highlighted in our newsletter with links to your exclusive content page clearly identified as “Sponsor Content” with your logo.

**Exclusive Website Content Page** - supplied content (articles, white papers, videos, etc.), identified as “Sponsored Content,” includes your logo on our website.

- 589 x 90, (2) 300 x 250 ads will appear on the content page
- Supplied video
- Content page can include product images/ descriptions, conferences you are attending, link to your buyer’s guide listing.
- You will appear in keyword searches on our website.

## WEBINARS

### Exclusive Sponsored Webinars

Be looked at as a thought leader by doing a 30-60 minute presentation to a captive audience. Generate high quality leads from industry professionals looking to learn more about the webinar topic.

- Your logo on all promotions: HTML eblasts, newsletters, our website and in print ads promoting your webinar
- Your logo on registration page
- Full contact info of all registrations
- You can use the sales promotion to send to your database
- Webinar available On-Demand for three months

### Sponsor A Lead Generating Webinar Today!

Sponsor a 30-60 minute webinar exclusive topic to your company. We find the speakers and we do all the work driving registrations.

#### Sponsors Receive:

- Your logo on all promotions: HTML eblasts, eNewsletters, our website and print ads in the magazine
- Your logo on registration page
- Professionally narrated intro with 20 second commercial at the beginning and end of the webinar
- Full contact info of all registrations
- You can use the sales promotion to send to your database
- Webinar available On-Demand for three months

# TARGETED DIGITAL MARKETING

Targeted Digital Marketing allows your company to reach potential and existing customers through laser-focused digital advertising. We can deliver your ads to users based on their online activities and habits.

Targeted Digital Marketing is an impression-based advertising campaign that deploys digital ads through any combination of:

- Geo-Fencing
- Event Targeting
- Keyword Targeting
- Site Re-Targeting
- Search Re-Targeting
- Contextual Targeting
- Geo-Targeting
- Email Marketing



**What is geo-fencing?** Geo-fencing targets your ideal consumer on their mobile device based on a geographic location. *Partner with us to geo-fence ALL of your trade shows, conferences, TOP PROSPECTS!*

**What is event targeting?** Event targeting compliments the geo-fencing campaign. Re-target prospects that were captured during a specified event for up to 30 days following the event.

**What is keyword targeting?** Keyword targeting targets users viewing content relevant to what you offer based on specific words and terms.

**What is site re-targeting?** Site re-targeting is marketing to those who have been to your website. This is the most common type of re-targeting.

**What is search re-targeting?** Search re-targeting allows you to target users who have recently searched keywords and phrases relevant to your brand.

**What is contextual targeting?** Contextual targeting allows you to target your ideal consumer based on habitual tendencies.

**What is geo-targeting?** Geo-targeting uses IP addresses to match the geographic location and target addresses mapped to a country, state, city, zip or a specific radius.

Check out our digital marketing at <http://rdgdigitalsolutions.com>



## Used Equipment eBlast

Each month we will do an eBlast so compliment your print ad for minimal dollars with a listing of a piece(s) of used equipment, a 50-100 word description and links to 10,000 emails.

## Product eBlast Showcase (A)

Showcase up to four products or equipment that will get blasted out! With the Product eBlast, you promote your products and equipment in a dedicated eBlast.

You send us up to 4 product images along with a headline, a 75 word description and up to 4 links for each product.

## Support the Trade Shows you Attend! (B)

Sponsor our On the Floor eNewsletter eBlast for Plastec West, Plastec East, Amerimold, ChinaPlas, K-Show, SPE Thermoforming Conference.

Dominate any day(s) exclusively of a trade show you exhibit at with our On The Floor eNewsletter. We will write content on the trends, must-sees and seminars. You would own all of the ad units in each day(s) newsletter that will get deployed to 30,000 emails early in the morning each day of the show.

- 728 x 90 ad with a link
- Up to (3) product images, 50 word description for each and link for each

## Case Study & White Paper Sponsorships (C)

Do you have a white paper or case study you want to get in the hands of new leads? Send us your case study or white paper with a subject line, headline, 50-75 word description and a link and we will blast it out and generate leads for you.

## Topic Focused Product eBlast (D)

Be part of an eblast topic that aligns with your company. Send us a product image, 100 word description and a link and you can put it in front of 30,000 emails.

## Digital Email Blast (E)

Exclusively sponsor our digital edition each month that notifies subscribers our current digital edition is available to read.





## Banner Ads

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

- **Homepage Banner Bottom**  
Banner showing on homepage only. 587pixels x 90pixels or 468pixel x 60pixels. Value: \$500 biweekly. (A)
- **Sponsor Ads in Side Bar**  
Four 125pixels x 125pixels and one 300pixels x 250pixels. Will show up on all on Pages (not posts) except auction page and advertising. Value: small banner \$175/week – large banner \$500/week. (B)
- **Auction Page Banners**  
Four 125pixels x 125pixels banners on side bar and one 587pixels x 90pixels or 468pixel x 60pixels on top of page. Value: top banner \$400/week – small banners \$200/week. (C)
- **Header Banner**  
One 728 pixel x 90 pixel on top of the page. (D)

## Featured Products

Two products are featured on the homepage per week. It is an article about a product that can include a product video, product pictures, links to spec sheet pdf, etc. The articles will remain on the featured product page after it is removed from the homepage. (E)

## Featured Advertisers

12 homepage spots per month. Dimensions are 125 x 125. Links to a page on our website with the content of your choosing. (F)

## Product & Industry News

Spotlight your company news, press releases, and articles on our online industry news page. Buyers look to this page for information on new products, technology and company profiles. (G)

## Social Media

Team up with Plastics Hotline to create a social media strategy that communicates with buyers. Broadcast your company's message to our customer base while driving traffic to your website, reaching potential customers and expanding your audience! Partner with Plastics Hotline to build your brand!

## Auction Calendar

Includes your company logo, a brief description of your auction with a direct link to your website. The five with the closest sale date will be listed on the sidebar. (H)





## Make Use of the Investment you Spent on developing Videos:

Let us make use of the investment you made in developing videos.

Here are all the different places we can make use of your videos:

- Appears on our website homepage and on video page for 90 days
- Monthly eNewsletter
- 3x Facebook & Twitter post
- Posted on our YouTube page for a year
- Video eBlast – we will blast it out (February, June, September and November) to our 30,000 digital subs
- Digital Edition – promote your videos in our digital edition eBlast each month

## BUYERS GUIDE

The August 2019 issue of Plastics Hotline, will feature an in print Buyers Guide along with suppliers and products listed online. The Buyers Guide will have a one-year shelf life and will be a quick and easy-to-use source of information for customers looking for suppliers of plastics. There will be a nominal fee to get listed with many affordable upgrade options in both print and online.

### Basic Listing \$50

- Company Name, Address, Phone Numbers, Fax Number, Email Address, Website
- Listed in up to (3) Product Categories

### Deluxe Listing \$195

Basic listing plus:

- Company logo in print and linked from our buyer's guide online
- Unlimited Product Categories (or suggested ones to add)

### Premium Listing \$395 or \$35/month

Basic and Deluxe listing plus:

- Boldface in print and online
- List of shows you are exhibiting at in 2019
- Social media linked graphics in your listing with links
- Company Description (up to 100 words)

### Featured Listing \$695 or \$65/

month Basic, Deluxe & Premium listing plus:

- Appear at the top of all buyer's guide categories
- 2 product images online
- 2 spec sheets online
- 2 videos online

### Optional print upgrades:

- Logo under product categories - \$195 (additional categories \$125 each)
- 2" mini-ad - \$225 per (3 or more \$175 per)
- 3" mini-ad - \$300 per (3 or more - \$225 per)



## DIGITAL PUBLICATION

### Digital Edition Sponsorship

Sponsor a monthly issue of Plastics Hotline. You receive a banner ad with a link on the eBlast that goes to 30,000 readers.

### Digital Issue Add-Ons

#### • Sponsor Banner

We can place an ad to the left of the cover and at the top of the page that is exclusively owned by your company. Contact your account executive for specifications and availability.

#### • Video over Ad

Turn your ad in our digital edition into a live interactive experience by placing your video over your ad. When users flip the page the video will start to play automatically.





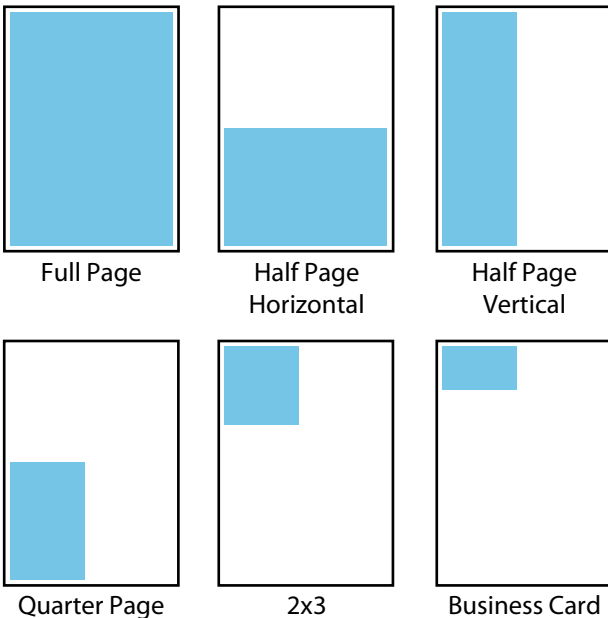
# ARTWORK SPECIFICATIONS

Full Page bleed	7-7/8" x 11"
Full Page non-bleed	7" x 9-13/16"
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"

Front Cover	Ask your sales associate for specs
Back Cover	Ask your sales associate for specs

Publication Trim Size: 7-5/8" x 10-3/4"

Keep all live matter 1/4" from all trim edges on bleed pages.



2x3	3 3/8" x 2 13/16"
2x2	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 2 13/16

## Camera-ready Art Specifications

### Software

Adobe Creative Cloud (InDesign, Photoshop)

### 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.

## Artwork Submission

**Email:** barb@rdgmedia.net

**FTP:** myftp.oxen.tech

**Username:** upload

**Password:** UploadAlpha2@

## CONTACT Us

### Plastics Hotline

P.O. Box 893 • Fort Dodge, Iowa 50501

888-247-2007 • Local: 515-574-2248 • Fax: 515-574-2237

www.plasticshotline.com



**Donas Bradford**, Account Executive  
815-333-6168 • donasb@plasticshotline.com

**Randy Green**, President  
515-574-2540 • randy@rdgmedia.net