

Plastics Hotline 2018 Media Kit

Online
Marketing

Print

Trade
Shows

Digital

Social
Media

Plastics Hotline

888-247-2006
www.plasticshotline.com

Check out some of our 2017 issues:



2018 Media Kit

Plastics Hotline



Contact Us

Plastics Hotline

P.O. Box 893
809 Central Avenue, Suite 200
Fort Dodge, Iowa 50501
www.plastics.hotline.com
randy@rdgmedia.net

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

Follow Us Online



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.

Multimedia Solutions

Through a diverse portfolio of media solutions, Plastics Hotline assists buyers in finding valuable resources for products and services and provides a profitable tool for businesses to advertise directly to a packaging specific audience.

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.

Digital Advertising

Digital Media plays an essential role in delivering information to plastics professionals. Digital editions are an exact duplication of the print issue but with added digital interactivity such as clickable web and email links, videos, and access to view anywhere via laptop, tablet or PC. The digital editions are deployed via email and also available on PlasticsHotline.com.

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

Website Advertising

PlasticsHotline.com provides users with 24/7 online access to up-to-date event listings, products and services, and more while offering high-impact advertising options for the most cost-effective way to strengthen your print advertising campaign and build your brand.

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, 11 | \$1,320 |
| Priority Pages: 4, 6, 8, 10 | \$1,300 |
| Center Spread | \$2,700 |

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 | \$1,260 | \$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

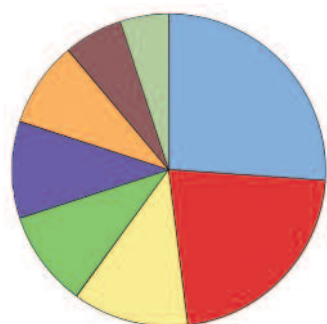
(per insertion rate)

| 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

Circulation by Type of Industry



- Injection Molding 26%
- Extrusion 22%
- Recycling 12%
- Blowmolding 10%
- Compounding 10%
- Moldmaking 9%
- Thermoforming 6%
- Rotational Molding 5%

Our rates and CPM are among the most competitive and the lowest in the industry. Your rate also includes FREE 4/color graphic design assistance if needed.

Artwork Specifications

Full Page Ad

Bleed Size.....7-7/8" x 11"
Page Trim7-5/8" x 10-3/4"
Live Matter7" x 9-13/16"

2 Page Spread

Bleed Size.....15-3/4" x 11-1/4"
Page Trim15-1/4" x 10-3/4"
Live Matter14-10/16" x 9-13/16"

Front Cover

Bleed Size.....7-7/8" x 11"
Page Trim7-5/8" x 10-3/4"
Live Matter7" x 6-13/16"

Back Cover

Bleed Size.....7-7/8" x 7-7/8"
Page Trim7-5/8" x 7-3/4"
Live Matter7" 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"

(Note: All dimensions are width x height)

Artwork Submission

Advertising materials can be supplied by:

Email

Email to design@plasticshotline.com

FTP

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

Disk

809 Central Ave, Suite 200
Fort Dodge, IA 50501
When sending us a CD, include a laser or color copy of contents.

Camera-ready art specifications

Software

QuarkXpress V10.0, 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, InDesign, True Type Fonts, or Window Fonts.

2018 Distribution

* Show distribution is tentative and subject to change

January 2018

Ad Copy Due: 12/7/17

Shows: Thermoplastic Concentrates 2018 - January 23-25 - Coral Springs, FL
Polyethylene Films 2018 - January 30-February 1 - Coral Springs, FL

February 2018

Ad Copy Due: 1/18/18

Shows: Plastec West - February 6-8 - Anaheim, CA
MD&M West - February 6-8 - Anaheim, CA
West Pack - February 6-8 - Anaheim, CA
ATX West - February 6-8 - Anaheim, CA
Electronics West - February 6-8 - Anaheim, CA
SPE Int'l Polyolefins Conference - February 25-28 - Houston, TX
Molding 2018 - February 27-March 1 - Long Beach, CA

March 2018

Ad Copy Due: 2/15/18

Shows: Advanced Design & Mfg. Cleveland - March 7-8 - Cleveland, OH
Design 2 Part Show - March 14-15 - Grapevine, TX
Design 2 Part Show - March 28-29 - Atlanta, GA

April 2018

Ad Copy Due: 3/15/18

Shows: Plastec New England - April 18-19 - Boston, MA
BIOMEDevice - April 18-19 - Boston, MA
Design & Mfg. New England - April 18-19 - Boston, MA
ESC Boston - April 18-19 - Boston, MA
Design 2 Part Show - April 18-19 - Secaucus, NJ

May 2018

Ad Copy Due: 4/12/18

Shows: ANTEC® Orlando @NPE2018 - May 7-10 - Orlando, FL
NPE 2018 - May 7-11 - Orlando, FL
ReFocus 2018 - May 7-11 - Orlando, FL
Design 2 Part Show - May 9-10 - Schaumburg, IL
Design 2 Part Show - May 23-24 - Santa Clara, CA

June 2018

Ad Copy Due: 5/10/18

Shows: Design 2 Part Show - June 6-7 - Minneapolis, MN
Plastec East - June 12-14 - New York, NY
MD&M East - June 12-14 - New York, NY
East Pack - June 12-14 - New York, NY
Design & Mfg Atlantic - June 12-14 - New York, NY
Quality Expo East - June 12-14 - New York, NY
ATX East - June 12-14 - New York, NY
amerimold 2018 - June 13-14 - Novi, MI
Plastics Shop Floor Expo - June 13-14 - Novi, MI

July 2018

Ad Copy Due: 6/14/18

Shows: Mail focus to Recyclers & Extruders

August 2018

Ad Copy Due: 7/19/18

Shows: Mail Focus to Injection Molders

September 2018

Ad Copy Due: 8/16/18

Shows: SPE Thermoforming Conference - September 24-27 - Fort Worth, TX

October 2018

Ad Copy Due: 9/13/18

Shows: SPE Blow Molding Conference - October 8-10 - Pittsburgh, PA
Pack Expo - October 14-17 - Chicago, IL
Extrusion 2018 - October 16-18 - Charlotte, NC

November 2018

Ad Copy Due: 10/11/18

Shows: Expo Plasticos - November 7-9 - Guadalajara, Mexico
Expoplast - November 14-15 - Montreal, Quebec

December 2018

Ad Copy Due: 11/8/18

Shows: Mail Focus to Recyclers & Injection Molders

January 2019

Ad Copy Due: 12/6/18

Website Advertising

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

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

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

Buyers Guide

Convert leads to sales from visitors in search of suppliers by product categories, and increase your results of being found and contacted. The new buyers guide listings are set up on a tiered system. Visit our website or contact us to learn what each tier includes.

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. Value: \$500/week

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. Value: 1st 4 \$750/month next 8 \$400

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.

Videos

Five homepage spots available each month. The video will also be added to the video page. You can watch the video right on the homepage or click "Continue Reading" where you go to a page where the video is bigger and more content can be added. Value: \$1000/month for 1st 2 videos

Showcase your video on our YouTube channel to ensure that all of our users can see your products in action or learn about your company. This will maximize your exposure to a qualified audience. Cost: \$2500/month.

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. Listing Value: \$300/week

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!



Digital Issue Add-Ons

Skyscraper Banner - The skyscraper is another prevalent form of Web advertising. Skyscraper ads are tall and narrow and are placed to the right of the main content on the page.

They can contain text advertisement and images. When users click on a skyscraper ad, they are redirected to the advertiser's website. Cost: \$1500 per issue

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. Cost: \$2500 per month

Email Marketing

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. Email List Opportunities exist in the following areas: Metal Working, Construction, Electrical Contractors, Converting, Packaging, Plastics, Material Handling, Heating, Plumbing, Air Conditioning, Refrigeration, and Woodworking.

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.

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.

Digital Email Blast Product Spotlight - List your company/product information, your company logo, as well as a link directly to your website. Only \$750 per month.



Other Options

- **Show Bags** - bags printed with company information on the side that we distribute at major trade shows
- **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
- **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
- **Promotional Items** - we can design, print and distribute promotional items with your company info at major trade shows