

Temperature Control
Machine Maintenance
Safety Equipment
Industry Events
Materials Handling
In Other Words
Smart Factory
Process Monitoring
Film Extrusion
Patent Report
Energy Recovery
Recycling
Compression Molding
Sheet Extrusion
PPT Extrusion
Blow Molding
Talking Points
Automation
Injection Molding
Short Runs
Hot-Runner Systems
Rotomolding
Molds & Tooling
Thermofforming
Additive
Compounding
Names to Know
Manufacturing



INTRODUCTION

If it isn't broken...don't fix it!

We're following this sage advice and building on what we've been doing for two years now. With an easy-to-read print magazine, we're informing plastics processors on the latest developments and innovations in machinery and equipment. We supplement that with a searchable website, a twice monthly e-newsletter, *New Products eXtra*, and a digital edition for subscribers outside the United States.

PMM has grown a lot in two years. In 2016, we added over 40 companies to our growing roster of advertisers. Our team has grown too, as evidenced by the photo below. To all of you who have supported us since our launch in 2014—THANK YOU—and to the newcomers—WELCOME!

On the following page, you'll find our **2017 editorial calendar**. You'll see some new features including coverage on Smart Factory technology and more coverage of additive manufacturing. We've also added recurring features about automation, compression molding equipment and machine maintenance.

New for 2017 is a **Bonus Ad program**. Monthly advertisers can add a second free insertion or double the ad size in an issue of your choice. Contact your sales representative for details.

In April 2016, we launched a new title, *Plastics Recycling*, as a joint venture with GIE Media, the publisher of *Recycling Today*. Reader feedback has been very positive and we'll increase the frequency to three issues in 2017. Details on this publication can be found on Page 5.

Please take a look at the following pages and think about how *Plastics Machinery Magazine* can help you influence the plastics processing and recycling communities with an affordable, targeted advertising program. Let's talk about how we can build a program for you!



Tony Eagan, Publisher/Chairman

J.A. Lewellen, President/CEO



Standing, from left: Mikell Knights, Mark Malloy, Marvin Brown, Doug Smock, Jeff Williams, J.A. Lewellen, Ron Shinn, Gary Lindenberger, James Parada and Tony Eagan. Sitting, from left: Kathy S. Hayes, Angie DeRosa, Astra J.B. Hudson, Melissa Lewellen and Karen Hanna. Lying down: Summer. Not pictured: John DeGaspari, Glenn Glasberg, Bruce Geiselman, Allan Gerlat, Lisa Jo Lupo, Michael T. McCue and Peter Sullivan.

2017 EDITORIAL CALENDAR

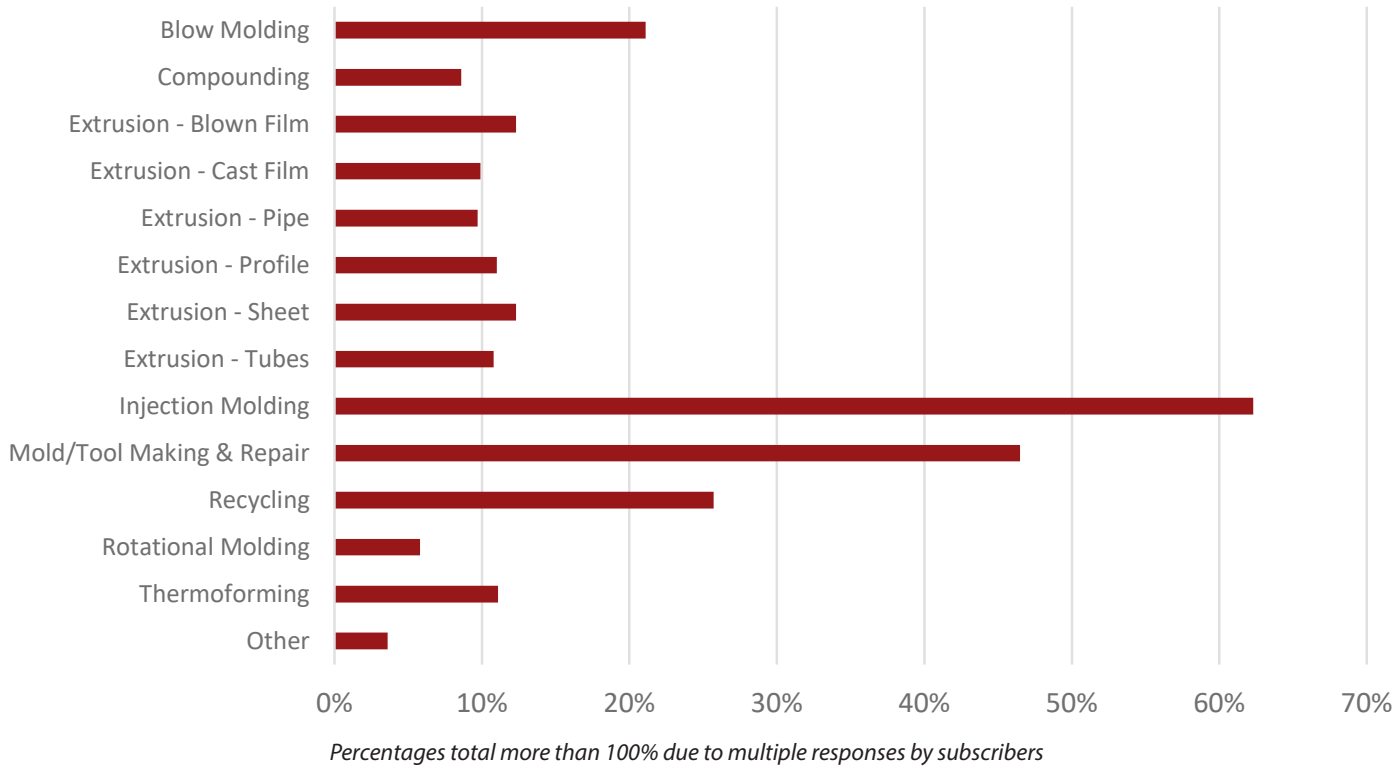
Special Report	January Safety Equipment	February Hot-Runner Systems	March Drying Equipment & Systems	April Process Monitoring	May Maintenance & Repair Products	June Plasticizing Equipment	July Energy Recovery	August Materials Handling	September Plant Design	October Fabricating & Assembly Equipment	November Temperature Control	December Inspection & QC Equipment
Injection Molding	•	•	•	•	•	•	•	•	•	•	•	•
Molds & Tooling	•		•		•		•		•		•	
Film Extrusion		•							•			
Sheet Extrusion					•							•
PPT Extrusion			•								•	
Compounding				•				•				
Blow Molding		•			•				•			
Thermoforming	•					•				•		
Recycling			•					•				•
Additive Manufacturing		•				•		•			•	
Compression Molding				•						•		
Rotomolding				•								•
Automation			•			•				•		
Smart Factory	•						•					
Machine Maintenance		•					•					
Ad Closing	Dec. 12	Jan. 9	Feb. 6	Mar. 13	Apr. 10	May 8	Jun. 5	Jul. 5	Aug. 7	Sep. 5	Oct. 9	Nov. 6
Materials Due	Dec. 20	Jan. 17	Feb. 14	Mar. 21	Apr. 18	May 16	Jun. 13	Jul. 11	Aug. 15	Sep. 12	Oct. 17	Nov. 14

<i>Plastics Recycling</i>						June				October		
Ad Closing		Dec. 15				April 17				Aug. 15		
Materials Due		Dec. 22				April 24				Aug. 22		

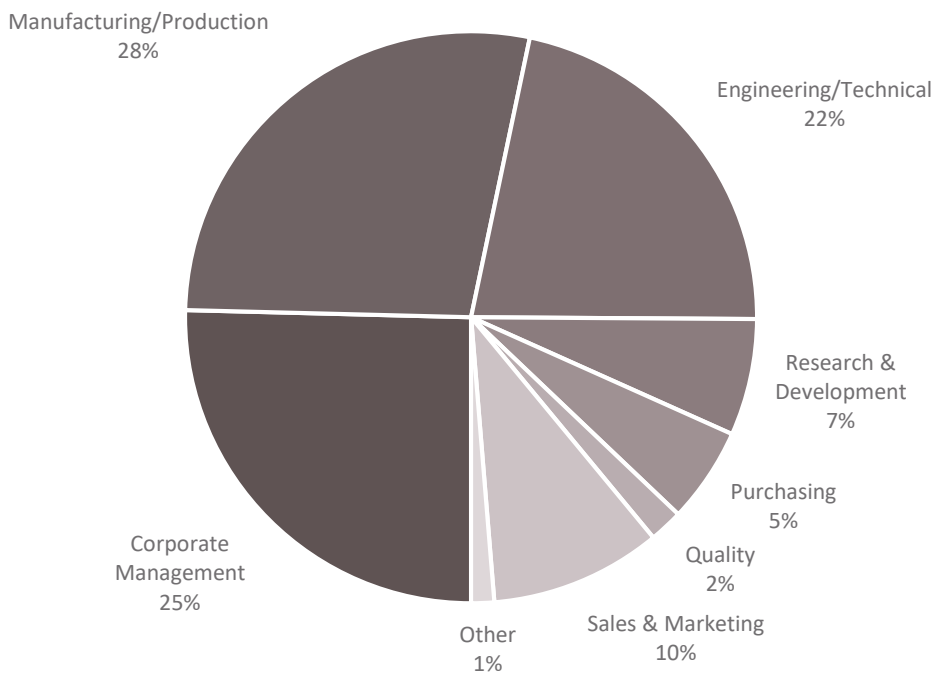
CIRCULATION

Plastics Machinery Magazine's qualified audience of 20,300 print and 10,200 digital edition subscribers offers advertisers a highly targeted group of readers who evaluate, influence, specify and buy plastics processing machinery and equipment. Print editions are mailed to readers in the United States; digital editions are provided to readers around the globe.

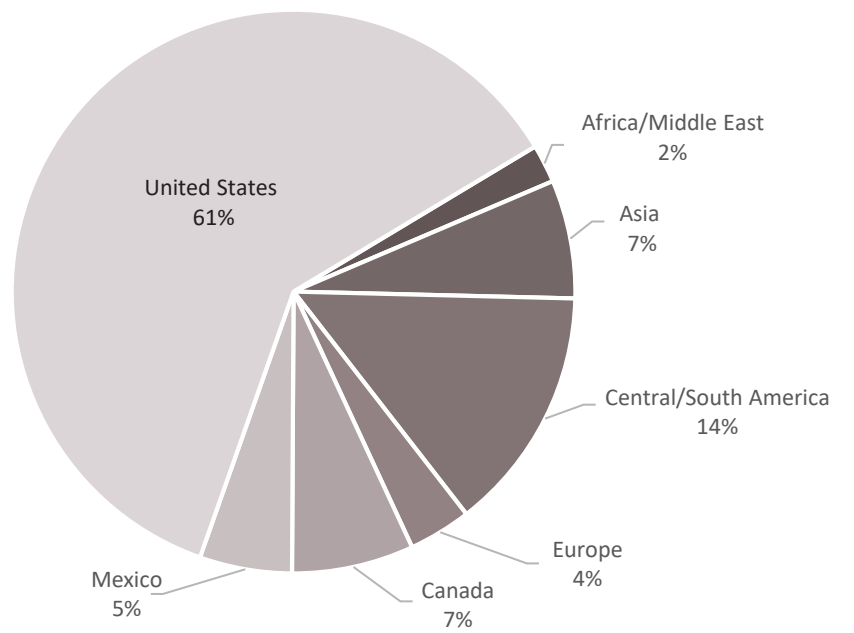
Circulation by Manufacturing Activity



Circulation by Job Function



Digital Edition Circulation by Region



RATES & PROGRAMS

Print & Digital Advertising	Standard Rate	PLASTICS Member Rate
Full page & first banner	\$7,960	\$6,368
½ page island & banner	\$4,745	\$3,796
½ page & rectangle	\$4,290	\$3,432
⅓ page & half banner	\$2,860	\$2,288
¼ page horizontal & half banner	\$2,450	\$1,960
¼ page standard & half banner	\$2,150	\$1,720

• A 10% premium applies to special-position programs, which include a jumbo rectangle and interstitial website ads. A six-month commitment is required.

Machinery Mart Advertising	Standard Rate	PLASTICS Member Rate
½ page & button		
1x	\$2,100	\$1,680
6x	\$12,600	\$10,080
12x	\$25,200	\$20,160
¼ page & button		
1x	\$1,200	\$960
6x	\$7,200	\$5,760
12x	\$14,400	\$11,520
⅛ page & button		
1x	\$700	\$560
6x	\$4,200	\$3,360
12x	\$8,400	\$6,720

Volume Discounts

(Based on ad rate paid, plus position premiums, before all other discounts)

Advertising Package	Discount
\$10,000 - \$19,999	8%
\$20,000 - \$34,999	12%
\$35,000 - \$49,999	18%
\$50,000 - \$84,999	25%
\$85,000 - \$249,999	30%
\$250,000+	35%

2017 Every-Issue Advertiser Bonus Program

Advertisers running in every 2017 issue of *Plastics Machinery Magazine* will receive a bonus 13th insertion equal in size to the largest ad run during the year, at no charge. Bonus ads may run in any 2017 issue and can be combined with paid ads to increase their size. Bonus ads that run before December will be billed at the prevailing rate if the monthly program is not completed.

Terms and Conditions

Prepayment Discount

2.5% on programs over \$10,000; 5% on programs over \$25,000.

Payment Terms

Invoices are dated the first of the month of ad insertion and are due on receipt, paid in U.S. dollars. Short rates on advertising programs apply in a contract year if an advertiser does not achieve the required spending to qualify for the billed volume discount.

New Products eXtra	Standard Rate			PLASTICS Member Rate		
	2 Mths	6 Mths	12 Mths	2 Mths	6 Mths	12 Mths
First Position	\$5,975	\$15,250	\$23,875	\$4,780	\$12,200	\$19,100
Product Category	\$4,645	\$12,600	\$21,225	\$3,716	\$10,080	\$16,980
Standard Leaderboard	\$3,325	\$9,025	\$14,925	\$2,660	\$7,220	\$11,940
Text Ads	\$2,050	\$5,750	\$10,200	\$1,640	\$4,600	\$8,160

PMM New Products eXtra is a twice-monthly email with profiles of new products and technologies for plastics processors. Exclusive sponsorship positions are available. Spending qualifies for volume discounts.

Digital Edition Sponsorship	Standard Rate	PLASTICS Member Rate
12 months	\$45,000	\$36,000
6 months	\$26,250	\$21,000
4 months	\$18,750	\$15,000
1 month	\$6,250	\$5,000

Sponsorship includes:

- Logo on monthly email
- Full page presentation ad on first screen
- Logo and skyscraper ads on all screens
- Logo and jumbo rectangle ads on digital edition archive page

Plastics Recycling Advertising	Standard Rate	PLASTICS Member Rate
Full page - 1x	\$5,500	\$4,400
Full page - 2x	\$9,000	\$7,200
Full page - 3x	\$12,000	\$9,600

Plastics Recycling is a joint production of *Plastics Machinery Magazine* and *Recycling Today*. *Plastics Recycling* will be published in February, June and October and distributed to a combined audience of more than 45,000 readers. Bonus distribution will also be provided at industry trade shows and conferences; an electronic edition of each issue will be distributed to the entire PLASTICS membership and NPE attendee databases.

- Full page ad specifications – 7" × 10" (non-bleed) or 8.125" × 10.75" (bleed)
- Special positions/cover advertising – contact your sales representative
- Spending counts toward volume discounts earned on *PMM* advertising programs



PRINT AD SPECIFICATIONS

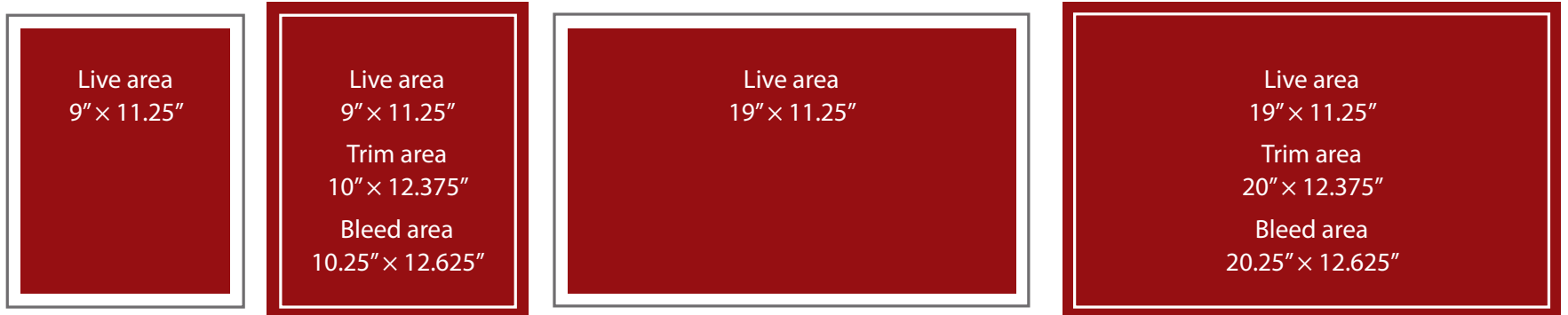
MAGAZINE TRIM SIZE: 10" wide × 12.375" high

AD SIZES	Live area (width × height)	Trim area (width × height)	Bleed (width × height)
Full page	9" × 11.25"	10" × 12.375"	10.25" × 12.625"
Full-page spread	19" × 11.25"	20" × 12.375"	20.25" × 12.625"
½ page horizontal spread	19" × 5.625"	20" × 6.25"	20.25" × 6.5"
½ page island	5.9375" × 8"	6.5" × 8.625"	6.625" × 8.75"
½ page horizontal	9" × 5.625"		
⅓ page horizontal	9" × 4"		
⅓ page vertical	2.875" × 11.25"		
⅓ page square	5.9375" × 5.9375"		
¼ page horizontal	9" × 3.125"		
¼ page standard	4.4" × 5.625"		

PRINT AD SPECIFICATIONS

- Printed web offset on coated stock
- Cover: 100# text weight with UV coating on covers
- Body: 50# text weight
- Trim: 10" × 12.375"
- Gutter: ¾"
- Number of Columns: 3
- Binding Method: saddle-stitched
- File Format: PDF preferred, JPEG, EPS or TIFF files are accepted. Files should be provided at 300 DPI, CMYK color mode. All fonts must be embedded. Total ink density should not exceed 300%.
- Proofs: Ads supplied without a SWOP-approved proof will be printed to SWOP guidelines; color lasers or ink jet proofs are not SWOP approved.

Contact **James Parada** at jparada@plasticsmachinerymagazine.com or 330-657-0017, ext. 17, for ad specifications and submission guidelines.

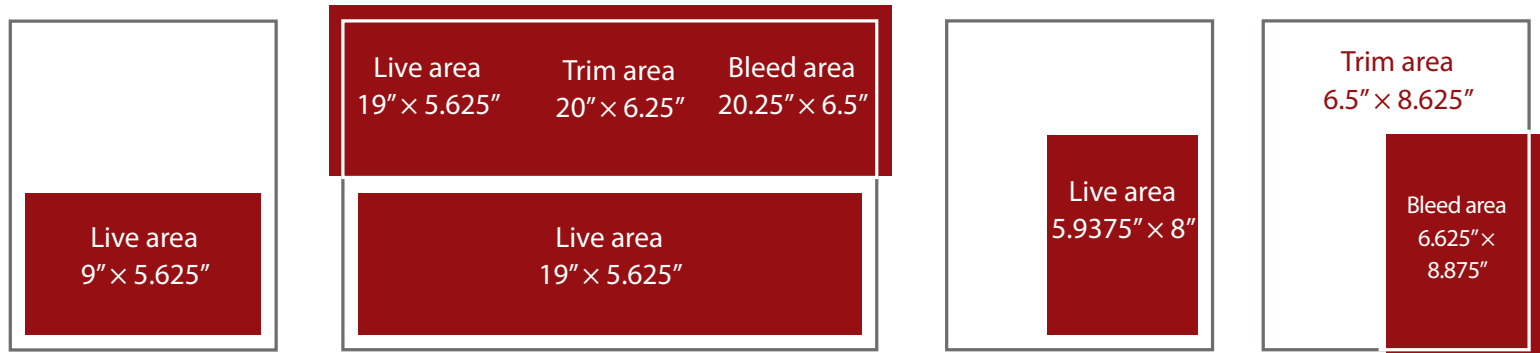


Full page - no bleed

Full page - with ¼" bleed

Full-page spread - no bleed

Full page spread - with ¼" bleed

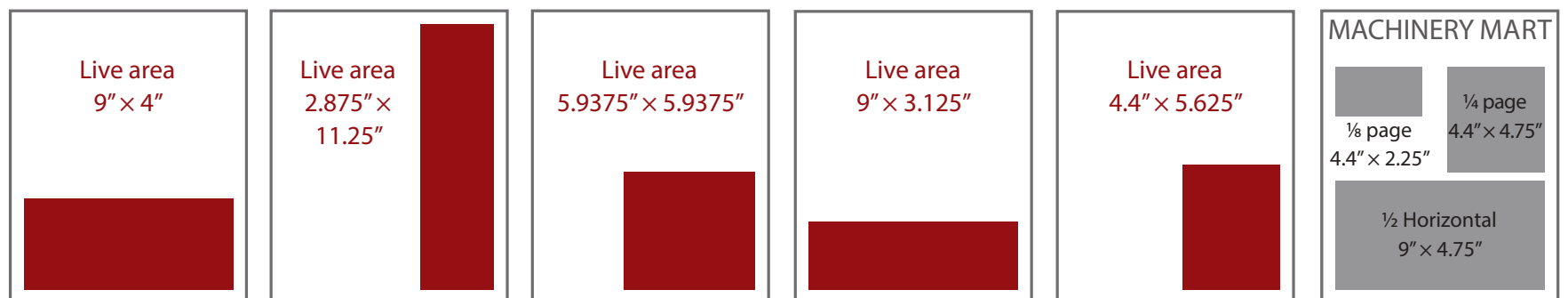


½ page horizontal

½ page horizontal spread - with ¼" bleed
½ page horizontal spread - no bleed

½ page island

½ page island - with ¼" bleed



⅓ page horizontal

⅓ page vertical

⅓ page square

¼ page horizontal

¼ page standard

WEBSITE AD SPECIFICATIONS

All ads may use a maximum of four loops of animation lasting no longer than 30 seconds in total with the exception of Interstitials and *PMM* New Products eXtra Banners, which cannot be animated. PNG, GIF or JPEG files are acceptable with a maximum file size of 50KB. Ads with a white background must include a black or dark border. Please submit linking URL information with ad creative.

Interstitial

550 × 480 pixels

Premium position print advertisers

Mobile Interstitial

300 × 262 pixels

Jumbo Rectangle

300 × 250 pixels

Premium position print advertisers

Banner

728 × 90 pixels

Full and ½ page island print advertisers / *PMM* New Products eXtra

Rectangle

300 × 150 pixels

½ page horizontal print advertisers

PMM **NEW PRODUCTS eXTRA**

Your twice-monthly update

Banner
728 × 90 pixels

YOUR AD COULD BE HERE!



Put your message here for as little as \$340! Reach over 16,000 plastic product manufacturers with *PMM* New Products eXtra. It's a great way to introduce new products, promote special pricing or announce new sales representatives.

Email sales@plasticmachinerymagazine.com or call 330-657-0014 for more information.

Headline

Logo
145 × 145 pixels

Up to 85 words of text.

Text Ad
350 × 300 pixels

Half Banner

300 × 80 pixels

All ½ and ¼ page print advertisers

Button

135 × 135 pixels

All Machinery Mart
print advertisers

Button

135 × 135 pixels

All Machinery Mart
print advertisers

PLASTICS PARTNERSHIP

Plastics Machinery Magazine is a preferred publishing partner of the Plastics Industry Association and extends a 20% discount on advertising programs to all PLASTICS member companies.

PMM and PLASTICS share the goals of promoting the growth and success of the plastics industry. By reporting on advancements in processing machinery and equipment, we help plastics processors learn about and apply new technologies that will contribute to achieving those goals. **PMM** supports PLASTICS's stated mission of advancing a pro-manufacturing agenda, strengthening global competitiveness, improving productivity and the pursuit of zero-waste strategies for the plastics industry.



For more information about PLASTICS membership, please call 202-974-5212 or email spimembership@plasticsindustry.org

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