



iapd[®]

international association
of plastics distribution

2010 Media Kit



Hit a Bullseye!

Target Your Advertising Investments:

-  ***The IAPD Magazine***
-  ***Designing With Plastics E-Newsletter***
-  **IAPD Web Sites**



➔ *The IAPD Magazine*

The IAPD Magazine is published bi-monthly by the International Association of Plastics Distribution (IAPD) and is distributed throughout North America and internationally to executive level management and decision-making purchasers in the plastics distribution and fabrication industry. Total circulation is 10,000 and growing daily. *The IAPD Magazine* is the best place to promote and advertise your company to the entire plastics distribution channel: resin manufacturers, semi-finished plastics manufacturers, distributors, processors (fabricators), OEMs, designers, specifiers and engineers.

The IAPD Magazine 2010 Editorial Calendar and Deadlines

February/March 2010

- Special Feature: Plastics Fabrication
- Product Focus: Plastic Pipe, Valves & Fittings

Space Deadline: January 22

Material Deadline: January 28

April/May 2010

- Special Feature: Plastics in Aerospace

Space Deadline: March 24

Material Deadline: April 1

June/July 2010

- Special Feature: IAPD Annual Membership Directory
- Publication Focus: Value of the Plastics Distribution Channel

Space Deadline: May 21

Material Deadline: May 27

August/September 2010

- Preview: IAPD 54th Annual Convention and Exhibition
- Special Feature: Plastics Machining and Equipment

Space Deadline: July 23

Material Deadline: July 29

Bonus Distribution: IAPD Annual Convention and Exhibition • September 21-25, 2010 • Indianapolis, IN, USA

October/November 2010

- Special Feature: IAPD Annual Source Guide

Space Deadline: September 27

Material Deadline: October 4

December 2010/January 2011

- Special Focus: Energy
- Special Feature: Annual Corporate Profiles

Space Deadline: November 18

Material Deadline: November 30

IAPD members only may invest in a full or half page of advertising space in this issue and receive the same amount of editorial space FREE in the Corporate Profile section. Advertisers must provide the copy (700-800 word editorial plus photo for full page advertisers, and 400 word editorial for half page advertisers.

Marketing Opportunities in *The IAPD Magazine*

• **Fabrication Services Showcase** (in all magazine issues)

This section is designed to make it easy and affordable for any company to promote their fabrication services, products and machinery in all six issues of *The IAPD Magazine*. Companies may be listed under one or more categories that best describes their unique fabrication capabilities.

Lines

1 to 5 lines \$220 per line Example: \$660 is the cost of a three-line listing for six issues. (3 x \$220 = \$660)

Cross References

1 line \$190 per line A cross-reference lists your company name and refers the reader to additional headings.

Logos (only one logo per company allowed)

Black/white \$220 Color \$280

• **Company Logos** (in June/July Membership Directory and October/November Source Guide)

For added exposure, all IAPD members are entitled to include their company logo with their listing in the annual June/July IAPD Membership Directory. IAPD manufacturer and APS members only are also entitled to include their company logo in the annual October/November IAPD Annual Source Guide.

Logo Fees (for Membership Directory or Source Guide) — Black/white logo: \$225 Color logo: \$275

Bonus for IAPD manufacturers and APS members that sign up for both the Membership Directory and Source Guide at the same time — Black/white logo: \$325 Color logo: \$375

(Cost is for both issues — \$100 savings!)



logo sample with company listing

2010 IAPD Magazine Display Advertising Rates

| Ad Size | Mechanical Specifications (W x H) | 1x rate | 3x rate | 6x rate |
|----------------|-----------------------------------|---------|---------|---------|
| 2 page spread | 16-1/8" x 10" | \$6,335 | \$5,715 | \$4,840 |
| Full page | 7-3/4" x 10" | \$3,630 | \$3,270 | \$2,780 |
| 2/3 page | 4-9/16" x 10" | \$3,010 | \$2,780 | \$2,475 |
| 1/2 island | 4-7/8 x 7-1/2" | \$2,755 | \$2,600 | \$2,315 |
| 1/2 horizontal | 7-3/4" x 4-7/8" | \$2,345 | \$1,985 | \$1,725 |
| 1/3 vertical | 2-7/16" x 10" | \$1,665 | \$1,570 | \$1,365 |
| 1/3 horizontal | 5-1/8" x 4-7/8" | \$1,665 | \$1,570 | \$1,365 |
| 1/4 vertical | 3-3/8" x 4-7/8" | \$1,340 | \$1,235 | \$1,080 |
| 1/6 horizontal | 4-7/8" x 2-7/16" | \$930 | \$850 | \$775 |
| 1/6 vertical | 2-7/16" x 4-7/8" | \$930 | \$850 | \$775 |
| 1/9 page | 2-7/16" x 2-7/8" | \$645 | \$595 | \$515 |

IAPD members are entitled to a 15-percent discount on the gross ad rate.

First-time nonmember advertisers must pay in advance by material deadline date.

Color Rates

Costs are in addition to the black & white gross ad rates listed to the left.

Two-color standard — \$250

Two-color matched (PMS) — \$400

Four-color process — \$650

Bleed ads: add 1/8" on all sides (no additional charge for bleed) Size for full page ad that bleeds on all sides is 8-3/4" x 11-1/4"

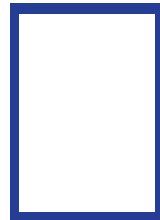
Binding: Saddle stitch (June/July Membership Directory and October/November Source Guide issues are perfect bound)

Premium Page Positions

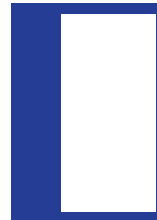
Positions available on a first-come, first-served basis. Rates include four-color. For special position requests other than those listed below (with publisher approval), add 10 percent to gross ad rate.

| Position | 1x rate | 3x rate | 6x rate |
|--------------------|---------|---------|---------|
| Inside front cover | \$5,045 | \$4,585 | \$4,015 |
| Inside back cover | \$4,765 | \$4,455 | \$3,810 |
| Back cover | \$5,435 | \$4,945 | \$4,225 |
| Page 5 | \$4,945 | \$4,555 | \$3,915 |
| Page 7 | \$4,790 | \$4,455 | \$3,835 |

Publication trim size: 8-1/2" x 11" (one page)



Full page (live area)
7-3/4" x 10"
Size for full page bleed on all sides is 8-3/4" x 11-1/4"



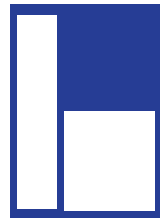
2/3 page
4-9/16" x 10"



1/2 island
4-7/8" x 7-1/2"



1/2 horizontal
7-3/4" x 4-7/8"



1/3 page
2-7/16" x 10"
5-1/8" x 4-7/8"



1/4 page
3-3/8" x 4-7/8"



1/6 page
2-7/16" x 4-7/8"
4-7/8" x 2-7/16"



1/9 page
2-7/16" x 2-7/8"

Ad Material/Mechanical Requirements

Ads must be prepared to material specifications and provided in digital format. Clients will be expected to bear any and all costs incurred by the publisher for changing, correcting, reworking or repairing ad materials. The client assumes all responsibility for files that do not output correctly due to ad design errors.

- Preference for digital ads is an EPS file or high resolution PDF.
- Include embedded fonts (or convert fonts to outlines) and embed all images at 300 dpi.
- Ads must be saved in CMYK mode, not RGB or index color.

Other Advertising Opportunities in The IAPD Magazine

• Rep Business Exchange (in all magazine issues)

Special business card advertising opportunity for IAPD manufacturers' rep members only that appears in every issue.

| | 1x rate | 3x rate | 6x rate | Prepay Six Issues |
|------------|---------|---------|---------|-------------------|
| B&W card | \$90 | \$80 | \$65 | \$325 |
| Color card | \$105 | \$95 | \$80 | \$400 |

• Classified Advertising (in magazine and online)

Classified ads can be placed in both *The IAPD Magazine* and on its web site at www.theiapdmagazine.com. (Text only, no logos.) If placing an advertisement in both the magazine and the web site, IAPD members will receive a 10-percent discount. For web site ads, a link can be provided to the advertisers' web site or e-mail address at no additional charge. Ads may appear under the following headings: employment, plastic, equipment, other. To maintain the lowest possible rates, prepayment is requested.

| Magazine Rates | Members | Nonmembers | | |
|-----------------|---------|------------|---------|-------------------|
| up to 50 words | \$95 | \$130 | | |
| 51-100 words | \$155 | \$215 | | |
| 101-150 words | \$250 | \$340 | | |
| Web Site Rates | 30 Days | 60 Days | 90 Days | |
| up to 100 words | \$95 | \$155 | \$250 | IAPD Member Price |
| 101-150 words | \$155 | \$250 | \$400 | |
| up to 100 words | \$130 | \$215 | \$340 | Nonmember Price |
| 101-150 words | \$215 | \$340 | \$475 | |

Classified ads in the printed magazine are published in the "People and Places" department.



➔ *Designing With Plastics* E-Newsletter

IAPD launched its new complimentary e-newsletter in January 2008. *Designing With Plastics*, designed to educate those in the plastics distribution channel, highlights why plastics are the material of choice for today's applications. The E-newsletter is sent to almost 20,000 individuals which includes IAPD members and targeted designers, specifiers and engineers. Content features educational articles previously published in *The IAPD Magazine*, information from IAPD's *Introduction to Plastics* training manual and a pop quiz in every issue. *Designing With Plastics* issues published in 2008 and 2009 featured a variety of plastic materials and marketplaces and can be found online at www.iapd.org.

Designing with Plastics 2010 Editorial Calendar:

- *January:* Acrylic
- *February:* Nylons and Acetals
- *March:* Plastics Fabrication
- *April:* UHMW-PE
- *May:* Plastic Tubing
- *June:* Chemical Resistant/Corrosion Resistant Plastics
- *July:* Plastic Pipe, Valves & Fittings
- *August:* Polycarbonate
- *September:* Plastics Machining
- *October:* High Performance Plastics
- *November:* Plastics for Fluid Handling
- *December:* Medical



• *Rates for Exclusive Sponsorship Opportunities (logo in upper right-hand corner with direct link to your web site)*

| Dimensions | 1 Month | 3 Months | 6 Months |
|-----------------|---------------------------------------|---|---|
| 150 x 77 pixels | Member: \$2,750 Nonmember: \$3,850 | Member: \$2,450 each Nonmember: \$3,430 each | Member: \$2,250 each Nonmember: \$3,150 each |

➔ IAPD Web Sites

• IAPD Web Site: www.iapd.org

Online marketing is available on IAPD's web site which includes up-to-date information about the association and how to join, plastics educational materials, the Plastics Certificate program, environmental issues, upcoming convention events and webinars, and an online membership directory search. IAPD member and nonmembers can promote their company, products and services by placing a rotating rectangle on the home page.

Rotating Rectangle Ad Rates (with direct link to your web site)

| Dimensions | 1 Month | 3 Months | 6 Months |
|------------------|---------------------------------------|---|---|
| 220 x 255 pixels | Member: \$1,285 Nonmember: \$1,800 | Member: \$1,030 each Nonmember: \$1,445 each | Member: \$775 each Nonmember: \$1,085 each |

• IAPD Magazine Web Site: www.theiapdmagazine.com

Online marketing is available on IAPD's magazine web site which features highlights of the current issue including articles and departments; a searchable IAPD Source Guide of resin manufacturers and manufacturers of plastic materials and shapes as well as products and equipment of APS members; an archive of articles published in *The IAPD Magazine* searchable by topic, company or issue; and classified ads. IAPD members and nonmembers can place different size ads on the home page.

Skyscraper Ad Rates (with direct link to your web site)

| Dimensions | 1 Month | 3 Months | 6 Months |
|------------------|---------------------------------------|---|---|
| 160 x 600 pixels | Member: \$1,285 Nonmember: \$1,800 | Member: \$1,030 each Nonmember: \$1,445 each | Member: \$775 each Nonmember: \$1,085 each |

Banner Ad Rates (with direct link to your web site)

| Dimensions | 1 Month | 3 Months | 6 Months |
|-----------------|---------------------------------------|---|---|
| 728 x 90 pixels | Member: \$1,030 Nonmember: \$1,440 | Member: \$775 each Nonmember: \$1,085 each | Member: \$515 each Nonmember: \$720 each |

Button Ad Rates (with direct link to your web site)

| Dimensions | 1 Month | 3 Months | 6 Months |
|------------------|-------------------------------------|---|---|
| 125 x 125 pixels | Member: \$775 Nonmember: \$1,085 | Member: \$515 each Nonmember: \$720 each | Member: \$360 each Nonmember: \$515 each |



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