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# Advertise with PLASTICS

Get your brand in front of the plastics industry with our partnership opportunities.

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**Your audience  
is here—where  
are you?**

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# About Us

The **Plastics Industry Association (PLASTICS)** represents the entire plastics supply chain, globally – from materials and equipment suppliers to processors, converters and recyclers. PLASTICS has been **working to make its members and the industry more globally competitive** while advancing recycling and sustainability. To help your business thrive, PLASTICS provides valuable connections to industry peers, exclusive economic data, the latest standards and regulatory information, and a voice in every state and the nation's capital. To learn more about PLASTICS' education initiatives, industry-leading insights, events, policy advocacy, and the largest plastics trade show in the Americas, NPE: The Plastics Show, **visit [plasticsindustry.org](https://plasticsindustry.org)**.

NPE® provides a global platform for technological ingenuity and innovation in the plastics industry—automation, robots, cobots, end-of-arm tooling, three- and four-dimensional printing, machinery, mold components, industrial polymers, and anything else you can imagine. Every three years, **attendees discover the 1.2+ million net square feet of exhibits from more than 2,000 exhibitors** spotlighting the latest technologies, materials, and processes in plastics that are revolutionizing medicine, packaging, consumer products, transportation, and sustainable manufacturing. Learn how NPE2021 is set to Transform Tomorrow at **[npe.org](https://npe.org)**.

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# Advertise with PLASTICS Magazine

# The Stats

Plastics Industry Association (PLASTICS) launched the newly branded bi-annual *PLASTICS Magazine* in the spring of 2017. The nearly 4-year-old, award-winning publication has received an updated look to coincide with PLASTICS' recent rebrand. Inside *PLASTICS Magazine* you'll find fresh perspectives on industry

issues and trends, a deeper dive into advocacy and outreach efforts, event profiles, and an inside look at PLASTICS and what we're contributing to the industry at-large. Each issue reaches decision-makers at some of the leading plastics companies around the globe.



Reach up to **7,250 industry professionals** across the entire plastics industry supply chain.



Reaches professionals in over **30 countries** and U.S. downloads are frequent in the following states: **California, Georgia, Illinois, and Texas.**



Common titles for downloads include: **CEO, president, vice president, sales, and director.**



Access to nearly **1,000** PLASTICS member companies.

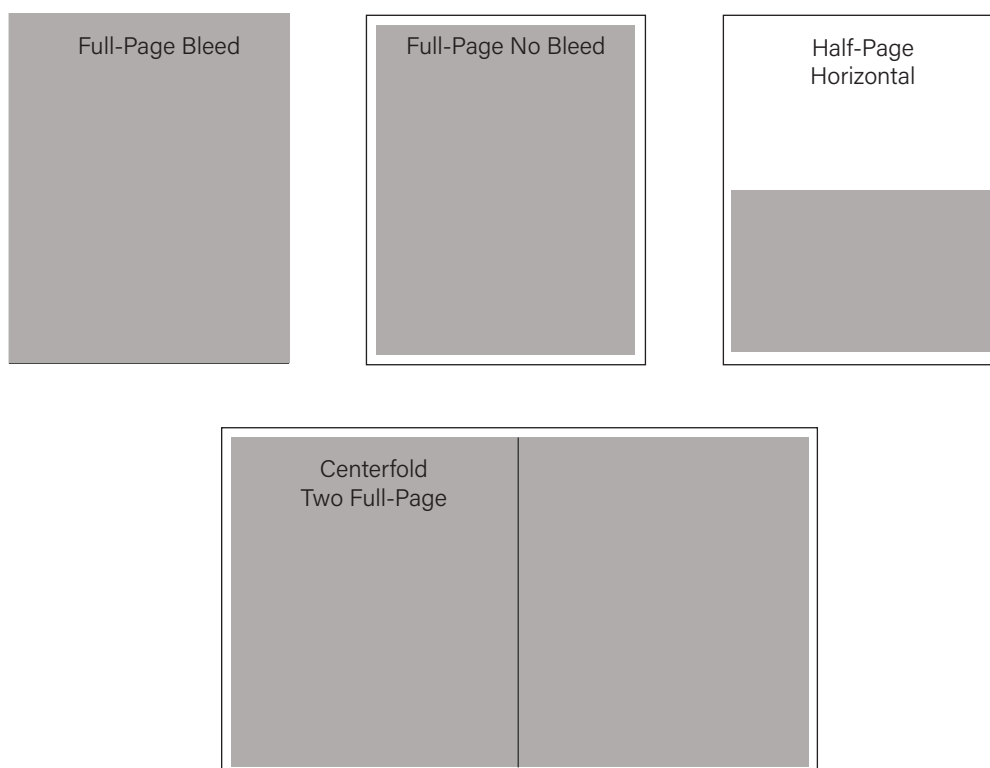


Available year-round in digital format. **plasticsindustry.org**



Bonus distribution at **tradeshows and PLASTICS events** throughout the year.

# Specs & Rates



<b>Ad Position</b>	<b>Rate</b>	<b>Bleed</b>	<b>Trim</b>	<b>Live</b>
<b>Inside Front Cover</b>	<b>\$2,750</b>	<b>8.625"W x 11.125"H</b>	<b>8.5"W X 11"H</b>	<b>7.5"W x 10"H</b>
<b>Inside Back Cover</b>	<b>\$2,500</b>	<b>8.625"W x 11.125"H</b>	<b>8.5"W X 11"H</b>	<b>7.5"W x 10"H</b>
<b>Full-Page</b>	<b>\$2,000</b>	<b>8.625"W x 11.125"H</b>	<b>8.5"W X 11"H</b>	<b>7.5"W x 10"H</b>
<b>Half-Page (horizontal)</b>	<b>\$1,500</b>	-	-	<b>7" W x 4.583"H</b>
<b>Centerfold – Two Full-Page Spread</b>	<b>\$3,750</b>	<b>17.125"W x 11.125'H</b>	<b>17"W X 11"H</b>	<b>16"W x 10"H</b>

\*\*Advertising net rates are in U.S. dollars and per issue unless otherwise by contract. Invoicing at time of placement and due within 30 days.

\*\*\*Listed pricing reflects rates for members of the Plastics Industry Association. Non-members pay a 25% premium.

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# Print Best Practices

- Provide ads as Final High-Res (PDF/X-1A) CMYK PDFs.
  - All PDF files must meet PDF/X-1A standards at 300 dpi.
  - Cover ads have a 0.125 in. bleed. All other ads are no bleed.
  - Spreads must be submitted as two single page PDF/X-1A files.
  - Link all high-resolution images and fonts in the native application file before creating the PDF.
  - All fonts must be fully embedded (no subsets) in the PDF document.
  - Type created in a bitmap program, such as Photoshop, can look jagged or fuzzy.
- Type should be done in a layout application such as Quark or InDesign. If fonts need to be emailed they must be compressed. PC fonts are unacceptable.
- All images and colors must be CMYK mode.
  - No RGB or SPOT colors will be accepted. PLASTICS will not be responsible for altered colors due to conversion to CMYK.
  - All images and logos must be at least 300 dpi (at 100% file size).
  - Images from the internet cannot be used due to standard low resolution.
  - All transparencies must be flattened.
  - Do not resample a file larger than its original size.



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# **Advertise with insidePLASTICS (e-newsletter)**

# The Stats & Specs

The Plastics Industry Association (PLASTICS) publishes *insidePLASTICS*, a bi-weekly newsletter about two-dozen times per year. This e-newsletter covers association updates, industry news, member features, advocacy efforts, upcoming events and more.

With an engaged audience and digital media convenience, it is a cost-effective solution to get your brand in front of some of the plastics' biggest players. Drive new traffic to your site and increase your return on investment (ROI).



Circulation up to **7,250** leaders in the plastics industry supply chain.



Engaged bi-weekly readership from over **300 organizations** with a **12-15%** open rate.



Access to nearly **1,000** PLASTICS member companies.

Ad Position	Rate	Details	Specs
<b>Full Column Ad</b>	<b>\$750</b>	<ul style="list-style-type: none"> <li>One ad spot available per send, first come first served</li> <li>Labeled as "Paid Advertising"</li> <li>Content subject to approval by PLASTICS</li> <li>Column includes               <ul style="list-style-type: none"> <li>Image (600 x 200 px)</li> <li>Text [215 characters]</li> <li>URL for Call-to-Action (CTA)</li> </ul> </li> </ul>	<b>600 x 200 px</b>

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# **Advertise with Sponsored e-Blasts (standalone promotional email)**

# The Stats & Specs

Plastics Industry Association (PLASTICS) reaches some of the leading organizations in the plastics industry with email outreach on nearly a daily basis. Many of our partners have seen the value in promoting their brands with a sponsored email to our membership.

We will work with you to identify your goals and segment targets with our most engaged contacts to increase interaction and conversions. Our list is continuously growing, creating more opportunities for you to reach audiences that matter most.



Engaged bi-weekly readership to nearly **1,000 organizations** with a **15%** average open rate.



Nearly **1/3** of opens click across all CTAs and links.



Less than **1%** of opens lead to unsubscribers for partner emails.

## Email Contacts

**Under 2,500**

## Rate

**\$2,000**

**2,500-5,000**

**\$2,500**

**5,000-7,500**

**\$3,000**

**More than 7,500**

**\$3,500**

## Email Layout

**Column width**

## Specs

**600 px**

**Header image**

**600 x 200 px**

**2 column images**

**277 x 180 px**

**3 column images**

**180 x 180 px**

## HTML BEST PRACTICES

- Designed/coded, packaged HTML file (message content and design provided by advertiser)
- Reply address must be provided by the advertiser
- The email will include a disclaimer noting it is sponsored and does not represent an endorsement by the Plastic Industry Association (PLASTICS).
- Content is subject to approval by PLASTICS
- Opportunity to segment your list by target and content based on the list total amount
- Limit sales language to avoid spam filters (free, discount, deal, etc.)
- Clean minimal layout, the goal is to drive readers to your landing page/site (Recommended: Use UTM codes or another form of tracking links)
- Include an exclusive offer, educational content, a subscription, data report, or something of value

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# Advertise with a Sponsored Blog Post

# The Stats & Specs

A Plastics Industry Association (PLASTICS) sponsored blog post is a new opportunity for you to get your story out. If you have a new product hitting the market, a case study, or a milestone, tell your story with a PLASTICS sponsored blog.

The marketplace can make it challenging to get your message out, communicate directly with the plastics industry supply chain, and mix up your content strategy with something new.



Monthly average of **200** page views with over **100** unique page views.



Available year-round in digital format.  
[plasticsindustry.org](http://plasticsindustry.org)



Promotion and circulation in our e-newsletter and social media audience of close to **70,000** engaged followers.

Content	Rate	Details
<b>Guest Blog</b>	<b>\$1,500</b>	<ul style="list-style-type: none"> <li>Article should be approximately 700 words provided as a Microsoft Word document</li> <li>Provide no more than two high-resolution images at least 300 dpi in .jpeg or .png format</li> <li>Blog post will be labeled as "Sponsored" and does not represent an endorsement by the Plastics Industry Association (PLASTICS).</li> <li>Content is subject to approval by PLASTICS</li> </ul>

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# Editorial Calendar

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<b>Publication</b>	<b>Publish Date/Cadence</b>	<b>Content Due</b>
PLASTICS Spring Magazine	March 2021	February 12, 2021
PLASTICS Fall Magazine	October 2021	September 24, 2021
insidePLASTICS (e-newsletter)	2 <sup>nd</sup> and 4 <sup>th</sup> Wednesday (Bi-weekly)	Two Weeks Before
Sponsored e-Blasts	One Per Month	Three Weeks Before
Sponsored Blog Post	One Per Month	Three Weeks Before

## Contacts

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### **PARTNERSHIP SALES**

Leslie Schmiesing, Business Development Manager  
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### **PRODUCTION/ARTWORK**

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**PLASTICSINDUSTRY.ORG**

