



iapd

international association
of plastics distribution

2018

MEDIA KIT

Targeting 10,000+ Plastics Professionals

- EDITORIAL CALENDAR AND DEADLINES
- MAGAZINE ADVERTISING
- DIGITAL ADVERTISING
- CUSTOM MARKETING

Performance Plastics Magazine | iapd.org



iapd

international association
of plastics distribution

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Performance Plastics 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 approximately 10,000. *Performance Plastics* magazine is the best place to promote and advertise your company to the entire plastics distribution channel: resin manufacturers, semi-finished plastics manufacturers, distributors, fabricators, recyclers, OEMs, designers, specifiers and engineers.

Performance Plastics Magazine 2018 Editorial Calendar and Deadlines

February/March 2018

- Special Feature: [Plastics Fabrication and Machining](#)

Space Deadline: January 19

Material Deadline: January 26

April/May 2018

- Special Feature: [Food and Beverage Processing](#)

Space Deadline: March 16

Material Deadline: March 23

June/July 2018

- Special Feature: [Annual IAPD Membership Directory and Distributor Best Practices](#)

Space Deadline: May 18

Material Deadline: May 25

August/September 2018

- Special Feature: [Preview of the Annual Convention and Graphics](#)

Space Deadline: July 20

Material Deadline: July 27

October/November 2018

- Special Feature: [Annual IAPD Source Guide](#)

Space Deadline: September 21

Material Deadline: September 28

December 2018/January 2019

- Special Feature: [Corporate Profiles and Fluid Handling](#)

Space Deadline: November 9

Material Deadline: November 16

Best Deal of the Year!

Corporate Profiles: *IAPD members who place a full or half-page ad in this issue will receive the same size editorial space at no charge in the Corporate Profiles section. Advertisers must provide the editorial copy (700-800 words plus photo for full page advertisers; 400 words for half-page advertisers).*

Press Releases

Members: IAPD offers complimentary press release publication in *Performance Plastics* magazine and in digital e-news for IAPD members.

Non-Members: Non-members may run press releases for \$500 per release contingent upon space and release content. (3 per year maximum; not available in June/July issue; not eligible for 2 years for dropped members.)

Article Reprints

If your company has an article printed in *Performance Plastics* magazine, you can order affordable reprints for your own use. Contact Darla Hall for details and pricing.

2018 Performance Plastics Magazine Display Advertising

Display Ads (rates includes 4-color)

| Ad Size | Specifications (W x H) | 1x rate | 3x rate | 6x rate |
|----------------|------------------------|---------|---------|---------|
| Full Page | 7-3/4" x 10" | \$4,000 | \$3,700 | \$3,300 |
| 2/3 vertical | 4-9/16" x 10" | \$3,400 | \$3,200 | \$3,000 |
| 1/2 island | 4-7/8" x 7-1/2" | \$3,200 | \$3,000 | \$2,800 |
| 1/2 horizontal | 7-3/4" x 4-7/8" | \$2,800 | \$2,650 | \$2,500 |
| 1/3 vertical | 2-7/16" x 10" | \$2,200 | \$2,100 | \$2,000 |
| 1/3 horizontal | 5-1/8" x 4-7/8" | \$2,200 | \$2,100 | \$2,000 |
| 1/4 vertical | 3-3/8" x 4-7/8" | \$1,850 | \$1,750 | \$1,650 |
| 1/6 horizontal | 4-7/8" x 2-7/16" | \$1,500 | \$1,400 | \$1,300 |
| 1/6 vertical | 2-7/16" x 4-7/8" | \$1,500 | \$1,400 | \$1,300 |



Premium Positions (rates include 4-color; available on first-come, first served basis)

| Ad Size | Specifications (W x H) | 1x rate | 3x rate | 6x rate |
|--------------------|------------------------|---------|---------|---------|
| Inside Front Cover | 7-3/4" x 10" | \$4,800 | \$4,500 | \$4,200 |
| Inside Back Cover | 7-3/4" x 10" | \$4,500 | \$4,200 | \$3,900 |
| Back Cover | 7-3/4" x 10" | \$5,200 | \$4,900 | \$4,600 |
| 2-page Spread | 16-1/8" x 10" | \$6,500 | \$5,930 | \$5,500 |

For 2-color ads, subtract \$200 from applicable rate for each insertion. For B&W ads, subtract \$600.

For special position requests (other than premium positions), add 10% to applicable rate.

Premium Section Tab Pages (rates includes 4-color)

| Issue | 1x rate | 2x Rate |
|--|---------|---------|
| Membership Directory (June) – only 1 available | \$4,500 | \$4,200 |
| Source Guide (October)- only 1 available | \$4,500 | \$4,200 |

| All rates are net due to IAPD. Ad agencies and 3rd parties need to add their commissions and fees on top of the net rate. | IAPD non-members add 40% to above rates. First time non-member advertisers must pay in advance by materials deadline date. | EPDA members add 20% to above rates. |

Ad Art Specs

Publication trim size: 8-1/2" x 11" (*live area – 7-3/4" x 10" for full page)

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

Trim marks: Yes

Bleed: 1/8" on all sides with bleed

Resolution: 300 dpi

Accepted file types (flattened): TIFF, PDF, JPEG

Accepted file types (with zipped files): AI, INDD (These files need to be packed with all the files included in the artwork.)

Company Logos – IAPD Membership Directory & Source Guide

All IAPD members may include their company logo with their complimentary listing in the annual Membership Directory included in the June/July 2018 issue of *Performance Plastics* magazine. **This is a great way to enhance your listing at a very affordable cost!**

IAPD Manufacturers, Resin Manufacturers and APS members may add a logo to their listing in the Source Guide which is included in the October/November 2018 issue of *Performance Plastics* magazine. **Sign up for both the Membership Directory and Source Guide at the same time and get a discounted rate!**

Membership Directory or Source Guide

Color Logo: \$300

B&W Logo: \$200

Membership Directory AND Source Guide*

Color Logo: \$400

B&W Logo: \$345

(*only available to IAPD manufacturers, resin manufacturers and APS members)

2018 Digital Platforms and Rates (www.iapd.org)

The IAPD website includes key information about the association: how to join, events, training, government relations, sustainability, publications, directories, resources, etc.

Home Page Slider Ad

Sample Slider



- Premier spot on IAPD website home page
- Rotates with top news events
- Advertiser exclusivity
- 3,000 unique visitors/month
- Includes link to your website
- Size – 950 pixels x 350 pixels

| | 6 Months | 12 Months |
|-----------|------------|------------|
| Member | \$1,800/mo | \$1,600/mo |
| Nonmember | \$2,500/mo | \$2,250/mo |

Home Page Button Ads

Sample Ad



- Prominent ad placement on IAPD website home page
- 5 ad spots available (placed horizontally across page)
- 3,000 unique visitors/month
- Includes link to your website
- Size – 150 pixels x 150 pixels

| | 1 Month | 3 Months | 6 Months | 12 Months |
|-----------|------------|------------|------------|------------|
| Member | \$1,400/mo | \$1,250/mo | \$1,150/mo | \$1,050/mo |
| Nonmember | \$1,960/mo | \$1,750/mo | \$1,610/mo | \$1,470/mo |

IAPD e-Training Webinars

- Quick, convenient, cost-effective choice for education
- Free of charge to attendees
- Ideal way to promote your company and expertise
- Sponsorship exclusivity
- Subject to editorial guidelines
- Mention of company and trade/brand names not allowed in the Plastics Education Web Seminar. Company and trade/brand names allowed in the Product Education Web Seminar.

| | Members | Nonmembers |
|--|---------|------------|
| Plastics Education Web Seminar (monthly) | \$500 | \$1,000 |
| Product Education Web Seminar (anytime) | \$1,000 | \$2,000 |

Custom Marketing

- These marketing pieces can be customized with your company logo and contact info.
- Top 26 Markets, IAPD Property Tables, and IAPD Plastics Rectangle
- Can be used as reference tools or as internal/external sales pieces

| | Price |
|-------------------------|---------|
| Top 26 Markets | \$500 |
| IAPD Property Tables | \$500 |
| IAPD Plastics Rectangle | \$100 |
| Marketing Kit Combo | \$1,000 |



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