

→ Designing With Plastics E-Newsletter

Designing With Plastics is a complimentary e-newsletter 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 around 30,000 individuals which includes IAPD members and targeted designers, specifiers and engineers. It features information and benefits about plastic materials and why they should be the material of choice for a variety of applications. (Advertisers have the opportunity to provide an editorial piece for the issue sponsored.)

Designing with Plastics 2012 Editorial Calendar:

- *January:* Polycarbonate
- *February:* Sustainability of Plastics
- *March:* Acrylic
- *April:* Thermoforming
- *May:* UHMW-PE
- *June:* PEEK
- *July:* Acetal
- *August:* HDPE
- *September:* Bioplastics
- *October:* Polyesters
- *November:* Architectural Materials
- *December:* Nylon



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

Dimensions	1 Month	3 Months	6 Months
150 x 77 pixels	Member: \$2,832.50 Nonmember: \$3,965.50	Member: \$2,523.50 each Nonmember: \$3,533 each	Member: \$2,317.50 each Nonmember: \$3,244.50 each

→ IAPD Website: www.iapd.org

Online marketing is available on IAPD's website 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's website also features information about *The IAPD Magazine* as well as a searchable source guide of plastic materials and manufacturers and a searchable archive of published articles.

Rotating Rectangle Ad Rates (with direct link to your website)

Dimensions	1 Month	3 Months	6 Months
220 x 255 pixels	Member: \$1,325 Nonmember: \$1,855	Member: \$1,060 each Nonmember: \$1,490 each	Member: \$780 each Nonmember: \$1,115 each

Button Ad Rates (with direct link to your website)

Dimensions	1 Month	3 Months	6 Months
125 x 125 pixels	Member: \$780 Nonmember: \$1,115	Member: \$530 each Nonmember: \$740 each	Member: \$370 each Nonmember: \$530 each

→ IAPD Web Seminar Sponsorships

Web seminars are the convenient, quick, cost-effective choice for education, and IAPD is proud to offer this learning tool. The educational seminars are typically conducted monthly (third Friday of the month) where the product seminars may occur at any time. The web seminars are free of charge to the attendees which includes an audience of IAPD members, non-members, engineers, designers and specifiers. This is an ideal way to promote your company and your expertise while working to grow the marketplace for plastics.

Level #1 — Plastics Education Web Seminar (monthly):

Cost: \$500 members • \$1,000 nonmembers

Level #2 — Product Education Web Seminar (unlimited):

Cost: \$1,000 members • \$2,000 nonmembers

For complete details on the two levels of web seminars, please contact Crystal Roberts at IAPD.

→ IAPD News Sponsorships

Launched in January 2011, *IAPD News* is a monthly electronic update on member and association activities expressly for IAPD members and their key staff. Sponsors receive a company logo (150 x 77 pixels) along with a direct link to their company website and a press release.

Cost: \$750 per issue. Opportunity available to IAPD members only.

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Contact for Advertising Information:

Crystal Roberts, IAPD Manager of Sales and Advertising, at +913.345.1008 or croberts@iapd.org



2012 Media Kit



Hit a Bullseye!

Target Your Advertising Investments:

-  *The IAPD Magazine*
-  *Designing With Plastics E-Newsletter*
-  **IAPD Website: www.iapd.org**
-  **IAPD Web Seminar Sponsorships**
-  **IAPD News Sponsorships**



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 2012 Editorial Calendar and Deadlines

February/March 2012

Space Deadline: January 27

Material Deadline: February 3

- Special Feature: Plastics in Chemical Processing

April/May 2012

Space Deadline: March 23

Material Deadline: March 30

- Special Feature: Plastics in Transportation

June/July 2012

Space Deadline: May 25

Material Deadline: June 1

- Special Feature: Annual IAPD Membership Directory

August/September 2012

Space Deadline: August 3

Material Deadline: August 10

- Special Feature: Preview of the Annual Convention and Plastics Expo

This issue will also include a listing of exhibitors with a special product photo opportunity (\$150 members, \$250 non-members). Contact Crystal Roberts at croberts@iapd.org or +913.345.1008 for details.

Bonus Distribution: 56th Annual IAPD Convention and Plastics Expo • October 23-26, 2012 • Rosemont, IL, USA

October/November 2012

Space Deadline: September 28

Material Deadline: October 5

- Special Feature: Annual IAPD Source Guide

December 2012/January 2013

Space Deadline: November 30

Material Deadline: December 7

- Special Feature: Plastics in Heavy Industrial Construction

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).

Additional Promotional Opportunities in The IAPD Magazine

- **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.

All IAPD Members: Include company logo with your listing in the Annual June/July Membership Directory.

IAPD Manufacturers and APS Members: Include company logo with your listing in both the Annual June/July Membership Directory and the 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

2012 IAPD Magazine Display Advertising Rates

Ad Size	Mechanical Specifications (W x H)	1x rate	3x rate	6x rate
1/6 vertical	2-7/16" x 4-7/8"	\$960	\$875	\$800
1/6 horizontal	4-7/8" x 2-7/16"	\$960	\$875	\$800
1/4 vertical	3-3/8" x 4-7/8"	\$1,380	\$1,275	\$1,110
1/3 horizontal	5-1/8" x 4-7/8"	\$1,715	\$1,620	\$1,405
1/3 vertical	2-7/16" x 10"	\$1,715	\$1,620	\$1,405
1/2 horizontal	7-3/4" x 4-7/8"	\$2,415	\$2,045	\$1,775
1/2 island	4-7/8" x 7-1/2"	\$2,840	\$2,680	\$2,385
2/3 vertical	4-9/16" x 10"	\$3,100	\$2,865	\$2,550
Full page	7-3/4" x 10" (live area)	\$3,740	\$3,370	\$2,860
2 page spread	16-1/8" x 10" (live area)	\$6,525	\$5,885	\$4,985

Publication trim size: 8-1/2" x 11"

Bleed ads: add 1/8" on all sides that bleed (no additional charge for bleed)

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

Premium Page Positions (Includes 4-color)

Positions available on a first-come, first-served basis.

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	\$5,195	\$4,720	\$4,135
Inside back cover	\$4,910	\$4,590	\$3,925
Back cover	\$5,600	\$5,095	\$4,350

Other Advertising Opportunities in The IAPD Magazine

- **Fabrication Services Showcase (in 6 consecutive issues)**

Advertise in this section for all six issues of *The IAPD Magazine* for as little as \$225! This section is designed to make it easy and affordable for any company to promote their fabrication services, products and machinery. Companies may be listed under one or more categories that best describes their unique fabrication capabilities.

Lines	Members	Nonmembers	Logos	Members	Nonmembers
1 to 5 lines	\$225 per line	\$315 per line	Black & white	\$225	\$315
			Color	\$285	\$400

Cross References (same price for members and nonmembers)

\$190 per cross reference A cross-reference lists your company name and refers the reader to the fabrication directory heading containing complete information about your company.

- **Rep Business Exchange (in 6 consecutive issues)**

Special business card advertising opportunity for manufacturers' representatives in the plastics industry that appears in every issue.

	Members	Nonmembers
B&W card	\$350	\$560
Color card	\$425	\$680

- **Classified Advertising (magazine and online)**

Classified ads can be placed in both *The IAPD Magazine* and on its website at www.iapd.org. (Text only, no logos.) If placing an advertisement in both the magazine and the website, IAPD members will receive a 5-percent discount. Ads may appear under the following headings: job wanted, help wanted or equipment & materials.

Magazine Rates	Members	Nonmembers
up to 50 words	\$100	\$135
51-100 words	\$160	\$220
101-150 words	\$255	\$345

Website Rates	30 Days	60 Days	90 Days	
up to 100 words	\$100	\$160	\$255	IAPD Member Price
101-150 words	\$160	\$255	\$405	
up to 100 words	\$135	\$220	\$345	Nonmember Price
101-150 words	\$220	\$345	\$485	

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

Advertising rates are quoted in black & white. Color charges are as follows:

- 4-color — \$650
- 2-color — \$400

