



**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](http://iapd.org)



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international association  
of plastics distribution

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**P**erformance 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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