



**iapd**

International association  
of plastics distribution

# 2019

# MEDIA KIT

## Targeting Performance Plastics Professionals

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

*Performance Plastics Magazine* | [iapd.org](http://iapd.org)



**iapd**

International association  
of plastics distribution

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[www.iapd.org](http://www.iapd.org) | [iapd@iapd.org](mailto:iapd@iapd.org)

For advertising information, contact:  
Darla Hall, Sales Account Executive  
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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 2019 Editorial Calendar and Deadlines

### February/March 2019

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

**Space Deadline:** January 18

**Material Deadline:** January 25

### April/May 2019

- Special Feature: [Material Handling](#)

**Space Deadline:** March 15

**Material Deadline:** March 22

### June/July 2019

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

**Space Deadline:** May 17

**Material Deadline:** May 24

### August/September 2019

- Special Feature: [Preview of the Annual Convention/Marine](#)

**Space Deadline:** July 19

**Material Deadline:** July 26

### October/November 2019

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

**Space Deadline:** September 20

**Material Deadline:** September 27

### December 2019/January 2020

- Special Feature: [Corporate Profiles/Building and Construction](#)

**Space Deadline:** November 15

**Material Deadline:** November 22

### 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, reprints of your article are an effective and affordable way to show your company's expertise in a topic. Contact Darla Hall for details and pricing.

# 2019 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"	\$4,200	\$3,885	\$3,465
2/3 vertical	4-9/16" x 10"	\$3,570	\$3,360	\$3,150
1/2 island	4-7/8" x 7-1/2"	\$3,360	\$3,150	\$2,940
1/2 horizontal	7-3/4" x 4-7/8"	\$2,940	\$2,785	\$2,625
1/3 vertical	2-7/16" x 10"	\$2,310	\$2,200	\$2,100
1/3 horizontal	5-1/8" x 4-7/8"	\$2,310	\$2,200	\$2,100
1/4 vertical	3-3/8" x 4-7/8"	\$1,950	\$1,840	\$1,735
1/6 horizontal	4-7/8" x 2-7/16"	\$1,575	\$1,470	\$1,365
1/6 vertical	2-7/16" x 4-7/8"	\$1,575	\$1,470	\$1,365

## 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"	\$5,040	\$4,725	\$4,400
Inside Back Cover	7-3/4" x 10"	\$4,725	\$4,400	\$4,100
Back Cover	7-3/4" x 10"	\$5,460	\$5,150	\$4,830
2-page Spread	16-1/8" x 10"	\$6,825	\$6,225	\$5,775

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	\$4,725	\$4,410
Source Guide (October)- only 1 available	\$4,725	\$4,410

Send ad artwork to:  
[dhall@iapd.org](mailto:dhall@iapd.org)

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 must 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 2019 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 2019 issue of *Performance Plastics* magazine. **Sign up for both the Membership Directory and Source Guide at the same time and get a discounted rate!**

	Color Logo	B&W Logo
Membership Directory OR Source Guide	\$320	\$220
Membership Directory AND Source Guide*	\$420	\$365

\*only available to IAPD manufacturers, resin manufacturers and APS members



# 2019 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

- 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

Sample Slider



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

## Home Page Button Ads

- 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

Sample Ad



	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 allowed

	Members	Nonmembers
Sponsor a Webinar	\$500	\$1,000

## IAPD News e-Newsletter Sponsorship

- IAPD News is a complimentary monthly electronic newsletter
- Exclusive information for IAPD members and their key staff
- Updates IAPD members with IAPD information and association activities
- Sponsors receive a company logo (150 x 77 pixels) along with a direct link to their company website and an optional press release



	6 Months	12 Months
Member	\$775/month	\$500/month

### Sponsors Receive:

- Exclusivity
- Color logo with direct link to company website
- Targeted branding to 3,500 IAPD members

Opportunity available to IAPD members only. Must commit to 6-month or 12-month schedule to receive discounted pricing.



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# Other Advertising Opportunities in *Performance Plastics Magazine*

## Fabrication Services Showcase (in 6 consecutive issues)

Advertise in this section for six issues of *Performance Plastics* magazine for as little as \$500! 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.

### Add a logo for branding and better visibility on the page:

Logos	Members	Nonmembers
Black & White	\$240	\$340
Color	\$325	\$435

Words	Members	Nonmembers
1-10 words	\$525	\$735
11-20 words	\$790	\$1,100
21-30 words	\$1,050	\$1,470
31-40 words	\$1,315	\$1,840
41-50 words	\$1,575	\$2,200

### Cross References (same price for members and nonmembers)

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



## 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
Black & White	\$400	\$630
Color	\$500	\$765



## Custom Marketing

- Customize these marketing pieces with your company logo and contact info.
- Top 26 Markets, IAPD Material Property Tables and IAPD Thermoplastic 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



## Advertiser Options That Offer Premium Visibility

- Front Cover Tip-On. Your 8 ½" x 11" ad is glued to the front and becomes the cover of *Performance Plastics* magazine. One or two-sided, full color.
- Front Cover Wrap Around. Your message will be the first thing readers see before they can even open the magazine. Sizes vary.
- Polybag To Insert Your Catalog and/or Stand-Alone Advertising Sales Piece. Use *Performance Plastics* magazine as the delivery vehicle to ship your catalog or sales information to our lucrative plastics audience.
- *Performance Plastics* magazine Advertorial Publishing. Tell your company's message in advertorial form. Great for new product launches. Logos and photos are allowed, must meet editorial standards.
- Prices quoted on a per project basis. Contact Darla Hall for additional information (913) 345-1008 or [dhall@iapd.org](mailto:dhall@iapd.org).

