

PD&F

Plastics Distributor® & Fabricator

2011 Rate Card

Plastics Distributor® & Fabricator magazine is edited for all aspects of the plastic shapes industry. We reach qualified decision makers active in the sale and fabrication of plastic sheet, rod, tube, profiles film, pipe and fittings. Featuring regular columns, news and new products, we provide the information our readers need to stay current and competitive on the sawing, routing, bending, bonding, welding and forming of plastic shapes.

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2011 EDITORIAL CALENDAR

Issue	Feature
January/February	<i>Fabricating Machinery & Tooling</i>
March/April	<i>Polyolephins Signs & P.O.P.</i>
May/June	<i>Nylon & Acetal AWFS Preview</i>
July/August	<i>2011 Buyer's Guide SPE Preview/Thermoforming</i>
September/October	<i>High Performance Plastics Finishing & Assembly</i>
November/December	<i>Year in Review Welding</i>

CLOSING DATES

Issue	Ad/Edit Close	Material Close
January/February	12/20/10	12/27/10
March/April	02/21/11	03/08/11
May/June	04/22/11	04/29/11
July/August	06/20/11	06/27/11
September/October	08/22/11	08/29/11
November/December	10/21/11	10/28/11

Issues are mailed at the end of the first month of the cover date.

Special Advertising Sections

Nylon & Acetal Shapes

This special advertising section features news, new products and fabrication techniques for working with these industrial workhorses. Editorial charts provide a quick reference to the shapes available from leading manufacturers. Nylon and Acetal display advertisers⁽¹⁾ receive a free *Supplier Listing* in the magazine and on our website with hotlinks.

2011 Buyer's Guide

The *2011 Buyer's Guide* will offer fabricators the most comprehensive listing⁽¹⁾ of the leading suppliers and manufacturers for the plastic shapes industry. From material and machinery to equipment and supplies, the *2011 Buyer's Guide* will provide readers with a valuable who's who. A hotlinked and keyword searchable version is also featured on our website.

Regular Columns and Features

- | | |
|---|--|
| <ul style="list-style-type: none"> ◆ News Briefs ◆ People, Places & Things ◆ New Products ◆ Safety Solutions ◆ Literature Review | <h4 style="text-align: center;">Series</h4> <ul style="list-style-type: none"> ◆ Routing ◆ Thermoforming |
|---|--|

CIRCULATION

PD&F magazine is published six times per year and is mailed to qualified distributors and fabricators of plastic shapes in the United States, Canada and overseas. Additional qualified readers include material and machinery manufacturers serving the industry.

Business/Industry Category	Copies ⁽²⁾	%
Distributors⁽³⁾ of sheet, rod, tube, profiles, film, pipe and fittings.	5,150	22
Fabricators of products and parts from transparent and mechanical thermoplastic and thermoset shapes by a variety of processes including sawing, routing, bending, bonding, machining and forming.	14,571	62
Manufacturers of plastic rod, sheet, tube, profiles, film, pipe and fittings, and manufacturers' representatives.	2,105	9
Machinery , tooling and accessory manufacturers and distributors.	1,350	6
Advertising copies to the above categories.	350	1
TOTAL	23,256	100
Allocated to Trade Shows and Conventions Calendar 2010	1,500	

Regional Breakdown

New England	7.5%	East South Central	4.2%
Middle Atlantic	15.6%	West South Central	6.8%
East North Central	26.4%	Mountain	3.9%
West North Central	6.3%	Pacific	12.3%
South Atlantic	13.9%	Canada	3.3%

2011 ADVERTISING RATES

Effective 01-01-11

Ad Unit	B/W Per Insertion		
	1x	3x	6x
Full Page	\$4,194	\$3,843	\$3,492
Island	3,141	2,963	2,790
1/2 Page	2,284	2,111	1,944
1/3 Page	1,676	1,615	1,526
1/4 Page	1,437	1,387	1,298
1 col. X 3"	880	852	796
1 col. X 2"	741	713	668
Spot Lit			
B/W	\$ 595	\$ 515	\$ 400
4-color	750	715	630

Directory Listings ⁽¹⁾	Issue	Rate
Nylon & Acetal Shapes	May/June	\$ 595
2011 Buyer's Guide	July/August	\$ 595

Color Rates

Black and white advertisers may use PMS 301 (blue) at no additional charge. All other colors are subject to the four-color rate. The following are in addition to the black and white earned rate:

Full Page, Island, 1/2 Page\$ 670
All other fractional units\$ 515

Premium Positions

(Add to earned 4-color rate)
Back Cover\$ 780
Inside Front Cover\$ 515
Inside back Cover\$ 446

Classifieds

Five lines or less - \$65 (based on 2-column format), \$3 for each additional line. Classifieds must be pre-paid and will appear on our website for up to four months.

Mfgs' Reps Business Cards⁽⁴⁾\$ 220

Web Advertising - www.plasticmag.com

Reach 364,000⁽⁵⁾ prospects a year through the Internet's most targeted website for distributors and fabricators of plastic shapes.

PD&F offers the following ad units on www.plasticmag.com – the industry-leading source for plastic sheet fabricators with a twelve year archive.

Ad Unit	Dimensions	Open	3x \$/mn	6x \$/mn	12x \$/mn
Web Buttons	150 x 100	\$ 750	\$ 638	\$ 600	\$563
Web Banners	468 x 60	1,000	850	800	750
Skyscrapers	150 x 500	1,250	1,063	1,000	938

Ads appear⁽⁶⁾ in four locations:

Home Page: www.plasticmag.com/default.asp
Buyer's Guide Page: www.plasticmag.com/cpguide.asp
Article Search Page: www.plasticmag.com/search.asp
eReader Form: www.plasticmag.com/ereader.asp

www.plasticmag.com has hosted over 364,000 visitors and served nearly 1.5 Million pages of industry-leading information.

MECHANICAL SPECIFICATIONS

Magazine Trim8 1/8" x 10 13/16"
Live Matter Subtract 1/4" from trim on all sides
Bleed Add 1/8" to trim on all sides
Binding Saddle Stitch

Ad Unit	Width x Height
Full Page	7 5/8" x 10 3/8"
Island	4" x 7 1/4"
1/2 Page Horizontal	7 1/4" x 4 7/8"
1/2 Page Vertical	3 1/2" x 10"
1/3 Page Vertical	2 1/4" x 10"
1/3 Page Square	4 3/4" x 4 7/8"
1/4 Page	3 1/2" x 4 7/8"
1 col. x 2"	3 1/2" x 2"
1 col. x 3"	3 1/2" x 3"

Spot Lit*

1/6 Page 2 1/2" x 4 5/8"

*Spot Lit ads run up to six on a page.

Business Cards 3 1/2" x 2"

Material Requirements

Digital advertising materials that can be placed in Quark Xpress 6.0 are accepted. Native Quark files for version 5.0 or higher are also accepted. All files should be high resolution (300 dpi) in CMYK mode. Accepted file formats include: .tiff, .eps and .pdf (version 1.3). There is a \$50 fee for converting .jpeg files, RGB files and .pdf files from version 1.4 to 1.3.

Proofs must accompany all advertising materials. If a proof is not provided, the publisher shall not be held accountable for errors or omissions in color or ad content. A calibrated color proof must be supplied if color match is critical.

Web ad specs: File format: GIF or JPEG; Color Depth: 8 bits (256 colors); File size: Try to keep under 30k (recommended 15-20k). See above for web ad unit dimensions.

Forward insertion orders and advertising materials to address on back of rate card.

CONTACT INFORMATION

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Contact us for FTP information to transfer files over 10MB.

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Riia O'Donnell Associate Editor
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PUBLISHED BY KLW ENTERPRISES, INC.

TERMS: Invoices are issued the first of the second month of the cover date and are due upon receipt. One-issue credit limit. Publisher requires pre-payment for first insertion for all new accounts. A finance charge of 1.5% per month will be assessed for invoices over 30 days past due. Charges for advertising space are ultimately the responsibility of the advertiser. All rates are net per insertion. All remittances must be made in United States exchange. Publisher reserves the right to withhold eReader leads on past due accounts. Prices and conditions subject to change without notice.

GENERAL CONDITIONS & INFO: Publisher will not be bound by any conditions, oral or written, appearing on contracts, orders or copy instructions that conflicts with the provisions of this rate card. Advertising positions are not guaranteed unless accepted by Publisher in writing. All orders are accepted subject to acts of God, fire, accidents or other contingencies beyond Publisher's control and Publisher shall have no liability to any advertiser or advertising agency because of failure to complete advertising orders due to such causes. Acceptance of order is conditioned by Publisher's approval of copy, text, display and illustrations. Despite such approval, all copy, text, display and illustrations are published with the understanding that the advertiser and advertising agency assume full and complete responsibility and liability for the content of all advertising copy submitted, printed or published. The advertiser and the advertising agency agree to indemnify and save harmless Publisher from any and all loss, expense or other liability arising from any claims for libel, violation of the right of privacy, plagiarism, copyright infringement, violation of a law imposed by the U.S. or by any state or subdivision thereof, and any other claim suit that may arise out of the publication of any advertising copy submitted, printed or published. Publisher reserves the right, without liability, to reject, omit or exclude any advertising for any reason at any time, with or without notice to the advertiser or advertising agency, and whether or not such advertising was previously acknowledged, accepted or published. The liability of the Publisher for any error which it may be held legally responsible will not exceed the cost of the space ordered or occupied by the error. Publisher will not, in any event, be liable for loss of income or profits or any consequential damages. Cancellations or changes in orders are not accepted after closing date and none may be considered executed unless acknowledged by the Publisher in writing. *Neither the Plastics Distributor® & Fabricator magazine (PD&F) nor KLW Enterprises, Inc. is responsible for the contributed information or opinions contained in the magazine. All such information and opinions are those of the author(s).*

(1) Nylon and Acetal display advertisers in the May/June issue receive a free listing. Display advertisers who run an insertion from September/October 2010 through July/August 2011, receive a free listing in the 2011 Buyer's Guide. Both directories appear on our website for up to one year with hotlinks. Listing includes a B/W Spot Lit ad.

(2) Circulation breakout for September/October 2010 issue.

(3) Subscriber analysis shows over 90% of distributors also fabricate.

(4) Manufacturers' Reps Business Cards run for one year (six issues). All Business Card advertisements appear on our website with geographic coverage and products represented (information supplied by advertiser).

(5) Urchin Web Analytics Ver. 5.7.03 11/01/09 - 10/31/10.

(6) Web ads rotate the same position with up to four other advertisers approximately every six (6) seconds.