

Online.

PLASTICS NEWS

Stay with the Name You Trust in Asia

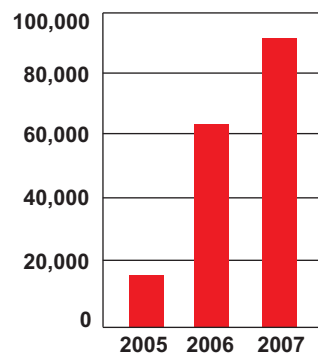
If you need to advertise in Asia but don't know where to turn, start with a name you trust – *Plastics News*. The **PlasticsNews.com/China** Web site, launched in June 2005, continues to grow and reach more industry professionals in the region. *Plastics News* is your familiar advertising option in an unfamiliar region.

Plastics News serves the region with two products:

- **PlasticsNews.com/China** – A Web site available in Chinese and English, containing articles written by correspondents in the region as well as *Plastics News*' veteran staff.
- **PN China eWeekly** – A Chinese and English language e-mail news broadcast every week with the article headlines linking back to the site. Subscription is free.

Site visitors and eWeekly subscribers are predominately processors (71 percent) and in Mainland China (56 percent). More than 83 percent of pages are accessed in Chinese each month.

PLASTICS NEWS
.com/China
Average Monthly Visitor Sessions



The *Plastics News* editorial staff covers a wide range of meetings and events.

Plastics News also exhibits at two trade shows in the region each year – in 2008 they will be ChinaPlas in Shanghai and Taipei Plas in Taiwan.

Staff with Expertise in China Markets



Nina Ying Sun – Nina is a Chinese native who is a full-time staff reporter based in *PN*'s Akron, Ohio, office. Before coming to graduate school in the U.S., she worked as a reporter for Hong Kong's Chinese-language newspaper *Ta-Kung Pao* and was a front-page editor of the overseas edition of *People's Daily*, China's largest newspaper.



Katherine Peavy Sima – Based in Shanghai for eight years, Katherine has extensive experience as a risk management consultant conducting pre-joint venture, M&A, and IPO due diligence for multinational companies, and as a magazine and Web site publisher in China. She is fluent in Mandarin.



Lauren Hilgers – Lauren has been based in Shanghai since 2006. Before that she worked for the *Los Angeles Times* and the *Austin Chronicle* in Texas. In China, she has written on finance, energy and culture for publications including *Securities Industry News*, the *China Economic Review* and the *Shanghai Business Review*. She has also lived in South Africa and India and speaks Chinese and Spanish.



Gurdip Singh – Gurdip has been working as a reporter for more than two decades for a number of international news organizations. Based in Singapore, he contributes stories to *PN* on the Asian plastics industry as well as stories on the Asian petroleum, steel and commodities markets to international publications.



Steve Toloken – Steve was *PN*'s full-time staff reporter in Washington, D.C., from 1997 until early 2006 when he relocated to Hong Kong. He had extensive daily newspaper reporting experience before joining *PN*. Steve's knowledge of the plastics industry gives him a unique view of the companies and events he reports on throughout Asia.



Han Mui Ching – Mui Ching was editor of *Asian Plastics News* based in Singapore until 2005 and since then has written for a U.K.-based business publication in the cosmetics industry and a lifestyle magazine based in Italy. Mui Ching has also worked for a newsletter covering the biotech industry. She has a degree in chemistry and is now located in Beijing.

Online.

China Site and Broadcast Ad Rates

Web Site & eWeekly	3 Months	12 Months	Discounted for 12x Tab Print Advertisers
Platinum sponsorship	N/A	\$70,590	\$60,002
Gold sponsorship	N/A	49,413	42,001
Silver sponsorship	\$11,294	37,648	32,001

Web Site Only Packages	No Time Specified
100,000 ad impressions	\$11,765
200,000 ad impressions	18,824
300,000 ad impressions	21,177

Web Site Only	1 Month	3 Months	6 Months	12 Months
Leader board	\$2,353	\$6,177	\$9,412	\$12,647
Banner	1,118	3,059	5,883	8,824
Button	471	1,177	2,118	3,824

Gross prices. Effective October 1, 2007.

Platinum Sponsorship

- **E-mail:** The **exclusive** mini-skyscraper plus one of only three available banners.
- **Web Site:** The **exclusive** home page leader board, a rotating mini-skyscraper on inside pages, plus a run-of-site button ad.
- The most prominent and exclusive positions on both products.

China Web Site Individual Ads

- Ads are run-of-site and may include home page exposure.
- Ads are guaranteed a minimum of 6,000 impressions per month.
- Ads may be in Chinese and English languages.

Gold Sponsorship

- **E-mail:** One of the three banner ads.
- **Web Site:** A rotating mini-skyscraper and a rotating banner ad on the home page, plus a run-of-site button ad.
- Guarantees prominent display on the e-mail and Web site home page.

Ad Sizes (Web Site and Broadcast):

	Width x Height (pixels)	Maximum file size
Banner	468 x 60	15KB
Button	120 x 90	12KB
Leader board	728 x 90	18KB
Mini-skyscraper	120 x 240	15KB

Silver Sponsorship

- **E-mail:** Button ad.
- **Web Site:** Banner ad rotating in the most prominent home page banner ad position plus a run-of-site button ad.
- Guaranteed display on the e-mail and Web site home page.

Advertisers may provide English and Chinese language ad files or elect to use the same ad on both broadcasts.

Ads may be animated GIF, JPG or Macromedia Flash files. Flash files have a maximum initial download size as indicated above and a maximum total download size of 50KB. See page 17 for modification required to Flash files.

Flash ad files cannot be used for eWeekly broadcast ads.

China Web Site-Only Ad Packages

- Advertiser provides leader board, banner and button for display in all parts of site not reserved for exclusive advertisers.
- Each ad type will get at least 25 percent of the total impressions bought.

To see samples, visit:
www.PlasticsNews.com/China