

In print.

PLASTICS NEWS®

2008 General Display Advertising Rates*

Rate Card #20
Eff. October 1, 2007

BLACK/WHITE RATES

Unit Sizes	1x	3x	7x	13x	20x	26x	39x	52x	65x	78x	104x
Tabloid Page (70")	\$13,440	\$12,180	\$10,080	\$9,100	\$8,260	\$7,910	\$7,630	\$7,350	\$7,210	\$7,070	\$6,790
Std. Mag. Page (40")	11,600	10,560	8,640	7,880	7,200	6,880	6,560	6,440	6,320	6,200	5,960
Half Page (35")	10,150	9,240	7,560	6,895	6,300	6,020	5,740	5,635	5,530	5,425	5,215
Quarter Page (18")	5,850	5,364	4,410	4,014	3,636	3,348	3,240	3,096	3,024	2,970	2,844
Minimum Size (5")	1,625	1,490	1,225	1,115	1,010	930	900	860	840	825	790
Column Inch Rates	1x	3x	7x	13x	20x	26x	39x	52x	65x	78x	104x
30" to less than 70"	\$290	\$264	\$216	\$197	\$180	\$172	\$164	\$161	158	155	149
5" to less than 30"	325	298	245	223	202	186	180	172	168	165	158

Minimum ad size accepted is 5 column inches.

Frequency is determined by the number of insertions used by an advertiser within 12 months from date of first insertion of contract period.

Multiple units of space in one issue are charged at individual unit rates and are counted as individual units toward frequency discount.

Each spread counts as two insertions for frequency, i.e. 13 spreads earn the 26x rate.

Bleed: No additional charge.

COLOR RATES

Rates are in addition to Black/White space.

	Per Page	Per Spread
AAAA Standard Colors**	\$1,468	\$2,449
Matched Color	2,099	3,486
Four-Color Process (see chart on right)	3,538	6,130

HIGH IMPACT PROGRAM: Run multiple four-color insertions in the same issue, 30" or larger, and pay four-color charge on the first ad only.

** All standard colors are built using process inks

SPECIAL POSITIONS

15% of Black/White rates. Contact Ad Representative for availability. Premium is computed using black and white space rate only. Minimum position charge \$400.

Short Rates and Rebates

Advertisers will be short-rated if within a 12-month period from the date of the first insertion, they do not use the amount of space upon which their billings have been based. Advertisers will be rebated if within a 12-month period from the date of first insertion, they have used sufficient additional space to warrant a lower rate than that at which they have been billed.

FOUR-COLOR PAGES

	Standard Size Per Page Program		Tabloid Size Per Page Program	
1x	\$15,138	\$15,138	\$16,978	\$16,978
3x	14,098	42,294	15,718	47,154
7x	12,178	85,246	13,618	95,326
13x	11,418	148,434	12,638	164,294
20x	10,738	214,760	11,798	235,960
26x	10,418	270,868	11,448	297,648
39x	10,098	393,822	11,168	435,552
52x	9,978	518,856	10,888	566,176
65x	9,858	640,770	10,748	698,620
78x	9,738	759,564	10,608	827,424
104x	9,498	987,792	10,328	1,074,112

COLOR ADS SMALLER THAN 18"

Two-color rates

For ads less than 18", two-color charge is \$83 per inch

For ads 18" or larger, two-color charge is \$1,468

Example: a 10" two-color ad would have a color charge of \$830

Four-color process rates

For ads less than 18", four-color process charge is \$197 per inch

For ads 18" or larger, four-color process charge is \$3,538

Example: a 10" four-color process ad would have a color charge of \$1,970

* These terms and conditions shall be deemed incorporated in every insertion order or space tendered to **Plastics News** unless modified by written agreement signed by an officer of Crain Communications Inc. (Publisher) and shall supersede any inconsistent statements in such order or contract.

In print.

PLASTICS NEWS®

Ad Space Sizes Available

Size: Full page is 70 column inches: 5 columns, 14 inches deep. Display advertising space will be sold in increments of 1/2". Space is available in any number of columns or inches as desired, with limitations on depth as noted below except that any ad exceeding 12" in depth will be run and billed at full column depth of 14 inches. Minimum size is 5 column inches. Ads must be at least as many inches deep as columns wide, except for special banner sizes which require approval of publication.

Space Size	Width (")	Mini-Maxi Depth (")
1 Page (non-bleed)	10-1/4	14
1 Page (bleed)	11-1/4	14-3/4
1 Column	1-7/8	5 to 14
2 Columns	4	2-1/2 to 14
3 Columns	6	3 to 14
4 Columns	8-1/8	4 to 14
5 Columns	10-1/4	5 to 14
6 Column Spread	12-1/2	7 to 14
8 Column Spread	17	7 to 14
10 Column Spread	21	7 to 14
10 Column Spread (full bleed)	22-1/4	14-3/4

Facing 5-column units less than 7 inches in depth available at 10% premium, minimum depth 5 inches. Facing 4-column units less than 7 inches in depth, positioned only on outside of pages at 10% premium. 3, 4, and 5-column units, 7 inches or more in depth may be purchased on facing pages with gutter bleed at regular rates.

Full Page (Standard Tab Size) 70 inch (5 col. x 14")	Half Page 35 inch (5 col. x 7")
\$12,180 (3x)	\$9,240 (3x)
10,080 (7x)	7,560 (7x)
9,100 (13x)	6,895 (13x)

Standard Magazine Page 40 inch (4 col. x 10")	Quarter Page 18 inch (3 col. x 6")
\$10,560 (3x)	\$5,364 (3x)
8,640 (7x)	4,410 (7x)
7,880 (13x)	4,014 (13x)

Standard Magazine Spread 80 inch (8 col. x 10")
\$21,120 (3x)
17,280 (7x)
15,760 (13x)

2008 Insert Costs

Run standard-size inserts for as little as \$3,000 PER PAGE!

Your company's four-page brochure can appear in 60,000 copies of *Plastics News* for as little as \$14,010. Listed are costs, per insert, for standard-size inserts at various frequency rates:

Size of Insert	1x	3x	7x	13x	20x	26x	39x	52x
2 Pages	\$12,495	\$11,385	\$9,360	\$8,515	\$7,745	\$7,455	\$7,120	\$7,005
4 Pages	24,990	22,770	18,720	17,030	15,490	14,910	14,240	14,010

- For inserts larger than 4 pages, contact your representative for costs
- Tip In Charges – \$18.00/M
- You may select other sizes, for example – postcards or tabloid size. Also, you may select specific demographics, for instance – by state or even by job title
- Minimum Price – \$3,000
- Inserts subject to scheduling, mechanical and postal requirements
- **Insert Size**

Minimum	Maximum
Width	5" to 10-1/4"
Depth	5" to 14"

In print.

PLASTICS NEWS®

Cycle Program

The following positions are available, on 13x cycles:

- 1 - Covers - Inside front/Inside back/Outside back
- 2 - Opposite resin pricing page
- 3 - On resin pricing page*
- 4 - Opposite editorial page
- 5 - 2nd resin pricing page*
- 6 - Page 5

* Fractional ads only - size limitations on ads.

Contact your sales representative for availability.

CYCLE I	
1/14 - ●	
2/4	
3/10 - ▲	
4/14 - ●	
5/12 - ●	
6/9 - ★	
7/7	
8/4 - ●	
9/1 - ●	
9/29 - ■	
10/27	
11/24	
12/22	

CYCLE II	
1/21	
2/18 - ●	
3/3 - ●	
3/31 - ▲■	
4/21 - ●▲	
5/19	
6/16 - ●	
7/14 - ●	
8/11	
9/8 - ●▲	
10/6 - ▲	
11/10 - ●▲	
12/8 - ★	

CYCLE III	
1/7	
2/11 - ●	
3/17	
4/28	
5/26 - ●	
6/23 - ●	
7/21 - ★	
8/18 - ●	
9/15 - ●	
10/13 - ●	
11/3	
12/1 - ●	
12/29 - ◆	

CYCLE IV	
1/28 - ★	
2/25 - ●	
3/24 - ▲	
4/7 - ▲	
5/5 - ●▲	
6/2	
6/30 - ■	
7/28	
8/25 - ●	
9/22 - ▲	
10/20	
11/17	
12/15 - ■	

- ▲ Trade Show – Bonus Distribution
- Literature Spotlight
- Special Report Issue
- ◆ Market Data Book
- ★ Baxter Research Ad Readership Study

Issuance/Closing Dates

Publisher may act on the written instructions of either the advertiser or agency as to any ad. No liability is assumed as to any instructions received after closing date. *Plastics News* is published weekly. The last advertising forms close Thursday, 11 days preceding date of publication, except during holiday weeks. When proof must be submitted for approval, copy and/or artwork must be in the hands of Publisher one week preceding ad close date. When normal closing dates fall on holidays, issues close the preceding workday.

Agency Commission

15% of gross billing allowed to recognized agencies on space, color and position, provided account is paid within 30 days of invoice date. Commissions not allowed on other charges, such as insert handling, special binding or trimming of inserts, reprints or other mechanical charges.

Payment Terms

Invoices are dated as of the issue date and are due and payable upon receipt in U.S. funds drawn on a U.S. bank. Publisher looks to the advertising agency placing the insertion order for payment, however, Publisher shall have the right to hold the advertising agency and the advertiser jointly and severally liable for the monies due and payable to Publisher, and the agency warrants, by submitting the insertion order, that it and the advertiser have accepted this responsibility. Publisher will not be bound by conditions, printed or otherwise, on contracts, order blanks or instructions when such conditions conflict with its policies.

The Publisher's Protective Clause: By issuance of this rate card, Publisher offers, subject to the terms and conditions herein, to accept insertion orders for advertising to be published in *Plastics News* and by their tendering such insertion order the advertiser or agency shall indemnify and hold Publisher, its employees, agents and its subcontractors free and harmless from any expenses, damages and costs resulting from Publisher's compliance with such insertion order (including but not by way of limitation, from claims of libel, violation of privacy, copyright infringement or otherwise) and Publisher shall have full right to settle any such claim and to control any litigation or arbitration as to which it may be a party all at the cost of the agency and the advertiser who shall be deemed joint and several indemnitors and agency warrants that it is authorized to bind, and does bind, advertiser to such indemnity jointly and severally with agency. Publisher reserves the right in its sole discretion to discontinue publication at any time with or without notice, or to defer or cancel the printing, publication or circulation of any issue, and shall not be liable for any failure to print, publish or circulate all or any portion of an issue or of the tendered advertising because of labor disputes involving the Publisher, the printer or others, transportation delays or embargoes, errors or omissions of employees or subcontractors, or circumstances beyond its control. Publisher's sole obligation as to any failure or default on its part shall be limited to a refund of its charges which may have been paid to it or, at its option, to publish the tendered advertising in the next available issue. The Publisher reserves the right to reject or omit any advertising for any reason. No advertising will be accepted which simulates *Plastics News* editorial material.



In print.

PLASTICSNEWS[®] Mechanical Data

Printing: *Plastics News* is printed heat-set web offset on 36 lb. matte stock. In general, follow recommended Specifications Web Offset Publications (SWOP).

Binding: Saddle Stitched.

Publication Trim Size: 10-7/8" x 14-1/2"

Inserts: To ensure inserts meet the publication's mechanical requirements and postal regulations, samples or mock-up dummies, on the specified paper stock, must be submitted to the Production Department. Contact your sales representative or production manager for specific mechanical requirements.

Advertising Production Specifications

All advertising should be provided in a digital format. For further instructions on how to prepare your digital advertisement and upload to Crain's Digital Ad Processing Center please visit our Web site at www.crain.com/digital_ad

Digital Ad Specifications:

File Formats: PDF, EPS (with all fonts and images embedded) and high-resolution TIF files are acceptable. All fonts must be Postscript Type 1.

Color, Images and Fonts: Four-color ads must be converted to CMYK. Two-color ads should be produced using the CMYK mode. All PMS or pre-mixed inks require dedicated print units and will be billed at the Matched Color Rate. Please refer to the current rate card for rates. Black and white ads need to be converted to grayscale. All images must be embedded. Image manipulation (resizing, color-mode changes and rotating) should be done in the application the image was generated with before importing it into a page make-up program. Image resolution should be at a minimum of 300 dpi. Fonts must be embedded or converted to outlines. Reverse lettering in four-color advertisements should be spread with dominant color forming shape of letters. Thin lines, serifs, small and medium-size lettering should be restricted to one color only. Maximum density in any one area, all colors, should not exceed 300%.

Crop Marks: Crop marks, registration marks and file identification names should not be included in the digital file. This information should be on the proof only.

Proofs: Advertisements supplied to Crain without an acceptable color proof will be printed to SWOP standards. The printer and/or Publisher cannot be held liable for color complaints when files are submitted without an acceptable color proof. Preferred proofs are Kodak Approval or another SWOP approved proof prepared 5-7% heavier than the file to simulate press gains and ink coverage to our web offset press. Color lasers or low quality ink jet prints are not acceptable color guidance.

Media: CD-ROM

E-Mail: Filename not to exceed eight characters followed by a three-character extension. One attachment per e-mail. Compress multiple files into a SIT or ZIP file. File attachments should not exceed 8MB.

Shipping Instructions: Space and insertion orders, correspondence and ad materials should be addressed to the Display Advertising Production Department, *Plastics News*, 1725 Merriman Rd., Akron, OH 44313
Phone: 330-865-6120
e-mail: mwhitman@crain.com

Color Information:

- Standard colors are produced by using the four process color inks CMYK. For a two-color standard ad, the first color is always black. The second color can be made using four-color process but must visually appear as one color.
- A matched color is a specific, designated color of ink, usually indicated by a PMS number or an ink swatch. Matched colors require a dedicated printing unit filled with the specific color ink. Using a PMS color dictates where the ad can be positioned within the book.
- Many PMS/matched colors can be successfully produced through process. Call your sales representative with questions.