

In print.

## PLASTICS NEWS Literature Spotlights

### Attract attention to your promotional materials!

This special section – devoted exclusively to literature, sales materials and catalog information –

- Moves literature off your shelf and into the hands of key decision-makers in the plastics industry
- Reaches important and interested prospects not currently being contacted by your sales staff
- Provides an ideal, low-cost method for developing quality sales leads and determining market interest in your new and existing products, equipment and services

### LITERATURE SPOTLIGHT PUBLISHING DATES

<i>Issue Dates:</i>	<i>Closing Dates:</i>
March 31	March 10
June 30	June 9
September 29	September 8
December 15	November 17

### LITERATURE SPOTLIGHT COSTS

Receive additional benefits from advertising in *Plastics News*' Literature Spotlight section with multiple insertions.

1-3 units @ \$1,500 per unit

4 or more units @ \$1,250 per unit\*

\* Cost based on the number of insertions per the contract year. All insertions must appear in the same contract year for the savings of \$250 per unit.

Not agency commissionable.  
Counts toward display frequency.

### COPY AND MECHANICAL SPECIFICATIONS

Measures 3-1/4" x 3-1/8" with 12 units to a page. Both horizontal and vertical formats are available. A four-color scan of your photo, brochure or catalog and typesetting services are provided to you at no charge. (Body copy is subject to editing to fit the allocated space.)

### ROTO MARKET EXPERTISE



From colorful compounds to natural ExxonMobil resin, we provide optimum choice for today's rotational molding needs. "Staying competitive" and "receiving the service you deserve" is what you can expect from Muehlstein. ISO9001 certified, we are committed to manufacturing and service excellence. For more information please contact: **Muehlstein**, tel. 800-257-3746, or visit [www.muehlstein.com](http://www.muehlstein.com).

[www.pnadconnect.com](http://www.pnadconnect.com) for info

Actual size

### TO PARTICIPATE

Send two copies of the literature, photo or catalog you wish to feature PLUS a 50-60 word description of the contents. Your listing will include: a four-color photo of your literature, company name (in boldface), address, phone number and contact person. If space permits you may include your fax, e-mail address, and/or Web site for immediate contact from interested customers. You may also supply your brochure in a digital format. Supply as a high-res (300 dpi) PDF, TIF, or JPEG along with your copy in a separate Microsoft Word document. E-mail to: [cdevoe@crain.com](mailto:cdevoe@crain.com).

### SHIPPING INSTRUCTIONS

Please send all correspondence, contracts, insertion orders, and copies of catalog, photo or brochure to:

*Plastics News* Literature Spotlight  
Attn.: Sales Department  
1725 Merriman Road  
Akron, OH 44313-5283

*Note: Do not use staples. Ship flat in cardboard to prevent bending of photos, catalog or brochure.*