

Online.

## PLASTICSNEWS® Web Sites Span the Globe

Your customers are moving around the world. Advertise only in North America and you will miss sales opportunities. But how do you project your brand and deliver your product information to potential customers around the world?

The *Plastics News* Global Group has three Web sites and five broadcast e-mail news products focusing on the areas that are most important to your company's future:

- **PlasticsNews.com** is the premier plastics industry Web site in North America.
- **PlasticsNews.com/China** is the fast-growing Web site for Mainland China and the rest of Asia. See page 18 for details.
- **PRW.com**, the Web site for *Plastics & Rubber Weekly* and *European Plastics News*, is widely respected in Europe. See page 20 for details.

North America ... China ... Europe. The Web sites of *Plastics News* and its sister

publications provide a cost-effective way for you to reach out to customers everywhere.

**PlasticsNews.com** dominates the online plastics industry media in North America. Every independent survey since 2000 has found that industry professionals visit and prefer **PlasticsNews.com** by more than a 2-1 margin. It has been the industry's most visited site for the past 12 years.

The *Plastics News* editorial staff adds as many as 12 new stories every day, and the site contains 27,000-plus archived stories, weekly resin price lists, processor rankings and many more useful items.

**PlasticsNews.com** provides the perfect environment for your company's electronic advertising. More than 70 percent of its total audience is in North America with the rest scattered throughout the world wherever plastics industry business is being conducted.



## E-mail Products Reach Out to Your Customers

**PN Daily Newsmail:** Broadcast every business day, free to opt-in subscribers. Sponsorships provide delivery of a color logo and 75-word text advertisement every fourth business day. Sponsors may change the ad each time it is broadcast. Four sponsorships are available.

**PN Materials Alert:** Broadcast every Friday, free to opt-in subscribers. Sponsorship provides delivery of a color logo and 75-word text ad each week. Sponsor may change ad text for each broadcast.

**PN Classifieds by E-Mail:** Broadcast every Friday night, free to opt-in subscribers. There are four separate broadcasts that give subscribers an early look at classified ads that will appear the next week in *Plastics News*. Broadcasts are: Recruitment; Tooling and Moldmaking; Buying and Selling Materials; and Buying and Selling Equipment (includes Auction and Business Opportunities ads).

Samples of all e-mail products can be found at [www.plasticsnews.com/mailings](http://www.plasticsnews.com/mailings).

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# PLASTICSNEWS®

## Advertising Rates

Gross prices. Effective October 1, 2007.

	1 Month	3 Months	6 Months	12 Months
Run-of-site banner ad	\$1,076	\$2,965	\$4,535	\$8,029
Exclusive position banner	1,953	4,035	5,788	10,565
Skyscraper ad	2,324	4,653	7,953	11,953
Exclusive home page ad	2,518	5,765	11,044	19,529
Button ad	488	1,094	1,923	3,118
Sponsorships				
Processor ranking	N/A	N/A	N/A	14,400
News & content category	2,129	4,759	8,635	15,270
Resin pricing section	1,429	3,647	6,988	12,577
E-mail products				
PN Daily Newsmail	3,941	10,888	20,370	30,588
PN Materials Alert	3,788	10,471	19,589	35,294
PN Classifieds (1 category)	N/A	1,530	N/A	5,648

Print Advertisers	
13x-25x 12 Months	26x-52x 12 Months
\$6,985	\$5,941
9,192	7,818
10,399	8,845
16,990	14,451
2,713	2,307

Frequent print advertisers receive frequency discounts on some Web ads

## Notes and Specifications

**Banner ads:** Appear randomly throughout the site, including the home page. Banners are guaranteed 6,000 impressions per month. Specifications: 468 pixels wide by 60 pixels high, animated GIF or JPG file, 15KB maximum file size unless Flash\* is used.

**Home page banner ads:** Appear only in the upper right corner of home page. Spot is limited to five advertisers. These ads are guaranteed 6,000 impressions per month. Specifications: 261 by 56 pixels, GIF or JPG file, 15KB maximum file size unless Flash\* is used.

**Skyscraper ads:** Run-of-site skyscrapers appear randomly throughout the site. They are guaranteed 6,000 impressions per month. Specifications: 160 by 600 pixels, GIF or JPG file, 18KB maximum unless Flash\* is used.

**Button ads:** Button ads appear randomly on the news pages. They are guaranteed 6,000 impressions per month. Specifications: 120 by 90 pixels, GIF or JPG file, 12KB maximum unless Flash\* is used.

**Processor ranking sponsor:** Sponsor's banner and skyscraper appear exclusively on all three pages of the sponsored ranking section. Sponsor also receives company recognition on entry page and print ads in *Plastics News*' ranking and Market Data Book issues.

**Resin pricing section sponsor:** Sponsor's banner and skyscraper appear exclusively on all three pages of each resin section.

**News category page:** Sponsor's banner and skyscraper appear on the sponsored page and follow for one click when an article is accessed. Home page exposure is included.

**Online Directory:** Company listings are free in the *PN* Online Directory. Featured listings are available for \$100 per month. For details, visit [www.plasticsnewsdirectory.com](http://www.plasticsnewsdirectory.com) or call (866) 627-2467.

**Agency Commission:** 15% of gross billing is allowed to recognized agencies on ready-to-run electronic advertising creative provided to *PN*.

**Customized Content Services:** *Plastics News* licenses Web site content for display on the sites of customers. Information can be provided on a customized basis.

**Shipping Instructions:** Insertion orders and ad material should be e-mailed to Ron Shinn at [rshinn@crain.com](mailto:rshinn@crain.com).

**Copyright:** The entire contents of [PlasticsNews.com](http://PlasticsNews.com) and [PlasticsNews.com/China](http://PlasticsNews.com/China) are copyrighted by Crain Communications Inc.

\* For Flash files, 15KB maximum initial download; 50KB maximum total download. Required file modification described at <http://www.craini2i.com/flash/single-click.html>.

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## PLASTICSNEWS®

### Adding PRW.com to a Web Advertising Campaign

Advertisers on **PlasticsNews.com** and **PlasticsNews.com/China** can now add Europe's most respected plastics industry Web site and daily news broadcast to their ad campaign at just half the regular price.

Ads on **PRW.com**, the Web site for *Plastics & Rubber Weekly (PRW)* and *European Plastics News*, are now available to *PN's* Web advertisers for as little as \$197 net per month.

Why add **PRW.com** to an advertising campaign?

- In print, *PRW* dominates the plastics industry media in the U.K. and *European Plastics News* is the most important plastics industry publication throughout the rest of Europe. Their combined Web site is backed
- Adding **PRW.com** delivers your message to Europe, particularly the emerging Eastern European market.

# PRW.com

by the strong editorial reputation of the two publications.

■ **PRW.com** traffic currently averages about 600,000 page views and 90,000 visitor sessions per month.

Web site ads appear on the home page and all news pages. Gross rates in U.S. dollars:

Button ad (125 x 125 pixels)		Banner ad (468 x 60 pixels)		Daily news e-mail top (468 x 60 pixels) or side banner (100 x 400 pixels)	
1 month	\$463	1 month	\$1,825	5 days	\$1,495 (minimum order is for five days)
3 months	1,150	3 months	4,563	20 days	2,245
6 months	2,083	6 months	8,213		
12 months	2,775	12 months	10,950		

News e-mail ads can run on consecutive days or at weekly intervals. Circulation is nearly 11,000.

Advertiser must be on the **PlasticsNews.com** or **PlasticsNews.com/China** sites to qualify for the reduced rates on **PRW.com**. Flash ads cannot currently be used on **PRW.com**.

Ad insertions will be billed in U.S. dollars by *Plastics News*.

### Chinese Language News Supplements at Asian Shows

*Plastics News* will publish Chinese language news supplements for distribution at the two biggest industry trade shows in Asia in 2008, with special print and Web advertising packages available.

The shows are ChinaPlas, April 17-20 in Shanghai, and Taipei Plas, Sept. 18-22 in Taipei, Taiwan. The supplements will be 8-12 standard pages each and contain original stories reported by *PN* reporters and correspondents from around the world.

**Advertising packages for each supplement consist of a print ad plus Web ads on PlasticsNews.com/China for just \$5,900 net per show. The unique package includes:**

**PRINT:** Ads (Chinese or English language) will be four-color, standard size (8" x 10") page. *PN* frequency and any applicable rebates apply.

**WEB:** Advertiser gets a giant leader board ad (728 x 90 pixels), banner ad (468 x 60 pixels) and button ad (120 x 90 pixels) rotating on **PlasticsNews.com/China**. Each ad will stay live for three months and receive a minimum of 33,333 impressions – more than 100,000 total ad impressions. Ads may be in Chinese for the Chinese-language portion of the site and English for the English portion of the site, or the same ad can run on both.

Total package cost of \$5,900 net for one show represents a savings of \$6,895 over purchasing the print ad (regularly \$2,795) and the Web ads (\$10,000) separately. Ad space is limited and package advertisers will get first priority. Buy advertising packages for both shows and get a 10 percent discount off the net rate for both orders.