



## PLASTICS NEWS 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.

### Ad Production Specs

All advertising should be provided in a digital format. For further instructions on how to prepare your digital ad and upload to Crain's Digital Ad Processing Center please visit our Web site at:  
[www.crain.com/digital\\_ad\\_center](http://www.crain.com/digital_ad_center)

#### 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:** Ads 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

#### Shipping Instructions:

Space and insertion orders, correspondence and ad materials should be addressed to the Display Advertising Production Department as follows:

*Plastics News*

1725 Merriman Rd.

Akron, OH 44313

Phone: 330-865-6120

e-mail: [mweaver@crain.com](mailto:mweaver@crain.com)

#### Upload ad material to:

[www.crain.com/digital\\_ad\\_center](http://www.crain.com/digital_ad_center)

#### 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.



The Power of PN ... 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	Depth (Min./Max.)
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.

<p><b>Full Page</b> (Standard Tab Size) 70 inch (5 col. x 14")</p> <p>\$12,670 (3x) \$10,500 (7x) \$9,450 (13x)</p>	<p><b>Half Page</b> 35 inch (5 col. x 7")</p> <p>\$10,570 (3x) \$9,625 (7x) \$7,175 (13x)</p>
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<p><b>Standard Magazine Page</b></p> <p>40 inch (4 col. x 10")</p> <p>\$11,000 (3x) \$9,000 (7x) \$8,200 (13x)</p>	<p><b>Quarter Page</b> 18 inch (3 col. x 6")</p> <p>\$5,580 (3x) \$4,590 (7x) \$4,176 (13x)</p>
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<p><b>Standard Magazine Spread</b></p> <p>80 inch (8 col. x 10")</p> <p>\$22,000 (3x) \$18,000 (7x) \$16,400 (13x)</p>
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## 2011 Insert Pricing

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

Your company's four-page brochure can appear in 45,000+ copies of *Plastics News* for as little as \$14,570.

Listed are costs, per insert, for standard-size inserts at various frequency rates:

Size of Insert	1x	3x	7x	13x	20x	26x	39x	52x
<b>2 Pages</b>	\$12,995	\$11,840	\$9,735	\$8,855	\$8,055	\$7,755	\$7,405	\$7,285
<b>4 Pages</b>	25,990	23,680	19,470	17,710	16,110	15,510	14,810	14,570

- For inserts larger than four pages, contact your sales 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"	10-1/4"
Depth	5"	14"