

Our Members Are a Selective Group

In fact, they select more vendors, products and services than any other group in the plastics industry.



SOCIETY OF PLASTICS ENGINEERS

Plastics Engineering

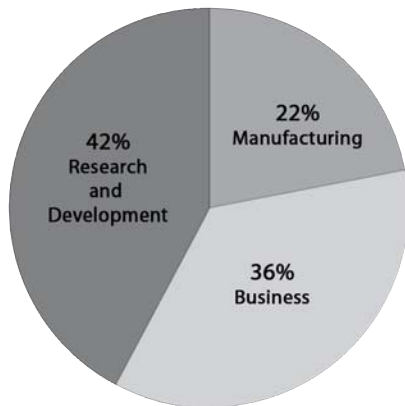
Media Kit 2008

*If You Want Your Product or Service to be Selected by Our Members, Advertise in **Plastics Engineering***

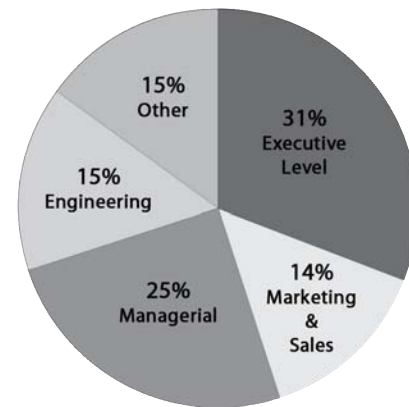
Plastics Engineering magazine, published by the Society of Plastics Engineers, presents an unparalleled and exclusive opportunity for you to market and sell to the top people in the plastics industry. SPE is the largest member organization in the industry worldwide, with over 20,000 people in 80 countries who share a common passion: plastics. There is simply no better—or more efficient— way to reach the most influential people in the industry.

Who will you reach when you advertise in *Plastics Engineering* magazine?

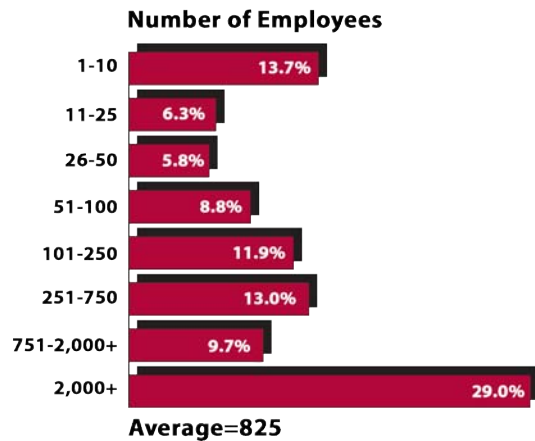
PLASTICS INDUSTRY'S DECISION MAKERS



PLASTICS INDUSTRY'S TOP EXECUTIVES



PEOPLE FROM LARGE & SMALL COMPANIES



PEOPLE FROM MULTIPLE INDUSTRIES

Respondents could choose multiple categories

Packaging	60%
Automotive	35%
Consumer Products	28%
Chemicals	23%
Medical	23%
Construction	21%
Electronics	19%
Machinery	11%
Molds	10%

PEOPLE WITH STRONG BUYING INFLUENCE

Additives	Materials
Auxiliary Equipment	Medical Plastics
Blow Molding	Mold Making
Colorants	Processing
Compounding	Robotics
Design/CAD	Rotational Molding
Extrusion	Sales/Marketing
Finance	Testing/Measurement
Injection Molding	Thermoforming
Masterbatches	

PEOPLE WHO RANK SPE'S TECHNICAL INFORMATION AS THEIR MOST IMPORTANT MEMBER BENEFIT

Respondents could choose multiple categories

SPE Online Technical Library	61%
Plastics Engineering Magazine	65%
SPE Website	63%
Wiley InterScience Downloads	51%

A GLOBAL POPULATION



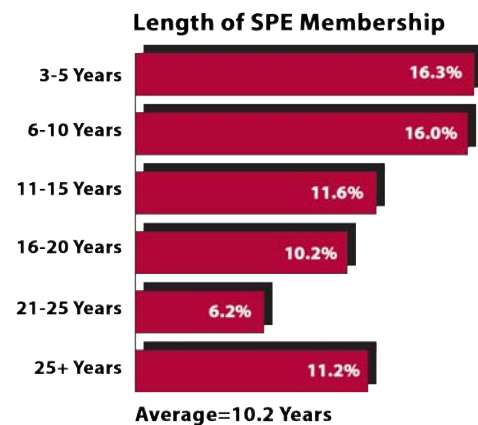
From offices in over 80 countries

34,000 circulation worldwide - ABC Audited

LOYAL SPE ADVERTISERS

PE Advertiser Length	
1 Year	56%
2 Years	18%
3 Years	10%
4+ Years	16%

PEOPLE VERY LOYAL TO SPE



Editorial Calendar

Issue Ad Close	Cover Feature	European Feature	Bonus Distribution
January December 20	Plastics Materials Additives & Products	How Green Was My K?	FlexPackCon® GPEC® SPE Polyolefins Conference
February January 18	Robotics Deliver	Multicomponent Injection Molding	ChinaPlas 2008 SPE European Thermoforming Conference
March February 20	ANTEC™ 2008 Preview & Plastics Encounter@ANTEC™	Plastics in Electronics	Plastics Encounter@ANTEC™
April March 19	Packaging Annual	Welding	Plastics Encounter@ANTEC™
May April 18	Auxiliary Equipment	Automotive Plastics	SPE Thermoforming Conference
June May 19	Multicomponent Molding	Fluid-Assisted Injection Moulding	
July/August June 19	ANTEC™ 2008 Wrapup	Polyurethane Technology Fakuma Preview	CAD RETEC® & Fakuma
September July 18	Automotive Annual	Blown Film Technology	SPE Automotive Composites Conference SPE Automotive TPO Conference SPE Automotive Awards Show Harvey AD Research Study*
October August 19	Flexible Electronics	Pharmaceutical Polymers	
November September 19	Additives Annual	Rotomoulding	
December/January October 20	Medical Plastics	Medical Plastics	08/09 Annual Company Directory*

****Special Added Feature**

****Buyers' Directories available for selected months. Please call for details.**

Display Rates

	2-Page Spread	1-Page	2/3 Page	1/2 Island	1/2 Vertical/Horizontal	1/3 Vertical/Square	1/4 Vertical/Banner
1X	\$8,170	\$4,300	\$3,440	\$3,020	\$2,795	\$2,065	\$1,720
3X	\$7,100	\$3,700	\$3,000	\$2,600	\$2,400	\$1,800	\$1,500
6X	\$6,000	\$3,160	\$2,530	\$2,220	\$2,055	\$1,520	\$1,270
9X	\$5,400	\$3,000	\$2,405	\$2,110	\$1,950	\$1,445	\$1,205
12X	\$4,845	\$2,850	\$2,285	\$2,005	\$1,855	\$1,375	\$1,145

COLOR RATES

Standard CMYK
Per color per page: \$690 Extra

Matched PMS Color
Per color per page: \$995 Extra

4-Color Process
Upcharge per unit: \$2,000

*Spot PMS colors are not accepted. No charge for bleed.

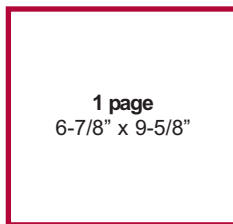
INSERTION ORDERS AND ARTWORK

Mailing Address

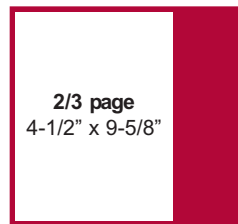
Advertising Department
Plastics Engineering
P O Box 403
Brookfield, CT 06804 USA
Fax: +1 203-775-8490
Email: Advertising@4spe.org

Mechanical Requirements

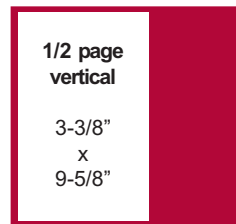
Perfect Bound: Trim size: 8-1/8" x 10-3/4" (206.375mm X 273.05 mm); Line Screen: 150; Column Depth: 9-5/8" (244.475mm) Column Width (3 column page): 2-1/8" (53.975mm). Vital advertising matter must be at least 1/2" (12.7mm) from the publication trim edge and 1/2" (12.7mm) from bound edge.



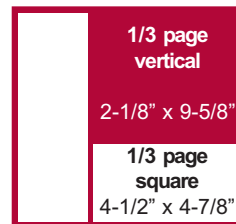
174.625mm x 244.475mm



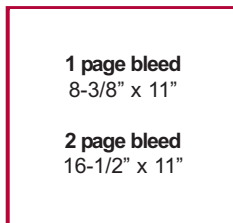
114.3mm x 244.475mm



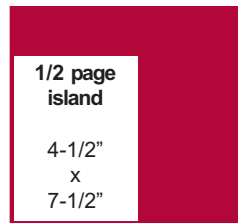
85.725mm x 244.475mm



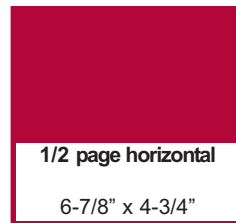
Vert: 53.975mm x 244.475mm
Sqr: 114.3mm x 123.825mm



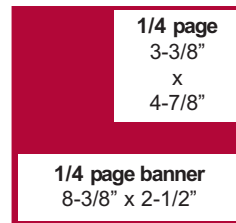
1 Pg: 212.725mm x 279.4mm
2 Pg: 419.10mm x 279.4mm



114.3mm x 190.5mm



174.625mm x 120.65mm



Page: 85.725mm x 123.825mm
Banner: 212.725mm x 63.5mm

Advertisers will be short-rated if, within a 12-month period, they do not earn the frequency rate used. Cancellations on advertising contracts less than six weeks prior to closing date will be charged full rate.

Art Preparation

For two, three or four-color ads, match prints must be furnished. Digital artwork should be supplied in either TIF, EPS or PDF format and can be sent on Mac-formatted Zip disk, CDROM or 3-1/2" floppy disk. For EPS file format (Illustrator, Freehand, etc.) convert all fonts to outlines. When creating PDF files, please embed all fonts. Files must be CMYK or matched PMS colors. Software: InDesign CD, Quark 5 & 6, Illustrator 10 and Photoshop 7.0 or higher.

Formats not acceptable: PMS colors, RGB mode, JPEG files. Art materials must be furnished as specified or advertisers will be charged for format conversions.

Inserts, Postcards & Custom Publishing

Plastics Engineering offers a wide range of unique, top-quality publishing solutions to meet our clients' needs. From bound-in postcards to sophisticated, multi-page inserts, and high-impact tipped-in posters, we welcome the opportunity to provide a quote on your special project.

Insert Availability

Full circulation inserts can be bound or tipped-in each issue of *Plastics Engineering*.

Demographic Editions

Plastics Engineering is delighted to offer Special Advertising Sections, cost-effective alternatives to expensive magazines and "niche" publications.

Classified Advertising

	1X	3X	6X	12X
Column Inch	\$140	\$120	\$100	\$80

Columns are fixed at 2-1/8", 4-1/4", and 6-3/8"; heights can vary in 1/2" increments. Classified ads are black and white only. All ads are included on the *Plastics Engineering*/SPE website (www.4spe.org) with 48 hours of approval, and remain posted until the last day of the month of the print issue in which they appear, at no extra charge, unless otherwise requested. Prices are net non-commissionable. Categories: Auctions, Business Opportunities, Executive Search, Machinery & Equipment, Materials for Sale / Wanted, Position Open, Position Wanted, Professional Services.

SPE's Career Board

Mass-market job boards may provide you quantity...but what about quality? With a niche job board, you directly reach the industry's top professionals. The Society of Plastics Engineers' Career Solutions board lists 1800+ job seekers who have the experience you are seeking. They care about their careers, and they care about our industry.

Cover all your bases: Add a targeted job board—Career Solutions—to your classified advertising mix TODAY!

Combined media (web/print) postings are available.

www.4spe.org/membercenter/careers/



"Plastics Engineering delivers a caliber of leads that is not always attainable by the other plastics media."

Timothy Womer
Chief Technology Officer, Xaloy

"Plastics Engineering delivers the most qualified audience of key decision makers in the plastics industry."

Karen Winkler
Senior Project Manager, The Dow Chemical Company



E-Media Marketing Opportunities

New for 2008

A comprehensive collection of digital products for generating leads and reaching key decision-makers in the plastics industry.

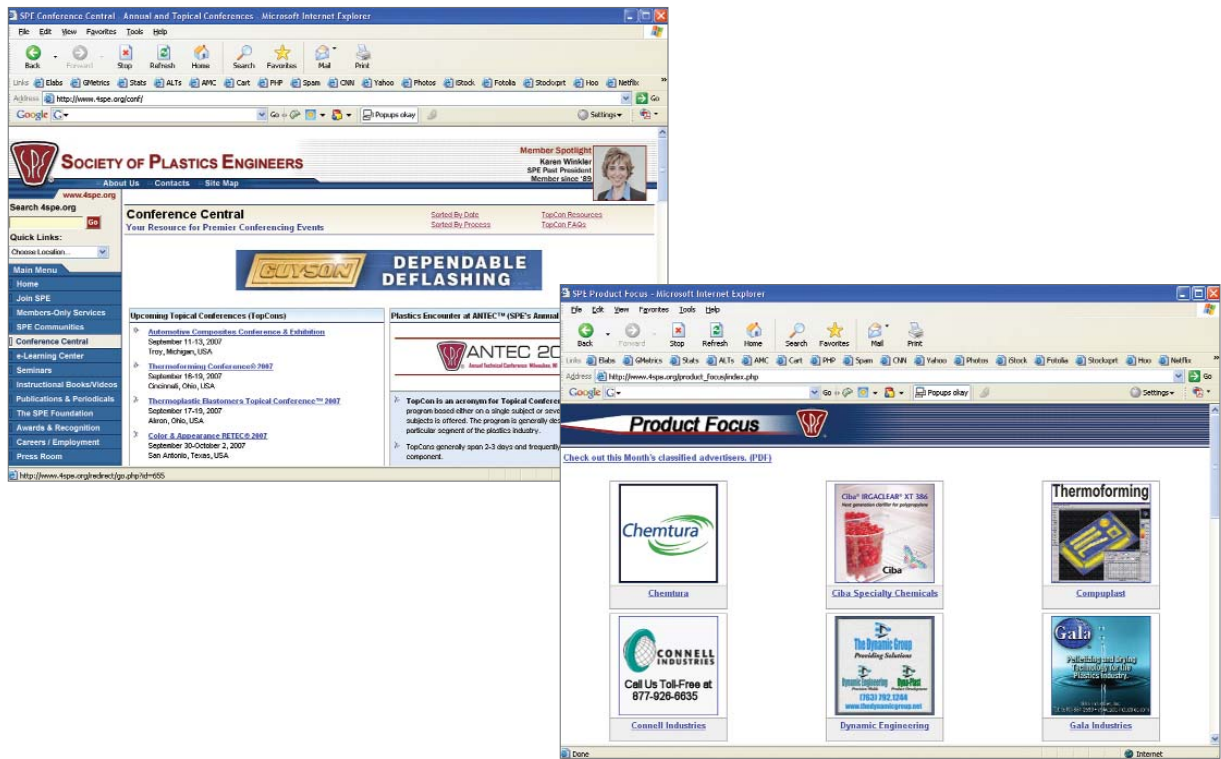
Choose from Online Advertising and Digital Sponsorship opportunities:

- Standard Online Advertising
- e-Newsletter Advertising
- Digital Magazine Sponsorship
- Webcast Sponsorships
- Search Results Page Advertising

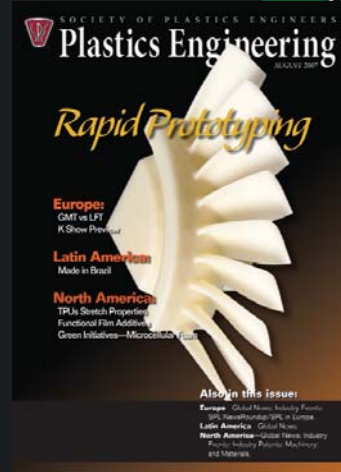
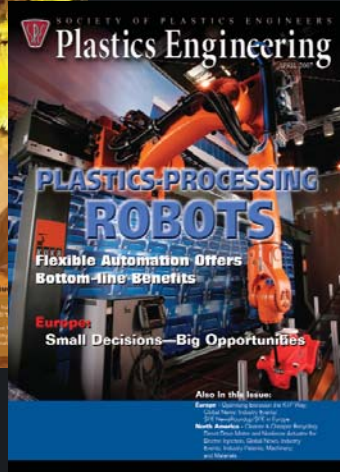
For cost-effective packages and rates, contact your Advertising Representative today: +1 203-740-5407 or advertising@4spe.org.

Standard Online Advertising

Type	File Format	File Size	Price/Month
468 x 60 Standard Banner	GIF, JPEG, SWF	<20KB	\$995, net non-commissionable
120 x 600 Skyscraper	GIF, JPEG, SWF	<24KB	\$1195
120 x 90 Button	GIF, JPEG, SWF	<12KB	\$695



All Media Kit contents are accurate as of press time. Contents are subject to change without notice.



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Mailing/Shipping

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Brookfield, CT 06804-0403 USA

www.4spe.org