

PD&F

Plastics Distributor® & Fabricator

2021

RATE CARD

Plastics Distributor® & Fabricator magazine is edited for all aspects of the plastic shapes industry. We reach qualified decision makers active in the sale and fabrication of plastic sheet, rod, tube, profiles film, pipe and fittings. Featuring regular columns, news and new products, we provide the information our readers need to stay current and competitive on the sawing, routing, bending, bonding, welding and forming of plastic shapes.

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2021 EDITORIAL CALENDAR

<u>Issue</u>	<u>Feature</u>
January/February.....	<i>CNC Routers & Tooling Composites</i>
March/April.....	<i>Saws & Tooling See-Through Plastics</i>
May/June.....	<i>Nylon & Acetal Finishing & Assembly</i>
July/August.....	<i>2021 Buyer's Guide AWFS Vegas Preview Polyolefins</i>
September/October.....	<i>High Performance Plastics Thermoforming</i>
November/December.....	<i>Signs & P.O.P. Welding</i>

CLOSING DATES

<u>Issue</u>	<u>Ad/Edit Close</u>	<u>Material Close</u>
January/February	12/11/20	12/18/20
March/April	02/12/21	02/19/21
May/June	04/20/21	04/27/21
July/August (<i>Buyer's Guide</i>)	06/04/21	06/11/21
September/October	08/13/21	08/20/21
November/December	10/15/21	10/22/21

Issues are mailed on approximately the first of the month of the cover date.

Special Advertising Sections

Nylon & Acetal Shapes

This special advertising section features news, new products and fabrication techniques for working with these industrial workhorses. Editorial charts provide a quick reference to the shapes available from leading manufacturers. Nylon and Acetal display advertisers⁽¹⁾ receive a free *Supplier Listing* in the magazine and on our website with hotlinks.

2021 Buyer's Guide

The *2021 Buyer's Guide* will offer fabricators the most comprehensive listing⁽¹⁾ of the leading suppliers and manufacturers for the plastic shapes industry. From material and machinery to equipment and supplies, the *2021 Buyer's Guide* will provide readers with a valuable who's who. A hot linked and keyword searchable version is also featured on our website.

Regular Columns

- | | | |
|---------------------------|---------------------|-----------------------|
| ◆ News Briefs | ◆ Safety Solutions | ◆ On the Web |
| ◆ People, Places & Things | ◆ Literature Review | ◆ Other Plastics News |
| ◆ New Products | | |

CIRCULATION

PD&F magazine is published six times per year and is mailed to qualified distributors and fabricators of plastic shapes in the United States, Canada and overseas. Additional qualified readers include material and machinery manufacturers serving the industry.

<u>Business/Industry Category</u>	<u>Copies⁽²⁾</u>	<u>%</u>
Distributors⁽³⁾ of sheet, rod, tube, profiles, film, pipe and fittings.	2,425	14
Fabricators of products and parts from transparent and mechanical thermoplastic and thermoset shapes by a variety of processes including sawing, routing, bending, bonding, machining and forming.	12,450	71
Manufacturers of plastic rod, sheet, tube, profiles, film, pipe and fittings, and manufacturers' representatives.	1,385	8
Machinery , tooling and accessory manufacturers and distributors.	1,226	7
Advertising copies to the above categories.	152	1
TOTAL	17,638	100

Regional Breakdown

New England.....7.4%	South Atlantic.....14.0%	Mountain.....4.0%
Middle Atlantic.....15.4%	East South Central.....4.2%	Pacific.....12.5%
East North Central.....26.8%	West South Central.....6.8%	Canada.....2.7%
West North Central.....6.2%		

2021 ADVERTISING RATES

Effective 01-01-2021

Ad Unit	B/W Per Insertion		
	1x	3x	6x
Full Page	\$6,202	\$5,682	\$5,184
Island	4,645	4,381	4,126
1/2 Page	3,376	3,121	2,874
1/3 Page	2,479	2,388	2,256
1/4 Page	2,125	2,051	1,919
1 Col. x 3"	1,301	1,260	1,178
1 Col. x 2"	1,095	1,054	988

Spot Lit

B/W	\$ 866	\$ 746	\$ 606
4-color	1,091	1,037	915

Directory Listings⁽¹⁾

Issue	Rate
Nylon & Acetal Shapes	May/June \$ 866
2021 Buyer's Guide	July/August \$ 866

Color Rates

Black and white advertisers may use PMS 301 (blue) at no additional charge. All other colors are subject to the four-color rate. The following are in addition to the black and white earned rate:

Full Page, Island, 1/2 Page\$ 991
All other fractional units\$ 762

Premium Positions

(Add to earned 4-color rate)
Back Cover\$1,156
Inside Front Cover\$ 761
Inside back Cover\$ 660

*All rates are net.

Classifieds

Five lines or less - \$65 (based on 2-column format), \$3 for each additional line. Classifieds must be pre-paid and will appear on our website for up to four months.

Mfgs' Reps Business Cards⁽⁴⁾\$ 220

Web Advertising - www.plasticsmag.com

Reach 50,000⁽⁵⁾ prospects a year through the Internet's most targeted website for distributors and fabricators of plastic shapes.

PD&F offers the following ad units on www.plasticsmag.com – the industry-leading source for plastic sheet fabricators with a twelve year archive.

Ad Unit	Dimensions	Open	3x \$/mn	6x \$/mn	12x \$/mn
Web Button	150 x 100	\$ 750	\$ 638	\$ 600	\$563
Skyscraper	150 x 500	1,250	1,063	1,000	938

Over the past year www.plasticsmag.com has hosted nearly 56,000⁽⁵⁾ visitors and served over 78,000 pages of industry-leading content.

MECHANICAL SPECIFICATIONS

Magazine Trim8 1/8" x 10 13/16"

Live Matter Subtract 1/4" from trim on all sides

Bleed Add 1/8" to trim on all sides

Binding Saddle Stitch

Ad Unit	Width x Height
Full Page*	8 1/8" x 10 13/16"
Island	4" x 7 1/4"
1/2 Page Horizontal	7 1/4" x 4 7/8"
1/2 Page Vertical	3 1/2" x 10"
1/3 Page Vertical	2 1/4" x 10"
1/3 Page Square	4 3/4" x 4 7/8"
1/4 Page	3 1/2" x 4 7/8"
1 col. x 2"	3 1/2" x 2"
1 col. x 3"	3 1/2" x 3"

*Subtract 1/4" from all sides for live matter and add 1/8" to all sides for bleed.

Spot Lit*

1/6 Page2 1/2" x 4 5/8"

*Spot Lit ads run up to six on a page.

Business Cards3 1/2" x 2"

Material Requirements

Digital advertising materials that can be placed in Quark Xpress 6.0 are accepted. Native Quark files for version 5.0 or higher are also accepted. All files should be high resolution (300 dpi) in CMYK mode. Accepted file formats include: .tiff, .eps and .pdf (version 1.3). There is a \$50 fee for converting .jpeg files, RGB files and .pdf files from version 1.4 to 1.3.

Proofs must accompany all advertising materials. If a proof is not provided, the publisher shall not be held accountable for errors or omissions in color or ad content. A calibrated color proof must be supplied if color match is critical.

Web ad specs: File format: GIF or JPEG; Color Depth: 8 bits (256 colors); File size: Try to keep under 30k (recommended 15-20k). See above for web ad unit dimensions.

Forward insertion orders and advertising materials to address on back of rate card.

CONTACT INFORMATION

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Contact us for FTP information to transfer files over 10MB.

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Kate Goodwin Associate Editor
Lynette Zeitler Art Director

PUBLISHED BY K LW ENTERPRISES, INC.

TERMS: Invoices are issued with publication of each issue on approximately the first of the month of the cover date and are due upon receipt. One-issue credit limit. Publisher requires pre-payment for first insertion for all new accounts and may require pre-payment for off-rate card discounts. Publisher reserves the right to suspend credit for accounts over 60 days past due and require pre-pay for future ad insertions after bringing account current. A finance charge of 1.5% per month will be assessed on balances over 60 days past due. Charges for advertising space are ultimately the responsibility of the advertiser. In the event that the advertiser's agent, agency or representative does not remit payment in full within 90 days from date of original invoice for the advertising placed on their clients behalf, the advertising charges will be billed directly to the advertiser and be due in full within 30 days. All rates are net per insertion. All remittances must be made in United States exchange. Prices and conditions subject to change without notice.

GENERAL CONDITIONS & INFO: Publisher will not be bound by any conditions, oral or written, appearing on contracts, orders or copy instructions that conflicts with the provisions of this rate card. Advertising positions are not guaranteed unless accepted by Publisher in writing. All orders are accepted subject to acts of God, fire, accidents or other contingencies beyond Publisher's control and Publisher shall have no liability to any advertiser or advertising agency because of failure to complete advertising orders due to such causes. Acceptance of order is conditioned by Publisher's approval of copy, text, display and illustrations. Despite such approval, all copy, text, display and illustrations are published with the understanding that the advertiser and advertising agency assume full and complete responsibility and liability for the content of all advertising copy submitted, printed or published. The advertiser and the advertising agency agree to indemnify and save harmless Publisher from any and all loss, expense or other liability arising from any claims for libel, violation of the right of privacy, plagiarism, copyright infringement, violation of a law imposed by the U.S. or by any state or subdivision thereof, and any other claim suit that may arise out of the publication of any advertising copy submitted, printed or published. Publisher reserves the right, without liability, to reject, omit or exclude any advertising for any reason at any time, with or without notice to the advertiser or advertising agency, and whether or not such advertising was previously acknowledged, accepted or published. The liability of the Publisher for any error which it may be held legally responsible will not exceed the cost of the space ordered or occupied by the error. Publisher will not, in any event, be liable for loss of income or profits or any consequential damages. Cancellations or changes in orders are not accepted after closing date and none may be considered executed unless acknowledged by the Publisher in writing. *Neither the Plastics Distributor® & Fabricator magazine (PD&F) nor K LW Enterprises, Inc. is responsible for the contributed information or opinions contained in the magazine. All such information and opinions are those of the author(s).*

- (1) Nylon and Acetal display advertisers in the May/June issue receive a free listing. Display advertisers who run an insertion from September/October 2020 through July/August 2021, receive a free listing in the *2021 Buyer's Guide*. Both directories appear on our website for up to one year with hotlinks. Listing includes a B/W Spot Lit ad.
- (2) Circulation breakout for September/October 2020 issue.
- (3) Subscriber analysis shows over 90% of distributors also fabricate.
- (4) Manufacturers' Reps Business Cards run for one year (six issues). All Business Card advertisements appear on our website with geographic coverage and products represented (information supplied by advertiser).
- (5) Google Analytics 10/01/19 – 09/30/20.