



Market Segment Supplement **BLOW MOLDING TECHNOLOGIES**

TECNOLOGIA DEL PLASTICO magazine presents suppliers of blow molding technologies two special supplements directed to Latin American plastics processors, focused exclusively on this industry niche.

SUPPLEMENT OBJECTIVES:

- Develop a communication vehicle focused 100% on blow molding equipment and technologies.
- Reduce the advertising cost by mailing the supplement exclusively to readers qualified as blow molding professionals.
- Added exposure by distributing extra copies in each of the following events/institutions:
 - ARGENPLAS '08, Buenos Aires, Argentina. March 25-29, 2008
 - PMMI/Expo Pack '08, Mexico City, Mexico. June 24-27, 2008
 - ALIPLAST (Confederation of Plastics Association in Latin America)
- Expand the message to potential buyers of blow molding technologies in other areas of the plastics industry by delivering a **smart electronic copy** of the supplement to the entire 14,000+ BPA audited circulation of the magazine.

SUPPLEMENT SPECIFICATIONS:

- **Format:** Stand-alone and poly-bagged with the March and Jun/Jul 2008 issues of **TECNOLOGIA DEL PLASTICO**. If the number of advertisers is limited, the supplements will be saddle stitched within each issue of the magazine.
- **Contents:** The supplement cover will include a title, introduction and the logos of the sponsor suppliers. The internal pages will include 50% ads + 50% editorial, in the form of feature articles and product news. Advertisers must submit their product releases for editor's approval 10 days before closing.
- **Supplement specs:**
 - **Paper weight:** 80 grams (heavier than normal magazine paper)
 - **Size:** 8 1/16" x 10 27/32" (bleed ads +1/4" on each side / text box -1/4" from each side)
 - **Production details:** Includes translations, prepress, printing and mailing
 - **Circulation reach:**
 - **March '08 (1,481 copies):** 781 copies to reach blow molding magazine subscribers, 400 copies to be bonus distributed at **ARGENPLAS** and 300 to be distributed among ALIPLAST members dealing with blow molding processes.
 - **Jun/Jul '08 (1,481 copies):** 781 copies to reach blow molding magazine subscribers, 400 copies to be bonus distributed at **PMMI/Expo Pack** and 300 to be distributed among ALIPLAST members dealing with blow molding processes.
- **Ad guidelines:**
 - **Ad closing date for March '08:** January 25, 2008
 - **Ad closing date for Jun/Jul '08:** April 25, 2008
 - **Mechanical specs:** similar to those of the magazine. For detailed specs visit www.plastico.com/mediakit or contact your representative
- **Advertising packages:**
 - Covers 2, 3 and 4 @ US \$1,250.00 Gross
 - Full-page 4-color ads @ US \$1,100.00 Gross
 - 1/2-page 4-color ads @ US \$700.00 Gross

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