

# Plástico

A **Publicar - B2Bportales** publication



Total access to the  
**Latin American**  
Plastics Industry

## MEDIA PLANNER 2010



Official Media of:  
**ADPLAST**  
Asociación Latinoamericana de la  
Industria Plástica

**BPA**  
WORLDWIDE  
BUSINESS

**PUBLICAR**  
**B2Bportales**

# CLIENT-CENTRIC SOLUTIONS TO INCREASE YOUR ROI\* IN LATIN AMERICA

## PRINT MAGAZINE

Increase your brand recognition and sales conversions throughout the 20 Latin American countries reached by our BPA Worldwide audited print magazine circulation

## DIGITAL MAGAZINES

All print advertisers are also featured in the digital version of the publication, which emphasizes your exposure among print subscribers and expands your reach to digital-only magazine subscribers. Take advantage of our dynamic animated ads, videos and live URL/email links to engage and convert Web savvy users into paying customers

## NEWSLETTERS

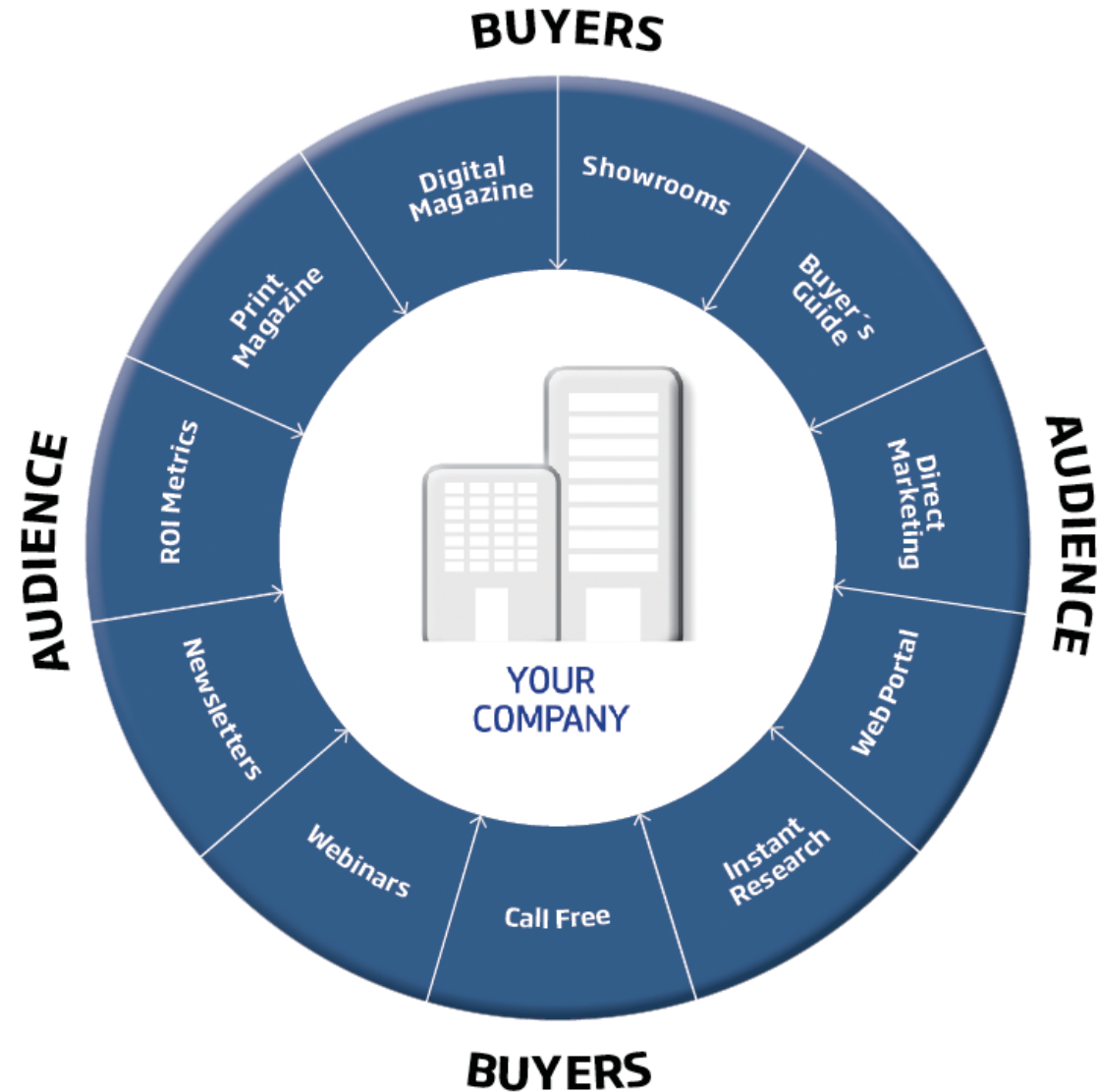
Increase your brand recognition and generate traffic through your corporate site. Generate bona fide leads through our Supplier News Module (SNM)

## SHOWROOMS

Deploy customized-to-Latin America product catalogs in Spanish and/or Portuguese and obtain an array of benefits that will increase your Brand recognition and site traffic, converting visitors into customers

## BUYER'S GUIDES

Convert leads to sales from visitors in search of suppliers by product categories, or by company names, and increase your results of being found, and contacted, with an upgrade to an enhanced listing (new in 2010!)



## (NEW) ROI\* METRICS

View and download traffic stats and RFI lead information from all our multimedia products in a centralized, user friendly online reporting system

## (NEW) WEBINARS

Deploy new-product presentations to convert visitors into customers via our Supplier Sponsored Webinars, or increase your brand recognition and leads by sponsoring our Publisher Webinars

## (NEW) CALL FREE

Enable internet visitors to contact you directly by phone, for free, to increase your chances to convert prospects into buying customers

## INSTANT RESEARCH

Deploy customized Buying Intention, Market Share, or Quality Evaluation surveys to gather marketing intelligence and uncover unique market opportunities, generate leads and better align your sales and marketing communications efforts in Latin America

## WEB PORTAL

Build brand recognition, generate traffic through your site and convert bona fide RFIs (i.e. Requests for Information) into customers

## DIRECT MARKETING

Tackle specific target niches by industry activity, subscriber title and/or country per our BPA Worldwide audit breakdown, using our "Personalized" Covers, Info-Letters, print magazine Wrap-Arounds and/or E-mail blasts, or by delivering 1:1 communications through our catalog/insert mailing services

PERMANENT CONTENT FEED			PRINT MAGAZINE						
			Month / Issue	Closing Date	Technical Focus	Special Reports & Directories	Industry Focus	Show Specials	Show Coverage and/or Bonus Distribution
	<b>Injection Molding</b>	<ul style="list-style-type: none"> <li>Market Focus: Medical applications</li> <li>Special Applications: GIT &amp; WIT, Co-Injection, Foamed Injection</li> <li>Molds and components</li> <li>Packaging Injection molding applications</li> <li>Machinery: Electrical &amp; Hybrid Technology</li> </ul>	Feb/Mar Issue 25-01	Jan 27/10	<ul style="list-style-type: none"> <li>Film &amp; Sheet Extrusion</li> <li>Material Handling Equipment</li> </ul>	<b>Directory of Distributors:</b> Listing of Agents, Distributors and Local Offices for direct contact between buyers & local suppliers	Centers for Plastics Training in Latin America	Preview: * Argenplas * Plastimagen Exhibitor Product Showcase: * Plastimagen	<b>Argenplas '10</b> Buenos Aires, Argentina March 22 - 26 <b>Plastimagen '10</b> Mexico City, Mexico March 23 - 26
	<b>Extrusion</b>	<ul style="list-style-type: none"> <li>Blown Film &amp; Cast Film Extrusion Equipment</li> <li>Machinery &amp; Peripheral Equipment for producing Pipes &amp; Profiles</li> <li>WPC: Machines, additives and applications update</li> <li>Screws, Heads and Post-Extrusion Equipment</li> <li>Developments in twin screw extruders</li> </ul>	Apr/May Issue 25-02	Mar 08/10	<ul style="list-style-type: none"> <li>Special Injection Molding Applications</li> <li>Hotrunner Systems</li> </ul>	<b>Latin American Rigid Plastic Packaging Manufacturers:</b> Industry Performance & Business Outlook	Plastics Industry in Mexico	Preview: * Chinaplas '10 * Expoplast Peru '10	<b>Expoplast Peru '10</b> Lima, Peru May 12 - 15
	<b>Blow Molding Rotomolding Thermoforming Recycling</b>	<ul style="list-style-type: none"> <li>Case Studies</li> <li>New Technologies</li> <li>Business Opportunities</li> <li>Practical Applications</li> </ul>	Jun/Jul Issue 25-03	Apr 28/10	<ul style="list-style-type: none"> <li>Wood Plastics Composite Extrusion</li> <li>Drying systems for various types of resin</li> </ul>	<b>Latin American Sheet &amp; Film Processors:</b> Industry Performance & Business Outlook	Plastics Industry in Brazil	Preview: K Show Part I	
			Aug/Sep Issue 25-04	Jun 30/10	<ul style="list-style-type: none"> <li>PET Processing</li> <li>Molds &amp; Components</li> <li>Biopolymers</li> </ul>	<b>Latin American Injection Molding Processors:</b> Industry Performance & Business Outlook	Plastics Industry in Chile and Argentina	Preview: * Colombiaplast-Expoempaque * K Show Part II	<b>Colombiaplast-Expoempaque '10</b> Bogota, Colombia October 4 - 8
	<b>Auxiliary Equipment</b>	<ul style="list-style-type: none"> <li>Material Handling Equipment</li> <li>Hotrunner Systems</li> <li>Drying</li> <li>Automation</li> </ul>	Oct/Nov Issue 25-05	Sept 09/10	<ul style="list-style-type: none"> <li>Injection: Electrical &amp; Hybrid Machines</li> <li>Automation</li> </ul>	<b>Engineering Plastics Applications in Latin America:</b> Markets, Potential Development and New Projects	Plastics Industry in the Andean Region	Preview: K Show Part III Exhibitor Product Showcase: * K Show	<b>K Show</b> Dusseldorf, Germany Oct. 27 - Nov. 03
	<b>Materials</b>	<ul style="list-style-type: none"> <li>Additives, Processing aids and Property Modifiers</li> <li>Resins for Rigid Packaging</li> <li>Reinforced Resins</li> <li>Resins for Flexible Packaging</li> </ul>	Dec 10/Jan 11 Issue 25-06	Nov 24/10	<b>2011 Source Book/Buyer's Guide</b> <b>Directory of machinery, equipment and consumables for the Latin American plastics industry</b> Contact your sales representative for information regarding special advertising packages designed to highlight your company in the various product-category sections for which your company qualifies				
	<b>Sustainability</b>	<ul style="list-style-type: none"> <li>Global Awards and Nominations</li> <li>Energy Efficiency</li> <li>Post-Industrial and Post-Consumer Recycling</li> <li>Energy Recovery from Plastics Waste</li> <li>Biopolymers: Developments &amp; Commercial Applications</li> </ul>	PRINT SUPPLEMENTS						
			Month / Issue	Closing Date	Topic				
April/May			Mar 08/10	Blow Molding					
June/July			Apr 28/10	Rotomolding					
Aug/Sept			Jun 30/10	Thermoforming					
Oct/Nov	Sept 10/10	Recycling							
ONLINE MEDIA									
Format	Description	Frequency							
Web Portal	News, technical articles, product releases, events and industry update	Daily updates							
Digital Magazine	Same as print publication in an easy to navigate and fully-interactive online format	Every other month (6X/year)							
General Newsletter	Latest news and technical articles for the plastics industry	24X per year - every two weeks							
Recycling & Sustainability Newsletter	News and articles about environmental trends related with the plastics industry	12X per year - once a month							
Blow Molding Newsletter	News and articles about materials, machinery and trends for this industry	12X per year - once a month							
<b>Other Processes</b>	<ul style="list-style-type: none"> <li>PET Processing</li> <li>Welding/Joining technology</li> </ul>								

## A. PRINT AD SPECS

**Resolution:** 300 ppi (pixels per inch)  
**Color:** CMYK  
**Fonts:** Subset Embedded 100%. Native Files should be sent with the fonts used or the fonts converted into curves.  
**OPI:** Do not use OPI (Open Prepress Interface)  
**Acceptable software and file media:** Photoshop, InDesign, QuarkXpress, Page Maker, Illustrator, Acrobat Professional. You can upload your files into our FTP site, please compress the fonts, or send them in CD/DVD.  
**For FTP instructions please contact:** [production@b2bportales.com](mailto:production@b2bportales.com)

AD SIZES	cm	Inches
Double page spread (Trim size)	41 x 27.5 cm	16 5/16" x 10 27/32"
1 Page (Trim size)	20.5 x 27.5 cm	8 1/16" x 10 27/32"
1/2 Vertical	8.6 x 25.5 cm	3 3/8" x 10 1/32"
1/2 Horizontal	18.5 x 12.7 cm	7 1/16" x 5"
1/2 Island	11.8 x 19.1 cm	4 5/8" x 7 1/2"
1/3 Vertical (1 column)	5.7 x 25.5 cm	2 1/4" x 10 1/32"
1/3 Horizontal (3 column)	18.5 x 8.6 cm	7 1/16" x 3 3/8"

AD SIZES	cm	Inches
1/3 Square (2 column)	11.8 x 12.7 cm	4 5/8" x 5"
1/4 Vertical (1,5 column)	8.6 x 12.7 cm	3 3/8" x 5"
1/4 Vertical (1 column)	5.7 x 19.1 cm	2 1/4" x 7 1/2"
1/4 Horizontal (3 column)	18.5 x 6.5 cm	7 1/16" x 2 3/8"
1/4 Square (2 column)	11.8 x 9 cm	4 5/8" x 3 9/16"
1/4 Square (2 column)	5.7 x 12.7 cm	2 1/4" x 5"
1/6 Horizontal (2 column)	11.8 x 6.5 cm	4 5/8" x 2 3/8"

Safety Margins for Full Page bleed ads: Must be increased at least +1/4" (or +0.5 cm) from trim size on all sides. Texts must also be at least -1/4 (or -0.5 cm) from the trim size for a safety margins.

## B. INTERNET AD SPECS

**Portal Headline Banner:** 468x60 pixels, max weight 20K  
**Newsletters Headline Banner:** 468x60 pixels, max. weight 20K  
**Standard or Newsletter Banner:** 150x60 pixels, max. weight 10K  
**Please include "clicktag" and "getURL" code**

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# ROI METRICS

## WEB STATS

### NEWSLETTER\*

- 24 bi-weekly mailings per year
- 8,071 average page-views per issue
- 4,953 average unique visitors per issue
- 2,492 average clicks per issue
- Click through rate (CTR): 31%



### DIGITAL MAGAZINE\*

- 6 issues per year
- 33,067 average page-views per issue
- 1,535 average unique visitors per issue
- 312 average clicks per issue



### WEB PORTAL\*

- 24,557 average subscribers
- 58,205 average page-views per month
- 21,678 average total visits per month
- 16,930 average unique visitors per month



### BUYER'S GUIDE\*

- 564 clicks on web site icon per month
- 148 clicks on phone number icon per month
- 50 clicks on contact email icon per month
- 45 clicks on fax number icon per month



### SHOWROOMS\*

- 147 page-views per month
- 85 total visits per month
- 68 unique visitors per month
- 2.15 Ave. page-views x unique visits per month

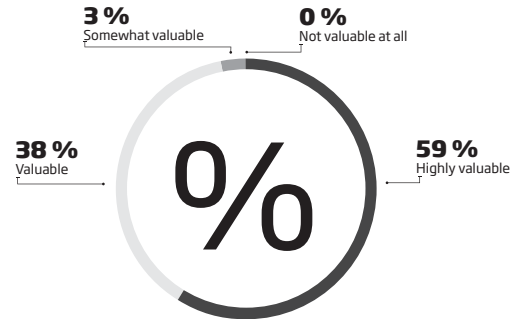


\*Stats from Jan-Aug '09

## PRINT MAGAZINE READER SATISFACTION SURVEY\*

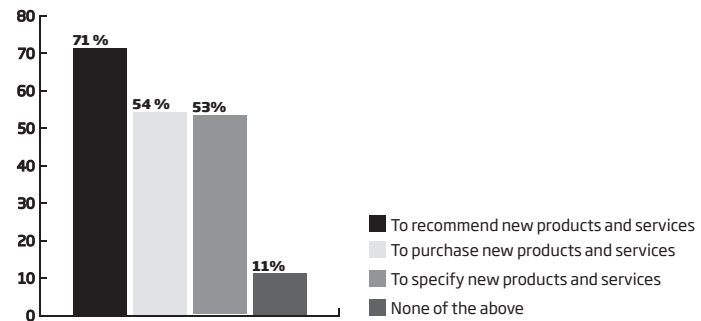
1. How valuable do you find Tecnología del Plástico?

R: 97% of subscribers find the publication valuable and highly valuable



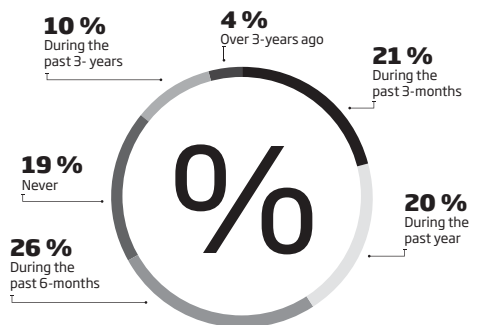
2. What is your participation in the purchasing process within your company?

R: 89% of subscribers are involved in the purchasing process



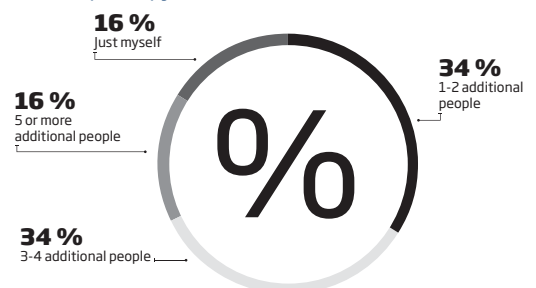
3. When was the last time you recommended, specified and/or bought a product/service you read about in Tecnología del Plástico?

R: 67% of subscribers have recommended, specified and/or purchased products featured in the magazine in the past year



4. On average, how many people in your organization read your copy?

R: 84% of subscribers report pass along readership of 2 or more co-workers per copy



\* Date 10/09 - Universe: 6,218 subscribers - Participants: 515 - Response rate: 8.3%

## A. PRINT AD RATES (GROSS)

4-COLOR DISPLAY RATES		4-6X	1-3X		
1 Full page		\$5,400	\$5,850		
1/2 Page Island		\$3,550	\$3,850		
1/2 Page		\$3,250	\$3,500		
1/3 Page		\$2,650	\$2,850		
1/4 Page		\$2,025	\$2,200		
1/6 Page		\$1,780	\$1,925		
2 Page Spread		\$9,725	\$10,500		
OTHER COLOR COMBINATIONS		PMS	3C or less		
Applicable markup/discount		+10%	-10%		
SPECIAL POSITION RATES (Including 4-Color Charges)		4-6X	1-3X		
Inside Front Cover		\$5,950	\$6,450		
Inside Back Cover		\$5,670	\$6,150		
Back Cover		\$6,200	\$6,700		
Center Spread (Earned rate plus)		\$710	\$740		
Other positions (Earned rate plus)		\$200	\$230		
CLASSIFIED RATES - B&W		4-6X	1-3X		
1col x 1"		\$190	\$210		
1col x 2"/ 2col x 1"		\$360	\$390		
1col x 3"/ 3col x 1"		\$540	\$600		
1col x 4"/ 2col x 2"		\$730	\$780		
CLASSIFIED RATES - COLOR		1 Color	2 Colors	3 Colors	4 Colors
Applicable markup		10%	15%	20%	25%
INFO-FILES & EXHIBITOR PRODUCT SHOWCASES				each	
I-F: Equivalent to a 1/6 of a page 4C ad					\$900
EPS: Equivalent to a 1/4-page 4C ad					\$1,350

SPECIAL SOURCE BOOK/BUYER'S GUIDE ADS			
1. Alphabetical Listings		1X	
Yellow Highlighting		\$160	
4-Color Logo		\$220	
2. Product Category Listings (Price per Unit)		1-3X	
Platinum Listing Package		\$1,825	
Gold Listing Package		\$1,450	
Silver Listing Package		\$350	
SPECIAL INDUSTRY-SEGMENT REPORT SPONSORSHIP			
Includes sponsorship mention, logo, first full-page 4C ad in the section		\$6,700	
INDUSTRY SEGMENT SUPPLEMENTS (Blow molding, Recycling, Thermoforming & Rotomolding)		1X Folio	Cover Section
Full-page ads		\$1,250	\$1,500
1/2-Page ads		\$950	
DIRECT MARKETING PROGRAMS INCLUDING LIST RENTAL			Price/Unit
"Personalized" Twin Magazine Cover + Inside Front Cover ad			\$2.45
"Personalized" Info-Letter (2-sided): Standard / 4C / 90-gram / 100% variable printing & postage			\$1.50
"Personalized" Info-Letter (1-sided): Standard / 4C / 90-gram / 100% variable printing & postage			\$0.90
Inserts (turn-key): 4-Page / 4C / 90-gram / standard / translation / layout / printing / postage & handling			\$0.95
Inserts (mailing only): 4-Page / 4C / 90 gram / standard / postage & handling			\$0.60
Personalized 1/2 wrap-around over cover glued to advertisers' ad			\$0.97
1/2 wrap-around over cover glued to advertisers' ad			\$0.65

## B. INTERNET AD RATES (GROSS)

DIGITAL MAGAZINE		4-6X	1-3X
Theme Tab		\$110	\$130
Flash animated ads		\$380	\$400
Digital magazine sponsorship		\$530	\$560
Audio/Video (up to 5 mega - heavier files require a customized quote)		\$100	\$120
SHOWROOMS		12 Mo/each	6Mo/each
Basic Showroom		\$590	\$690
Audio/Video Options (up to 5 mega - heavier files require a customized quote)		\$80	\$100
Setup fee basic showroom (1X charge)		\$300	
BUYER'S GUIDE ENHANCED LISTINGS		12 Mo/each	6Mo/each
Add logo and 50 word description		\$150	\$185
Audio/Video Options (up to 5 mega - heavier files require a customized quote)		\$80	\$100
WEBINARS		Basic Fee	Fee x Visitor
Supplier Sponsored Webinars: Supplier provides speaker & content/Publisher provides IT Platform & audience		\$3,500	\$10
Publisher Webinars: Publisher provides speaker & content/Supplier participates in promotional campaign		\$1,250	

BANNERS & SUPPLIER NEWS MODULES (SNM)		24X/each	12 Mo/each	6Mo/each	3Mo/each
Portal: Headline banner (468x60 pixels / 20k Animated)		\$300	\$350	\$400	
Portal: Standard banner (150x60 pixels / 10k Animated / 3k Static)		\$150	\$200	\$250	
Horizontal Newsletters: Headline banner (468x60 pixels / 20k Animated)	\$400	\$450	\$500	\$550	
Horizontal Newsletters: Standard banner (150x60 pixels / 10k Animated / 3k Static)	\$200	\$250	\$300	\$350	
Vertical Newsletters: Headline banner (468x60 pixels / 20k Animated)		\$300	\$350	\$400	
Vertical Newsletters: Standard banner (150x60 pixels / 10k Animated / 3k Static)		\$200	\$250	\$300	
Horizontal & Vertical Newsletters: Supplier News Modules	\$350	\$400	\$450	\$500	
E-MAIL ADVERTISING					1X
E-mail Advertising		\$0.45	Per e-mail delivered		
Setup Fee (one-time):		\$100			
Distributor e-mail blast		\$750	Includes setup		

VIDEOS - COMBO RATES	Rate per month-issue/each		
	Any one	Any two	All three
Showroom	\$80	\$56	\$48
Online Buyer's Guide Enhanced Listing	\$80	\$56	\$48
Digital Magazine *	\$100	\$70	\$60
Discount		30%	40%
* Based on 6X program			

\* ALL INTERNET PROGRAMS MUST BE PAID IN ADVANCE OR IN 2 INSTALLMENTS - INTERNET ONLY ADVERTISING HAS A 25% SURCHARGE

## BPA WORLDWIDE AUDIT CIRCULATION BREAKDOWN

COUNTRY BREAKDOWN PER BPA JUN '09 AUDIT		
	BPA Qualified	Percent
<b>NORTH AMERICA</b>		
United States Of America	54	0.4%
Mexico	4,303	31.9%
Subtotal	4,357	32.3%
<b>CARIBBEAN</b>		
Cuba	29	0.2%
Dominican Republic	62	0.5%
Puerto Rico	33	0.2%
Subtotal	124	0.9%
<b>CENTRAL AMERICA</b>		
Costa Rica	166	1.2%
El Salvador	92	0.7%
Guatemala	169	1.3%
Honduras	49	0.4%
Nicaragua	21	0.2%
Panama	26	0.2%
Subtotal	523	3.9%
<b>SOUTH AMERICA</b>		
Argentina	1,779	13.2%
Bolivia	173	1.3%
Brazil	720	5.3%
Chile	578	4.3%
Colombia	2,794	20.7%
Ecuador	407	3.0%
Paraguay	62	0.5%
Peru	1,159	8.6%
Uruguay	162	1.2%
Venezuela	662	4.9%
Subtotal	8,496	62.9%
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>13,500</b>	<b>100.0%</b>

ACTIVITY / TITLE BREAKDOWN PER JUN '09 BPA AUDIT		
BUSINESS/INDUSTRY	BPA Qualified	Percent
1. Injection Transformation	4,205	31.1%
2. Extrusion Transformation	3,181	23.6%
3. Blow Molding Transformation	852	6.3%
4. Thermoforming Transformation	561	4.2%
5. Rotational Molding	250	1.9%
7. Other Types of Plastic Transformation	251	1.9%
8. Manufacturers of Machinery for Plastic Industry	357	2.6%
9. Suppliers of Machinery for Plastic Industry	557	4.1%
10. Manufacturers of Raw Materials for Plastic Industry	623	4.6%
11. Suppliers of Raw Materials for Plastic Industry	1,069	7.9%
12. Mold Manufacturers	437	3.2%
13. Plastic Packaging Users	5	0.0%
14. Plastic Recycling	806	6.0%
15. Educational Centers, Associations and Libraries	346	2.6%
99. Others Allied to the Field		0.0%
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>13,500</b>	<b>100.0%</b>

**TECNOLOGIA DEL PLASTICO** is a print/online publication of B2Bportales, Latin America's largest trade publisher, with 12 magazines and web portals covering several sectors. **B2Bportales'** Latin American BPA-audited databases reach over 214,800 key people from Mexico down to Argentina. Its parent company, **Carvajal S.A.**, is a 106 year-old Latin American multinational leader in publishing, printing and packaging, with over 20,000 employees in 17 countries. For more information, visit [www.b2bportales.com](http://www.b2bportales.com).

For more information on Tecnología del Plástico visit [www.plastico.com/mediakit/sales\\_reps](http://www.plastico.com/mediakit/sales_reps)



**June 2009 Statement:**  
13,500 Qualified Subscribers

REGISTERED EMAIL COUNT		
PRINT MAG	DIGITAL MAG	NEWSLETTER
11,754	17,952	16,459

Note: Does not include opt-outs

## SALES REPRESENTATIVES

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