



JANUARY/FEBRUARY

- **2022 Buyers Guide Issue**
- Equipment/Process Highlight: Pad Printing
- Smart Surfaces in Decorated Plastics
- Ink Selection for 3D Plastic Parts
- Sustainability & Recyclability of Decorated Plastics
- Event Preview: Injection Molding Expo

Bonus Distribution: Injection Molding Expo

Ad Closing **Jan. 10, 2022**
Materials Due **Jan. 17, 2022**
Publication Date **Jan. 31, 2022**
Online Launch **Feb. 14, 2022**



APRIL/MAY

- Equipment/Process Highlight: Hot Stamping/Heat Transfer Technology
- Vision Inspection Solutions for IML Packaging
- Advances in Antimicrobial Coatings and Finishes for Plastics
- Joining/Assembly: Latest Applications for Ultrasonic Welding of Plastics
- Decorative Trends for Containers and Cups

Bonus Distribution: Label Expo Americas 2022, SPE Decorating & Coatings Topical Conference/IMDA Symposium

Ad Closing **Apr. 4, 2022**
Materials Due **Apr. 15, 2022**
Publication Date **Apr. 28, 2022**
Online Launch **May 16, 2022**

Monthly Exposure Opportunities in *Plastics Decorating* ENews

The *Plastics Decorating* ENews is distributed to 3,600 plastics decorating and assembly professionals throughout the US and internationally each month, providing

- Increased circulation
- Up-to-date industry news
- Product launches and technology trends

This cost-effective advertising vehicle offers another way to reach a worldwide audience and drive traffic through direct links to the advertiser's website.

Daily Exposure Opportunities on the *Plastics Decorating* Website

The *Plastics Decorating* website offers additional advertising opportunities to connect with customers and prospects through strategically placed web banners. The website contains expanded news stories, fresh content and live links to industry resources.

- Banner ads available
- Averaging 10,100 page views per month with 6,600 unique visitors



JULY/AUGUST

- Equipment/Process Highlight: Inkjet, Screen and Offset Printing
- Event Preview: SPE TopCon & IMDA Symposium
- In-Mold Decorating Association Award Winners
- Design Considerations for Durable Products: IML, IMD and IME
- Q&A on Digital Inkjet

Bonus Distribution: PRINTING United 2022, Pack Expo International 2022, SPE Decorating & Coatings Topical Conference/IMDA Symposium

Ad Closing **July 5, 2022**
Materials Due **July 11, 2022**
Publication Date **July 25, 2022**
Online Launch **Aug. 15, 2022**



OCTOBER/NOVEMBER

- Equipment/Process Highlight: In-Mold Decorating and Labeling
- Functional Inks for In-Mold Electronics (IME)
- UV Laser Technology for Plastics Decorating
- Joining/Assembly: Laser Welding Challenges
- Controlling Color and Appearance on Decorated Plastics
- Surface Pretreatment for Inks and Coatings

Ad Closing **Oct. 3, 2022**
Materials Due **Oct. 14, 2022**
Publication Date **Oct. 24, 2022**
Online Launch **Nov. 14, 2022**

Expanded Exposure Opportunities in the *Plastics Decorating* Digital Edition

- Free links to advertisers' websites through the digital editions, with 11,500 page views per month
- Video links available as an ad enhancement
- Promoted via email and social media for additional exposure

Published by Peterson Publications, Inc.
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Topeka, KS 66614
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