



JANUARY/FEBRUARY

- **2023 Buyers Resource Guide Issue** (free listing with print advertising)
- Equipment Highlight – Pad Printing
- Future of Plastics Marketplace for Molding and Decorating
- Value of Testing – Decorating and In-mold Decorating
- Metallic Finishes in Decorative Plastics
- In-mold Decorating Application Highlight

Bonus Distribution: Plastics Technology Expo 2023 (PTXPO)

Ad Closing **Jan. 7, 2023**
Materials Due **Jan. 16, 2023**
Publication Date **Feb. 8, 2023**
Online Launch **Feb. 15, 2023**



APRIL/MAY

- Process Highlight – Hot Stamping Foils/Heat Transfers
- Industry Trends in Decorating for Medical Applications
- Label Substrates for In-mold Labels
- Automation Technology with Plastics Decorating

Bonus Distribution: Decorating Conference/In-Mold Decorating Association Symposium, Luxe Pack New York

Ad Closing **Apr. 3, 2023**
Materials Due **Apr. 10, 2023**
Publication Date **May 4, 2023**
Online Launch **May 11, 2023**

Monthly Exposure Opportunities in *Plastics Decorating* ENews

The *Plastics Decorating* ENews is distributed to 3,400 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 10,897 page views per month with 7,903 unique visitors



JULY/AUGUST

- Equipment Highlight – Inkjet, Screen and Offset Printing
- Event Preview: PRINTING United 2023
- Digital Inkjet Applications for Decoration and Functionalization
- New Technologies for Decorative Coatings for Plastic Parts
- In-mold Decorating Application Highlight

Bonus Distribution: PRINTING United 2023, Pack Expo Las Vegas 2023, Decorating Conference/IMDA Symposium

Ad Closing **July 4, 2023**
Materials Due **July 10, 2023**
Publication Date **Aug. 3, 2023**
Online Launch **Aug. 10, 2023**



OCTOBER/NOVEMBER

- Process Highlight – In-Mold Decorating/Labeling
- In-mold Inks & Coatings for Food Packaging Applications
- Causes and Prevention of Defects in Decorative Plastics
- The Industry Looks Ahead to 2024

Bonus Distribution: National Plastics Exhibition (NPE) 2024

Ad Closing **Oct. 2, 2023**
Materials Due **Oct. 9, 2023**
Publication Date **Nov. 2, 2023**
Online Launch **Nov. 9, 2023**

Expanded Exposure Opportunities in the *Plastics Decorating* Digital Edition

- Free links to advertisers' websites through the digital editions, with 6,280 page views per month
- Video links available as an ad enhancement
- Promoted via email and social media for additional exposure

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