

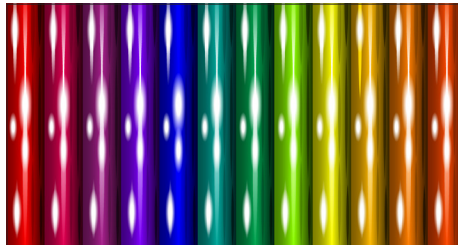


JANUARY/FEBRUARY

- **Buyers Resource Guide Edition**
- Focus: Sustainability/Recyclability Advantages for IML/IMD and Direct-to-Object Decorating
- Process Highlight: Pad Printing
- Technology: Plasma vs. Flame Treatment for Plastics

Bonus Distribution: Plastec West 2025, PTXPO 2025

Ad Closing **Jan. 8, 2025**
 Ad Materials Due **Jan. 16, 2025**
 Publication Date **Feb. 10, 2025**
 Online Launch **Feb. 17, 2025**



APRIL/MAY

- Focus: Decoration Options for Plastic Packaging
- Process Highlight: Hot Stamping Foils/Heat Transfers
- Technology: Automation for IML/IMD and Secondary Decorating Processes

Bonus Distribution: Plastec East 2025; Plastic Product Decorating Summit 2025

Ad Closing **Apr. 1, 2025**
 Ad Materials Due **Apr. 8, 2025**
 Publication Date **May 5, 2025**
 Online Launch **May 12, 2025**

Monthly Exposure Opportunities in *Plastics Decorating* ENews

The *Plastics Decorating* ENews is distributed to 4,000 plastics decorating and assembly professionals throughout the US and internationally each month, providing

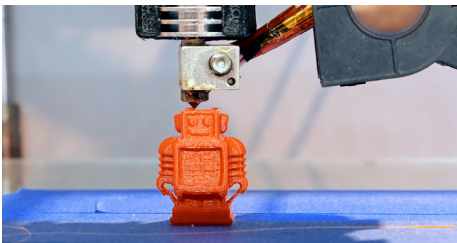
- Increased circulation
- Up-to-date industry news
- Product launches and technology trends

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 8,500 page views per month with 6,250 unique visitors



JULY/AUGUST

- Focus: Printing Inks for 3D Plastics
- Process Highlight: Digital Decorating Processes (Inkjet and Laser Etching)
- Technology: Decoration of Additive Manufactured Parts

Bonus Distribution: PRINTING United 2025, PACK EXPO Las Vegas 2025; Plastic Product Decorating Summit 2025

Ad Closing **July 3, 2025**
 Ad Materials Due **July 11, 2025**
 Publication Date **Aug. 1, 2025**
 Online Launch **Aug. 8, 2025**



OCTOBER/NOVEMBER

- Focus: 2026 Outlook for Decorated Plastics
- Process Highlight: In-Mold Decorating/Labeling
- 2024 IMDA Awards
- Technology: Label and Film Options for IML/IMD

Bonus Distribution: Plastec 2026, PTXPO 2026

Ad Closing **Sept. 30, 2025**
 Ad Materials Due **Oct. 7, 2025**
 Publication Date **Oct. 31, 2025**
 Online Launch **Nov. 7, 2025**

Expanded Exposure Opportunities in the *Plastics Decorating* Digital Edition

- Free links to advertisers' websites through the digital editions, with 3,610 page views per month
- Video links available as an ad enhancement
- Promoted via email and social media for additional exposure

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