



### JANUARY/FEBRUARY

- **2021 Buyers Guide Issue**
- NPE 2021 Show Preview
- Equipment Highlight - Pad Printing
- UV-Curable Adhesives for Changing Market Needs
- Pad Printing Production Cost Estimating
- Sustainable Plastic Packaging and Decorating
- Considerations for Clean Rooms for Plastics Decorating

**Bonus Distribution:** NPE 2021, Labelexpo Americas

Ad Closing **Jan. 4, 2021**  
Materials Due **Jan. 11, 2021**  
Publication Date **Jan. 25, 2021**  
Online Launch **Feb. 12, 2021**



### JULY/AUGUST

- **PRINTING United Show Preview**
- Equipment Highlight - Inkjet, Screen and Offset Printing
- Feasibility Studies and Process Development
- Fixtureless Laser Marking for Reduced Tooling Costs
- Opportunities for Future Inkjet Applications and Integrations

**Bonus Distribution:** PRINTING United, PACK EXPO Las Vegas, SPE Decorating & Assembly Topical Conference

Ad Closing **July 2, 2021**  
Materials Due **July 12, 2021**  
Publication Date **July 26, 2021**  
Online Launch **Aug. 13, 2021**



### APRIL/MAY

- NPE Technology Showcase
- Process Highlight - Hot Stamping Foils/Heat Transfers
- Laser Welding for Medical Devices
- New Technologies for Cosmetic Packaging Decoration
- Testing Surfaces for Decorating Applications

**Bonus Distribution:** NPE 2021

Ad Closing **Apr. 2, 2021**  
Materials Due **Apr. 12, 2021**  
Publication Date **Apr. 26, 2021**  
Online Launch **May 14, 2021**



### OCTOBER/NOVEMBER

- Process Highlight - IML Decorating/Labeling
- Plastic Joining Technologies for 3D-Printed Parts
- Benefits and Growth of Digital Printing
- Opportunities and New Applications for IML
- Plastic Packaging for a Circular Economy

Ad Closing **Oct. 1, 2021**  
Materials Due **Oct. 11, 2021**  
Publication Date **Oct. 25, 2021**  
Online Launch **Nov. 12, 2021**

## 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 7,000 page views per month with 4,100 unique visitors

## Expanded Exposure Opportunities in the *Plastics Decorating* Digital Edition

- Free links to advertisers' websites through the digital editions, with 12,300 page views per month
- Video links available as an ad enhancement
- Promoted via email and social media for additional exposure

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