

Rubber & Plastics News • RATE CARD #38 • January 1, 2009

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CIRCULATION, FIELD SERVED Rubber & Plastics News serves the rubber product manufacturers primarily engaged in the manufacture of: tires and inner tubes, rubber and plastic footwear, reclaimed rubber, rubber and plastic hose and belting, fabricated rubber products, miscellaneous plastic products, synthetic rubber, adhesives and sealants, drawing and insulating of nonferrous wire. Also independent consultants and laboratories and manufacturers who produce rubber products not specified as primary rubber product producers.

1. PERSONNEL

V.P./Publications Director Robert S. Simmons
 V.P./Publisher David E. Zielasko
 Editor Edward Noga
 National Sales Manager Don Sector
 Marketing Manager Jeff Mundson
 Sales Representative Jennifer L. Poda
 Classified/Display Sales Representative Brent Weaver
 Sales Assistant Lori DiFrancesco
 Production Manager Jan Hammond

2. BRANCH SALES OFFICES

Paul Mitchell, 21 St. Thomas St., 3rd Floor, London, SE1 9RY, England.
 Tel: 011-44-207-457-1400. Fax: 011-44-207-457-1440. Email: pmitchel@crain.com.
 Arthur Schavemaker, Kenter & Co., Spoorstraat 21, Postbus 130, 7470 AC Goor, Netherlands.
 Tel: 011-31-547-275005. Fax: 011-31-547-271831. Email: arthur@kenter.nl.

3. COMMISSION and CASH DISCOUNT

15% allowed on gross billing to recognized agencies on space, color and position, provided account is paid within 30 days of invoice date.

4. GENERAL RATE POLICY

Contract advertisers are protected for life of annual contract. Advertisers are short-rated if within a 12-month period from date of first insertion they do not use amount of space contracted for. Advertisers are rebated if, within a 12-month period from date of first insertion, they use space to warrant lower rate than contracted for. "Rebates will expire if not used within six months after they are earned."

Invoices are dated as of the issue date and are due and payable upon receipt in U.S. funds drawn on a U.S. bank. Publisher looks to the advertising agency placing the insertion order for payment, however, publisher shall have the right to hold the advertising agency and the advertiser jointly and severally liable for the monies due and payable to publisher, and the agency warrants by submitting the insertion order that it and the advertiser have accepted this responsibility. Publisher will not be bound by conditions, printed or otherwise, on contracts, order blanks or instructions when such conditions conflict with its policies.

5. BLACK/WHITE RATES (Not tax exempt)

Ad Size/Insertions:	1X	6X	13X	26X
Full Tabloid Page (54")	\$10,800	\$10,314	\$9,828	\$9,396
Jr. Page (30" - Standard Page)	\$7,200	\$6,870	\$6,600	\$6,390
2/3 Page (20")	\$5,200	\$4,960	\$4,800	\$4,580
1/2 Page (15")	\$4,185	\$4,050	\$3,870	\$3,765
1/3 Page (10")	\$2,790	\$2,700	\$2,580	\$2,510
1/4 Page (7.5")	\$2,250	\$2,168	\$2,070	\$2,018
1/6 Page (5")	\$1,500	\$1,445	\$1,380	\$1,345

Minimum rateholder for large space units is 5 column inches. Rates based on number of insertions used within 12 months from date of first insertion of contract period.

BULK RATES

39 pages or more 5% off 26 times rate
 52 pages or more 10% off 26 times rate

INCH RATES

Full or fractional page spread ads charged for at the rate of each individual unit on each facing page. Multiple units of space in 1 issue are counted as individual units for the purpose of determining frequency discounts. Strip ads accepted - consult publisher.

Ad Size/Insertions:	1X	6X	13X	26X
54" Tabloid Page	\$200	\$191	\$182	\$174
40"	\$222	\$212	\$201	\$193
30"	\$240	\$229	\$222	\$213
20"	\$260	\$248	\$240	\$229
10"	\$279	\$270	\$258	\$251
5"	\$300	\$289	\$276	\$269
1"	\$317	\$306	\$296	\$288

MOLD MART

Mold Mart appears in each issue of Rubber & Plastics News. Mold equipment manufacturers and suppliers can purchase one column inch ads to list their companies and services under any header they choose in molding.

Insertions - Consecutive Ads

Single-wide rates per year

13 times x \$148 each \$1,924 per half year
 26 times x \$123 each \$3,198 per full year

Boldface: \$150 extra; **logo:** \$200 extra. Billed on first insertion. For more information, contact Mold Mart Manager, Brent Weaver, 800-429-0948.

6. COLOR RATES

Based on page or fraction thereof. Space cost is extra.

	PER PAGE	PER SPREAD
Standard AAAA Colors	\$1,025	\$1,749
Matched Colors	\$1,537	\$2,618
4-Color Process	\$2,323	\$3,944

7. COVERS

Consult National Sales Manager.

8. INSERTS

Available. Consult National Sales Manager.

9. BLEED

Acceptable in tabloid pages, tabloid and junior spreads and junior pages. No extra charge.

10. SPECIAL POSITION

Consult publisher. Page 1 not sold.

11. CLASSIFIED Display Classified

Insertions	Rate per inch	Column Width
1 time	\$222	1 col. 1-7/8"
3 times	\$212	2 col. 4"
6 times	\$202	3 col. 6"
13 times	\$190	4 col. 8-1/8"
26 times	\$182	5 col. 10-1/4"

To determine number of inches in ad, multiply number of columns by number of inches of ad depth. *Example:* 2 column x 2" = 4" ad at \$222 pci = \$888

Max. width: 10-1/4" **Max. depth:** 13" **Min. depth:** 1"

Position Wanted Liner: \$13 per line, minimum 4 lines.

Position Wanted Blind Box: \$16 per insertion.

Blind box number service charge: \$20 per insertion. Replies sent daily.

15% agency commission allowed on camera-ready ads.

Ad Close: 12 Noon EST, 10 calendar days prior to issue date. Internet closes daily. For more information, contact Classified Ad Manager, Brent Weaver, 800-429-0948.

12. SPLIT RUN Not available

13. SPECIAL ISSUE RATES AND DATA See Media File

RUBBER & PLASTICS NEWS' RUBBER DIRECTORY & BUYER'S GUIDE

Directory of North American rubber product manufacturers and rubber industry suppliers. Published in December as the 26th issue of Rubber & Plastics News. Rates and frequency same as RPN, except no tabloid size. **Trim size:** 8-1/4" x 10-7/8", **Image area:** 7-1/2" x 10". Printed web offset. **Binding method:** Perfect. **Closing:** Nov. 4, 2009.

LITERATURE SHOWCASE

Published in certain special issue sections. Consult National Sales Manager for rates and data. \$1,035 each, \$1,000 for 3 or more/year.

INTERNET

Banner ads, Daily E-News, Rubber News China, Global Tire News, Classified advertising, and more, available on the most complete rubber industry site on the Internet. Contact National Sales Manager for rates and data. Closes daily.

14. CONTRACT AND COPY REGULATIONS

Business Publications Contract and Copy Regulations as printed in SRDS apply.

15. MECHANICAL REQUIREMENTS

Printed web offset on coated stock. **Trim size:** 10-7/8" x 14-1/2". **Gutter:** 3/4". **No cols.:** 4. **Binding method:** saddle-stitched. **Colors available:** publisher's standard, matched 4-C process (AAAA/MPA). Consult Production Manager.

Ad Size	Image Area	Trim	Bleed
Tab spread (108")	21" x 13-1/2"	21-3/4" x 14-1/2"	22" x 14-3/4"
Tab (54")	10-1/8" x 13-1/2"	10-7/8" x 14-1/2"	11-1/8" x 14-3/4"
1/2 Tab (27")	10-1/8" x 6-3/4"	10-7/8" x 7-3/8"	11-1/8" x 7-1/2"
Junior spread (60")	15-3/4" x 10"	15-3/4" x 10-5/8"	15-3/4" x 10-3/4"
Junior ad (30")	7-1/2" x 10"	7-7/8" x 10-5/8"	8 x 10-3/4"

*Bleeds off foot only

**Bleeds off foot & side only

Ad Size	Image Area
2/3 page (20")	4-7/8" x 10"
1/2 page (15")	7-1/2" x 5" or 4-7/8" x 7-1/2"
1/3 page (10")	2-5/16" x 10" or 4-7/8" x 5"
1/4 page (7-1/2")	2-5/16" x 7-1/2" or 7-1/2" x 2-1/2"
1/6 page (5")	2-5/16" x 5" or 4-7/8" x 2-1/2"

Display column widths:

1 col.	2 col.	3 col.	4 col.
2-5/16"	4-7/8"	7-1/2"	10-1/16"

16. DIGITAL SPECIFICATIONS

- File Formats: PDF, EPS (with all fonts and images embedded) and high-resolution Tif files are acceptable.
- Color, Images and Fonts: Four-color and two-color ads must be produced using CMYK. All PMS or pre-mixed inks require dedicated print units and will be billed at the matched color rate. Black and white ads should be produced in grayscale. All images must be embedded. Image manipulation (resizing, color-mode changes and rotating) should be done the application the image was generated with before importing it into a page make-up program. Image resolution should be at a minimum of 300 dpi. Fonts must be embedded or converted to outlines. Maximum density in any one area, all colors, should not exceed 300%.
- Crop Marks: crop marks, registration marks and file identification names should not be included in the digital file. This information should be on the proof only.
- Proofs: Advertisements supplied to Crain without an acceptable color proof will be printed to SWOP standards. The printer and/or publisher can not be held liable for color complaints when files are submitted without an acceptable proof. Preferred proofs are Kodak Approval or another SWOP approved proof prepared 5-7% heavier than the file to simulate press gains and ink coverage to our web offset press.

Submit all ad material to:
<http://digitaladcentral.com>

For more information please contact Jan Hammond, Production Manager at 330-865-6139 or email jhammond@crain.com.

17. ISSUE AND CLOSING DATES

Issued every other Monday. Closing is 12 calendar days prior to publication date. Classified closing is 10 calendar days prior to publication date. Internet closes daily.

18. SPECIAL SERVICES

Circulation list, article and ad reprints, tradeshow sponsorships, ad laminations and enlargements available. Consult National Sales Manager. Gatefolds, bound-in and loose inserts on request.

19. CIRCULATION

See BPA statement in Media File.

20. PUBLISHER'S PROTECTIVE CLAUSE

By issuance of this rate card, Publisher offers, subject to the terms and conditions herein, to accept insertion orders for advertising to be published in RUBBER & PLASTICS NEWS and by their tendering such insertion order the advertiser or agency shall indemnify and hold Publisher, its employees, agents and its subcontractors free and harmless from any expenses, damages and costs (including reasonable attorney fees) resulting in any way from Publisher's compliance with such insertion order (including but not by way of limitation, from claims of libel, violation of privacy, copyright infringement or otherwise) and Publisher shall have full right to settle any such claim and to control any litigation or arbitration as to which it may be a party all at the cost of the agency and the advertiser who shall be deemed joint and several indemnitors and agency warrants that it is authorized to bind, and does bind, advertiser to such indemnity jointly and severally with agency. Publisher reserves the right in its sole discretion to discontinue publication at any time with or without notice, or to defer or cancel the printing, publication or circulation of any issue or of the tendered advertising, shall not be liable for any failure to print, publish or circulate all or any portion of an issue or of the tendered advertising, because of labor disputes involving the Publisher, the printer or others, transportation delays or embargoes, errors or omissions of employees or subcontractors, or circumstances beyond its control. Publisher's sole obligation as to any failure or default on its part shall be limited to a refund of its charges which may have been paid to it or, at its option, to publish the tendered advertising in the next available issue. The Publisher reserves the right to reject or omit any advertising for any reason. **No advertising will be accepted which simulates RUBBER & PLASTICS NEWS editorial.**



Full Tabloid Page (54")



Standard Jr. Page (30")



1/2 Page (15")



1/2 Page (15")



1/2 Tab Page (27")



1/3 Page (10")