



INSPIRING  
PLASTICS  
PROFESSIONALS

## MARKETING & PLASTICS ENGINEERING **MEDIA GUIDE**



# OUR AUDIENCE

SPE keeps plastics professionals and other specialists in the value chain up to date on the latest materials, equipment and process technologies that impact all aspects of product development and applications in the industry. *Plastics Engineering* also covers the trends and influences that affect plastics in key global markets.

## PRODUCTS

Extrusion Equipment & Parts	17.1%	Reinforced Plastics	4.7%
Injection Molding Equipment & Parts	10.8%	Auxiliary Equipment/Components & Supplies	4.0%
Recycled Plastics	10.0%	Compounding & Formulating	3.6%
Blow Molding Equipment & Parts	9.3%	Molds/Dies & Tooling	2.6%
Resins & Compounds	8.8%	Testing & Inspection Systems	2.5%
Chemicals & Additives	6.7%	Compression & Transfer Molding Machines	2.4%
Primary Processing Equipment	6.1%	Other	7%
Coatings	5.7%		

## INFLUENCE:

**60,000+**

Are made up of key decision-makers who have the authority to buy, specify or recommend.

## KNOWLEDGE:

**78%**

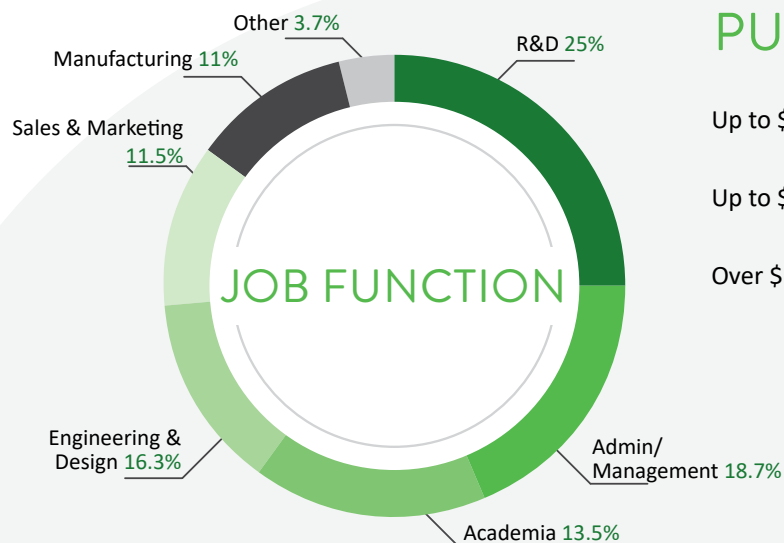
Use *SPE* media to learn about emerging technologies



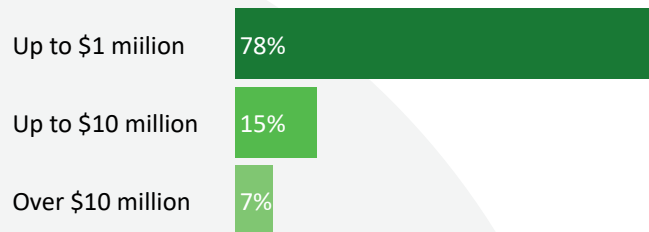
# COVERAGE WORLDWIDE

**SPE reaches over 60,000 plastics professionals worldwide. We reach more vendors, products, and services than any other group in the plastics industry.**

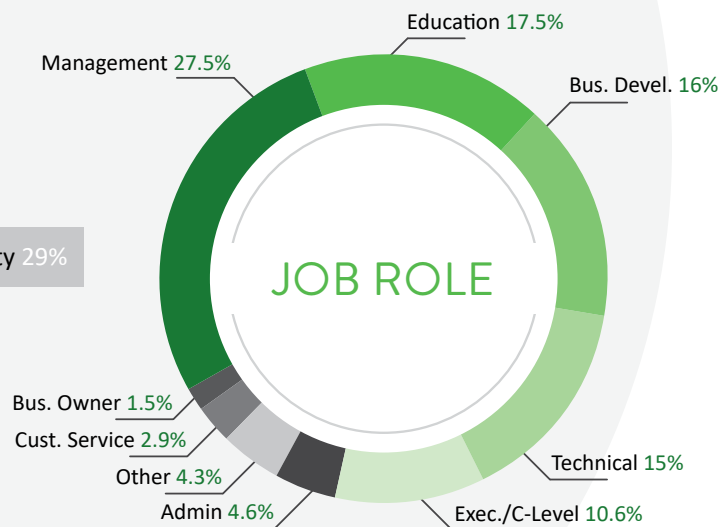
SPE has the distinct advantage of providing content about new and emerging technologies to the innovators of the plastics industry. We develop enduring relationships with the industry leaders in plastics and find out about new advances first.



## PURCHASING BUDGET



## BUYING INFLUENCE



## INDUSTRY

Packaging	17.0%
Chemicals & Plastics	9.6%
Electronics & Electrical	7.6%
Consumer Product	7.4%
Building & Construction	6.6%
Automotive & Transportation	6.1%
Industrial	5.6%
Film & Sheet Products	5.0%
Education	5.0%
Recreational & Sporting Goods	4.7%
Recycling & Sustainability	4.1%
Medical & Pharmaceuticals	4.0%
3-D & 4-D Printing	3.7%
Molds & Tooling	3.4%
Machinery-Equipment-Parts	2.5%
Aerospace	2.5%
Military & Defense	1.8%
Fabrics-Threads-Yarns	1.8%
Computers & Business Machines	1.5%

# PARTNER WITH SPE

**SPE's Preferred Partner Program is fully customizable and can be designed to meet your specific needs.**

The program can be packaged with dedicated outreach through emails, webinars, sponsorships, website banner ads, *Plastics Engineering* advertising, and other opportunities.

## ARE YOU GETTING NOTICED?

Building a client base and getting your products and solutions in front of decision-makers can be challenging.

SPE's Preferred Partner Program can help you develop strong business relationships while advancing your products and services directly to potential customers.

SPE reaches over 60,000 plastics professionals worldwide and are made up of key decision-makers who have the authority to buy, specify or recommend.

**FEES START AT \$10,000**



**CUSTOMIZED YEAR ROUND  
MARKETING EXPOSURE**

## BENEFITS COULD INCLUDE:

- » Use of SPE Preferred Partner logo
- » Membership for staff
- » Joint press release announcing partnership
- » Ad in *Plastics Engineering*
- » Ad in SPE News monthly e-Newsletter
- » Recognition on SPE's Preferred Partner web page with re-direct URL
- » Banner slider advertisement on SPE homepage
- » Social media mentions throughout the year

# BECOME A THOUGHT LEADER

**Custom webinars can showcase your expertise and expand your reach into the plastics industry.**

You can use webinars as a way to connect with new customers, demonstrate expertise and build brand authority.

## ARE YOU AN INDUSTRY EXPERT?

Do you have processes, materials and products that can help plastics companies gain increased efficiencies? Are you focused on innovation that can impact the plastics industry?

SPE can collaborate with you to market your custom webinar to help you connect with current and potential customers in ways that add real value to your organization. Marketing your webinars include:

- » Two targeted pre-webinar emails
- » Email Analytics
- » Your logo on the registration page
- » Webinar listed on SPE events page and SPE upcoming events emails
- » Publicity on all SPE social media channels

**FEES START AT \$5,500**



**INCREASE COMPANY VISIBILITY**

## BENEFITS INCLUDE:

- » Hosting services and registration management
- » Marketing and promotion through SPE HQ
- » Opt-in registrant list including emails (post webinar)
- » Webinars housed in SPE's Technical Library for 6 months





# REACH YOUR AUDIENCE

SPE has OUTSTANDING opportunities to ensure you're being seen by over 60,000 plastics professionals around the world through digital advertising.

## EMAIL ADVERTISING

Pair your product through SPE's highly responsive opt-in email lists. SPE emails average an 18% open rate -- higher than the industry standard!

- » Send a standalone promotional email to leaders in the plastics industry
- » Email analytics will be provided
- » SPE will send your email to over 60,000 plastics professionals

**DEDICATED EMAIL - \$3,000**

## SPE WEBSITE ADVERTISING

Because SPE's website has over 500,000 annual page views and includes educational offerings, event information, technical resources, member and chapter information, and more, there are multiple ad placement opportunities available.\*

**Top Home Page Banner - 320px w x 50px h - \$1,500**

**Side Box Banner - 300px w x 250px h - \$1,500**

**Footer Ad - 218px w x 170px h - \$1,500**

*\*All ads are priced by quarter & must be part of a comprehensive SPE marketing program.*



**REACH 60,000+ PLASTICS PROFESSIONALS DIRECTLY**



**OVER 500,000 ANNUAL PAGE VIEWS**



# GROW YOUR AUDIENCE

## SPE NEWS

Delivered digitally to 60,000+ opt-in subscribers monthly with detail on what's going on in SPE, events, announcements and more. Multiple positions are available in each issue of SPE News. **Frequency discounts apply.**

### Above the Fold -

2 available (300 x 250 or 600 x 85) - \$1,400/ad

### Below the Fold -

3 available (300 x 250 or 600 x 85) - \$1,000/ad



## SOCIAL MEDIA

Use SPE's growing network of plastics industry professionals through social media.

**Post to all SPE social media - \$500**



**REACH 60,000+ PLASTICS PROFESSIONALS DIRECTLY**



**OVER 78,500 COMBINED SOCIAL MEDIA FOLLOWERS**

# ANTEC

ANTEC® is a 2.5 day in-person event with a cross-section of the plastics value chain topics on the latest advances in industrial, national laboratory and academic work. As an ANTEC® Sponsor, you will reach a global audience of plastics decision-makers at one of the leading plastics technology events.

## Conference Sponsor - \$10,000

Help us kick off ANTEC® by being our “Exclusive” Conference Sponsor! Benefits include the opportunity to provide opening remarks and to address attendees on day 1 (up to 5 minutes), 1 month ad in Plastics Engineering Digital Publication (location subject to availability), 5 complimentary registrations, on-site event signage, your logo on SPE event website, and recognition in Plastics Engineering & SPE News as our sponsor.

## Off-Site Networking Sponsor - \$7,000

Participate in our popular off-site event on Tuesday, March 5, and get ready for fun! Exclusive benefits include personal welcome to attendees at the venue, 1 month ad in Plastics Engineering Digital Publication, 4 complimentary registrations, signage at the event, presentation slides and announcements during technical sessions, logo napkins, and logo cups.

## Commercial Sponsor - \$5,000

Feature your company’s 3-minute message on stage or recorded prior to one of the Keynote Sessions on Tuesday, March 5. Other benefits include 1 month ad in Plastics Engineering Digital Publication (location subject to availability), 3 complimentary registrations, logo on SPE event website, and recognition in Plastics Engineering & SPE News as our sponsor.

## Welcome Reception Sponsor - \$5,000

Welcome attendees to ANTEC® during our Welcome Reception on Monday, March 4. Benefits for this exclusive sponsorship include personal welcome to attendees at the door, signage at the reception, presentation slides and announcements during technical sessions, logo napkins, and sponsor provided table drops.

## OTHER OPPORTUNITIES AT ANTEC

**SPE Honors & Awards Lunch Sponsor - \$5,000**

**Session Sponsor - \$3,000**

**Student Posters and Lunch Co-Sponsors - \$3,000**

**Mobile App Sponsor - \$3,000**

**Session Break Sponsor - \$1,500**

**Logo Sponsor - \$1,500**





# PLASTICS ENGINEERING

Feature of a banner dedicated to promoting your activity/product/service etc. Banner ad to be featured on *Plastics Engineering* homepage, inside an article or on the weekly newsletter. *Plastics Engineering* can provide insights on what format, style, look & feel tends to get higher CTRs.

## HOMEPAGE LEADERBOARD/ BILLBOARD BANNERS

850x150 px

## SIDEBAR BANNERS

400x330 px

## WEEKLY DIGEST BANNERS

850x150 px

Featured in *Plastics Engineering's* weekly newsletter, reaching over 60k subscribers.

## IN-ARTICLE BANNER

850x150 px



# EDITORIAL & PRICING

A variety of written content formats produced, edited, SEO optimized, translated, and promoted by the *Plastics Engineering* team.

## ADVERTISING OPTIONS

	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
<b>Leaderboard Banner 850 x 150</b> (Static or .gif file types accepted)	\$2,300	\$2,070	\$1,955	\$1,840
<b>Mid-Board Banner 850 x 150 or 400 x 330</b> (Static, Video or .gif file types accepted)	\$2,200	\$1,980	\$1,870	\$1,760
<b>Billboard Banner 850 x 150</b> (Static or .gif file types accepted)	\$1,500	\$1,350	\$1,275	\$1,200
<b>Sidebar Banner 400 x 330</b> (Static, Video or .gif file types accepted)	\$2,200	\$1,980	\$1,870	\$1,760
<b>Additional Category/Page Upgrade (Max 4)</b>	\$500			
<b>Additional .gif File Upgrade(s) (Max 4)</b>	\$500			
<b>Featured Sponsor Content</b>	\$2,000			
<b>Weekly Digest Leaderboard or Billboard Banner 850 x 150</b> (Static or .gif file types accepted)	\$2,300	\$2,070	\$1,955	\$1,840

**Top reasons to advertise in the *Plastics Engineering* suite of media products:**

**90%**

Are made up of key decision-makers who have the authority to buy, specify or recommend.

**84%**

Use *Plastics Engineering* content after reading it

## Preferred Partner Program Discounts

Special discounts for advertising campaigns are available to SPE member companies.

## Contact for prices and more information:

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P: 203-740-5428

**Michael Greskiewicz**  
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## TRENDING

## INDUSTRY

## MATERIALS

## PROCESS

## PROCESS (CONTINUED)

Artificial Intelligence	Aerospace	Additives & Colorants	3D Printing/Additive Mfg.	Injection Molding
Business	Automotive & Transportation	Composites	Automation	Molds & Die Making
Design	Building & Construction	Foaming Agents	Auxiliaries	Rotational Molding
Editor's Choice Tech Papers	Durables	Resins	Blow Molding	Testing & Analysis
Education & Training	Electrical & Electronics	Silicones	Cast Film/Sheet	Thermoforming
Equipment	Medical		Compounding	
Industry 4.0	Packaging		Decorating & Coatings	
Legal Analysis	Sports & Recreation		Extrusion	
People	Toys		Film	
Regulation	Wearables		Foam Processing	
Software			Hybrid Manufacturing	
Sustainability				

*Plastics Engineering* will include recurring coverage of product news, design, sustainability, people on the move and more!

# ADDITIONAL OPPORTUNITIES

SPE offers a variety of services to maximize your reach in the plastics industry.  
Ask our team how we can help you achieve your goals!



## 3Dnatives

Reach 1.3 million users monthly in the world's largest media source dedicated to Additive Manufacturing & 3D Printing.  
[4spe.org/3DNOpportunities](https://4spe.org/3DNOpportunities)



## ImplementAM

Showcase your expertise in Additive Manufacturing by hosting a workshop, presentation, or a facility tour with this unique and interactive experience. [4spe.org/IAMOpportunities](https://4spe.org/IAMOpportunities)



## ARTICLE

Interviews, user cases, product launches, hot news, in-depth guides, expert advice pieces and more.



## TRANSLATION SERVICES

Our team of native professionals can produce full translation to and from 5 languages (EN, FR, DE, ES, IT).



## VIDEO

Full production (shooting & editing) of videos for you to use as you please (e.g. product launches).



## GRAPHIC DESIGN

Our graphic design team is here to help with the creation of all kinds of promotional material you might need (i.e. banners, HTMLs and more).



## WRITTEN CONTENT

Thanks to its expertise, our team can produce any kind of written content for your website, blog, social networks.

## OUR TEAM

Thank you for choosing SPE, we are looking forward to working with you.



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