

Canadian Plastics



Plastics professionals depend on our **website and e-newsletters** for timely news and product information. This large and growing digital audience extends the magazine's reach well beyond the traditional print readers and offers our advertisers targeted, time-sensitive and measurable marketing opportunities.

ELECTRONIC MARKETING SOLUTIONS 2017

Enewsletters — 7,783 CASL compliant subscribers, 30% open rate, 5% click thru rate (Google Analytics, June 2016)

Website — 28,991 total visits, 9,426 unique visitors, 36,657 page views/ impressions (Google Analytics, June 2016)

Email list available for rental — 9,741, selectable by industry type, job title and/or geography

Leaderboard (728 x 90) Tile Ad (225x90)

Canadian Plastics

News

Schuman posts big loss in Q4 2016

Stove Petrolite to head sales & marketing for Thermal Care

Magna's Q3 2016 sales up 16% from Q3 2015

Quebec's IP, Inc. involved in rigid plastic packaging acquisition

Worker dies in accident at Ventura Plastics

Sonoco buys flexible packager Plastic Packaging Inc.

Big Box (300 x 250)

Label Banner (300x60)

More News

Features

Patrick Plastics isn't going it alone

Is the drive to meet the 2025 CAFE standard running out of gas?

Are you ready for the 2017 CAFE standard?

AMC on 100th anniversary

The Book on plastics

Plastic Packaging returns to US

Leaderboard (728 x 90)

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NEWS

Quaker's IP, Inc. involved in rigid plastic packaging acquisition

Worker dies in accident at Ventura Plastics

Sonoco buys flexible packager Plastic Packaging Inc.

Magna's Q3 2016 sales up 16% from Q3 2015

Big Box (300 x 250)

Canadian Plastics Poll

Are you planning to attend the Extragest trade show in Montreal in November?

Yes

No

Not Sure

Vote

WEBSITE

Leaderboard (728 x 90)

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SPONSORED SPOTLIGHT

Sponsored Spotlights Big Box + Copy (300 x 250)

SPECIAL REPORTS

Patrick Plastics isn't going it alone

Is the drive to meet the 2025 CAFE standard running out of gas?

EVENTS CALENDAR

CPIA Sustainability Information Seminar: Beyond Traditional Recycling: Circular Economy Options for Plastic Packaging

E-NEWSLETTER

WEB ADVERTISING www.canplastics.com

Leaderboard (728 x 90): Appears across top of all pages/sections

Tile ad (225 x 90): Appears in top right corner of all pages/sections

Big Box (300 x 250): Run of site

Label Banner (300 x 60)

Note: up to 6 ads rotate in each position

PLASTICS PRODUCTIVITY CENTRE NEW PRODUCT ENEWSLETTER, WITH HARD SALES LEADS

Advertisers get a weekly report with full contact information on the people who clicked on their link.

Sent 9x/year to approximately 8,000 subscribers

Maximum 8 ads / issue

Average number of sales leads: 17 per ad



NEWSLETTER ADVERTISING

Sent on Tuesdays and Thursdays to approximately 8,000 subscribers to keep them on top of breaking industry news.

To ensure that your ads are read in all channels, our design incorporates the latest best-in-class design practices so that it is easy to read on smartphones and tablets as well as on traditional computer screens.

- Leaderboard ads
- Sponsored Spotlights (Big Box + Copy)
- Big Box ads
- Smartphone ads

CUSTOM EBLASTS

Drive key plastics industry decision makers to your web site. We'll email your message to our valued list of 9,741 people who subscribe to Canadian Plastics magazine and our newsletters. You'll receive a report with the number sent, opened and clicked.

WEBCASTS & VIDEOS

Supply us with your pre-recorded webcast and we will e-mail invitations to our readers, and archive it on our web site. Or sponsor a web seminar conducted by our editor on a topic of your choice. Post a thumbnail and link to your company's video on our web site, or have our professional videographer shoot a video for you.

www.canplastics.com

➤ See next page for specs & rates

RATES (Canadian funds, NET)

ONLINE ADS www.canplastics.com

AD TYPE	PER YEAR	PER MONTH
Leaderboard	\$4,250	\$500
Tile ad	\$3,400	\$400
Big Box	\$3,400	\$400
Label Banner ad	\$2,125	\$250

ENHANCED COMPANY LISTING IN ON-LINE BUYERS' GUIDE:

\$195/yr

Your company name appears in **boldface** at the top of search results. Plus when a web site visitor clicks on your company name, they will see your logo and a 30-word description.

ENEWSLETTER ADS

AD TYPE	RATE PER BROADCAST
Leaderboard	\$300
Sponsored Spotlight	\$300
Big Box ad	\$250

PLASTICS PRODUCTIVITY CENTRE (PPC) NEW PRODUCTS ENEWSLETTER

Rate per ad: 1x \$495 4x \$470 9x \$420

EMAIL LIST RENTAL \$0.46/name (minimum charge \$500)

WEBCASTS

Webcast format can be PowerPoint, video or streaming audio. We will market to our readers via e-blasts and archive it on our web site for six months for viewing on demand.

Pre-recorded. Must be pre-recorded and ready to broadcast.

Price: \$4,000 net

Live Q&A. Must be pre-recorded, except for live Q&A.

Price: \$6,000 net.

VIDEOS

Thumbnail and link to your company video posted on the home page of our web site for 3 months: \$895

Custom video services – please call for a quote.

TECHNICAL SPECIFICATIONS

File Format: GIF, JPG, PNG, Flash*

*For newsletter ads, Flash not accepted, and animated GIFs not recommended

	Dimensions (pixels)	Max. File Size (KB)
Leaderboard	728 x 90	40
Sponsored Spotlight (Big Box) +Headline 5-10 words +Copy 75-100 words	300 x 250	40
Big Box	300 x 250	40
Tile ad	225 x 90	15
Label Banner	300 x 60	15

Plastics Productivity Centre ad (PPC):

- Please provide an image as a JPG file that will display at 76 x 76 pixels.
- Please provide a description to appear below your image. Maximum text 100 words including headline. Send as a WORD file.
- Please provide a URL you want readers to be directed to.

Eblasts: For detailed specifications, contact Publisher, Greg Paliouras; gpaliouras@canplastics.com

Ad material should be sent by email to your Canadian Plastics sales representative **5 working days** before you want it to appear.

ENEWSLETTER DEPLOYMENT SCHEDULE

(100+ broadcasts, Tuesdays and Thursdays)

January 3, 5, 10, 12, 17, 19, 24, 26

February 2, 7, 9, 14, 16, 21, 23, 28

March 2, 7, 9, 14, 16, 21, 23, 28, 30

April 4, 6, 11, 13, 18, 20, 25, 27

May 2, 4, 9, 11, 16, 18, 23, 25, 30

June 1, 6, 8, 13, 15, 20, 22, 27, 29

July 4, 6, 11, 13, 18, 20, 25 27

August 1, 3, 8, 10, 15, 17, 22, 24, 29, 31

September 5, 7, 12, 14, 19, 21, 26, 28

October 3, 5, 10, 12, 17, 19, 24, 26, 31

November 2, 7, 9, 14, 16, 21, 23, 28, 30

December 5, 7, 12, 14, 19, 21

PLASTICS PRODUCTIVITY CENTRE EBLAST SCHEDULE

9x/year, on the Wednesday in the middle of the month.

February 15, March 15, April 19, May 17, June 14, August 16, September 13, October 11, November 15.