



Roto World®

MAGAZINE FOR THE ROTATIONAL MOLDING & PLASTICS DESIGN INDUSTRIES



2019

MEDIA KIT



All contracts, insertion orders, and copy are subject to the approval of the publisher. Advertising will be billed at the open rate unless a contract for frequency rates has been established. Default or non-payment according to the terms of the contract will affect total contract amount due. Publisher may reject advertising copy at any time. Insertion cancellations will not be accepted after the closing date. All advertising contracts are binding and cannot be cancelled. Publisher is not liable for delays in delivery and/or non-delivery in the event of Acts of God, actions by any governmental, or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes, whether legal or illegal, labor or material shortages, transportation interruption of any kind, work slowdown, or any condition beyond the control of the publisher affecting production in any manner.

PRINTING & PRODUCTION SPECIFICATIONS

RotoWorld® magazine is offset printed using 200 Line Screen, Perfect Binding, 90 lb. Coated Gloss Cover and 80 lb. Aqueous Coated Text. See all digital requirements mechanical specifications on page 3. There will be a separate charge for required design and production adjustment of customer supplied advertising layout or customer requested ad composition and/or alterations. Graphic production will be charged at \$90.00 per hour and customer proofs will be provided. Required camera work, scans, separations, film imaging, digital, and freight will result in additional charges.

COLLATERAL SERVICES

Direct mail, reprints, marriage mail, online advertising, and overruns for promotional purposes, art design, layout, and production services are available by quote.

SUBSCRIPTIONS

Single copy \$15.00. U.S.A. Annual Subscription \$60.00. Canada or Mexico Annual Subscription \$75.00. Foreign Annual Subscription \$120.00 (all U.S. funds).

CIRCULATION

Publisher's sworn statement available upon request. *RotoWorld*®, Magazine for the Rotational Molding & Plastics Design Industries, is a controlled circulation publication targeting the entire global rotational molding industry, the international plastics design industry related to rotational molding, end users, and OEMs of plastics products. All space reservations, insertion orders, advertising materials and correspondence pertaining to advertising should be addressed to *RotoWorld*® at the following address:



JSJ Productions, Inc.

625 West Market Street
Salinas, CA 93901
512-894-4106 P 512-858-0486 F 512-406-1167 C

Visit *RotoWorld*® website at www.rotoworldmag.com or email: Jennifer@jsjproductionsinc.com. *RotoWorld*® magazine is the professional trade publication for the global rotational molding industry. Six times per year, *RotoWorld*® features informational, educational and technical articles of interest to all phases of the rotational molding industry including product design and end-users with various different language translated summaries and articles. *RotoWorld*® includes timely articles on issues, events, people, companies, products, and services. *RotoWorld*® is the perfect media for keeping abreast of the global Rotational Molding Industry.

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ART REQUIREMENTS

	<p>2 PAGE SPREAD BLEED INCLUDED: 16.25"x11.125" 412.75mmx282.575mm</p> <p>LIVE AREA: 15.5"x10.375" 393.7mmx263.525mm</p>	<p>FULL PAGE BLEED INCLUDED: 8.25"x11.125" 209.55mmx282.575mm</p> <p>LIVE AREA: 7.5"x 10.375" 190.5mmx263.525mm</p>	<p>2/3 PAGE 4.613"x9.795" 117.17mmx248.793mm</p>
<p>1/2 PAGE V 3.42"x9.795" 86.868mmx248.793mm</p>	<p>1/2 PAGE H 7.0"x4.814" 177.8mmx122.276mm</p>	<p>1/3 PAGE SQUARE 4.613"x4.814" 117.17mmx122.276mm</p>	<p>1/4 PAGE V 3.42"x4.814" 86.868mmx122.276m</p>

DIGITAL AD FILE REQUIREMENTS

FILE FORMAT	Adobe PDF/X-1a Fonts must be embedded. Make sure all black text is 100% black.
FILE DENSITY	300 DPI
TRIM SIZE	8.0" x 10.875" (203.2mm x 276.225mm)
BLEED	.125" (3.175mm) on all sides
SAFETY FROM TRIM	.25" (6.35mm)

We cannot assume responsibility for the quality of embedded images that have been saved at lower resolutions and RGB.

Note: Any ad that does not meet these requirements and sizes as per the mechanical specs will have to be altered. We do not assume responsibility for such alterations. They will be made to fit our specifications.

How to submit files:

- FTP:
hostname: ftp.designintersection.com
username: jsj@designintersection.com
password: artwork
- E-mail:
jennifer@jsjproductionsinc.com
anya10@sbcglobal.net

2019 PUBLICATION DATES & DEADLINES

2019 – ISSUE 1
Manufacturing
Space: 01/04/19
Materials: 01/18/19
Publication: 02/08/19


2019 – ISSUE 2
Markets
Space: 03/04/19
Materials: 03/18/19
Publication: 04/12/19

2019 – ISSUE 3
Conversion
Space: 05/03/19
Materials: 05/17/19
Publication: 06/07/19

2019 – ISSUE 4
Technology
Space: 08/02/19
Materials: 08/09/19
Publication: 09/06/19

2019 – ISSUE 5
Products
Space: 09/13/19
Materials: 09/26/19
Publication: 10/11/19

2019 – ISSUE 6
Design
Space: 11/01/19
Materials: 11/15/19
Publication: 12/13/19



Reaching
the world of
Rotational
Molding!

ADDITIONAL CONSIDERATIONS/OPPORTUNITIES

Art Charges – *RotoWorld*® graphic designers will help design your advertisements at a reasonable rate. Please contact your sales associate for a quote.

CREDIT, PAYMENT, COMMISSIONS, CASH DISCOUNTS

Payments must accompany all contracts unless credit has been established with the publisher. Regular invoice payment terms are net 30 days. Otherwise, contract terms apply.

PAST DUE

A late charge will be added to all balances due past 30 days in the amount of 10% per month until balance is paid in full.

INSERTS

Contact your sales associate for insert specifications and rates. All pre-printed inserts will be quoted upon request.

Advertising deadlines and approval by the publisher apply.

AGENCY COMMISSIONS, PRE-PAY INCENTIVES AND DISCOUNTS

Overall contract amount discounts apply based on total expenditure if material is furnished to specification and payment is received within 15 days of contract date. There will be no commission allowed on production charges.

CLASSIFIED ADS – PRINT

Net Rates	1x	2x	3x	4x	5x	6x
B&W	\$200	\$180	\$160	\$140	\$120	\$100

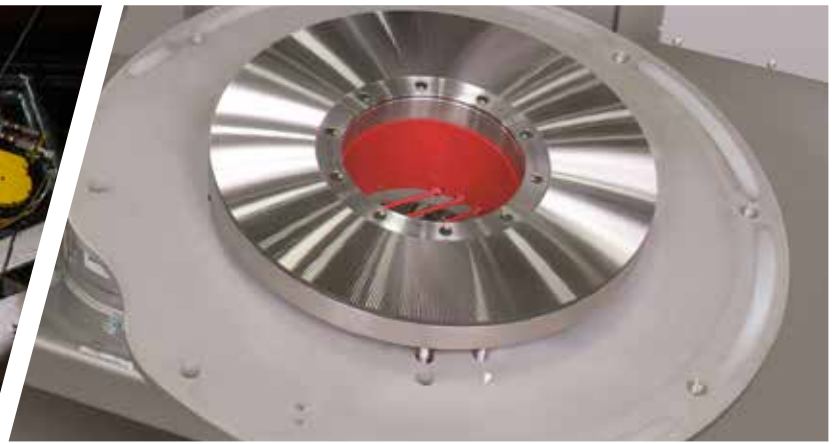
CLASSIFIED ADS – PRINT & ONLINE

Net Rates	1x	2x	3x	4x	5x	6x
B&W	\$300	\$290	\$280	\$270	\$260	\$250

*Display Classified ad rates based on quotation.

FOR INFORMATION

Publisher/Editor Susan Gibson susan@jsjproductionsinc.com
Advertising/Marketing Jennifer Gibson jennifer@jsjproductionsinc.com



2019 ROTOWORLD® PRINT ADVERTISING RATES

Print

	4-Color	2-Color	B&W
2-Page Spread	\$6,210		
Back Cover	\$5,433		
Covers II, III & IV	\$4,190		
Full Page	\$3,250	\$2,070	\$1,552
2/3 Page	\$2,556	\$1,863	\$1,345
1/2 Page	\$1,863	\$1,449	\$1,086
1/3 Page	\$1,552	\$1,138	\$931
1/4 Page	\$1,242	\$1,035	\$776

Digital

Online Advertising	Ad Type*	File Size	# Available	Investment
Whole Site	Leader Board	675x150	1	\$1,000/per mo
Home Page	Right Sidebar	206x315	1	\$600/per mo
Home Page	Large Rectangle	280x345	4	\$500/per mo

Specs: Provide in Vector format (Adobe Illustrator, Photoshop EPS, PDF) or high quality raster format (JPG, GIF or PNG). To include animation - supply in GIF format 50KB or less in file size.

Online Newsletter

Online Advertising & Editorial	Investment
Per Issue Sponsor Banner & Editorial (insert sponsor banner specs) (number available 1-12) (6x per year)	\$2,000
Per Issue Side Banner (Insert side banner specs)	\$250

2019 RotoWorld® Buyers Guide (Print & Online)

2019 RotoWorld(R) Buyers Guide (Print & Online) will promote your company products & Services 24/7, 365 days a year. Capture new leads, compete for your fair share of the market, support existing customers and keep your business and brand at the forefront of the industry!

RotoWorld® Packaged Plan Discount Opportunities

Combine the gross dollars your company spends on marketing to the worldwide rotational molding industry in print and online and save! By developing a multi-level marketing plan through print, website, and online. Contact *RotoWorld®* sales associates for a complete proposal and take advantage of the following total contract discount incentives based on contract prepayment:

- \$7,500 – \$15,000 10% off entire marketing package
- \$15,001 – \$22,500 15% off entire marketing package
- \$22,501 – \$30,000 20% off entire marketing package
- \$30,000 & Up 25% off entire marketing package

**RotoWorld®* Premium Discount Opportunities apply only to Print & Online packaged advertising.



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2019 Media Opportunities to reach the Global Rotational Molding industry and Design Community as relates to Rotational Molding.

Advertise and list your company to ensure that you are reaching your target audience!

RotoWorld® Magazine (print & online)
RotoWorld® Website
RotoWorld® eDirectory & App
RotoWorld® Online Newsletter

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