

April 18-21, 2012, Shanghai

At the Most Important Trade Show of the Year

Targets Buyers in China, Asia and the Middle East

Advertise in Our Italy Section in the Following Leading Magazines, China plas 2012 Show Issues

China

The # 1 Plastics Multimedia Program Targets Buyers



International Plastics News for China



International Plastics Materials News for China



Your Ad seen on the iPhone / iPad versions of the Magazines and accessible from all Android smart phones

Asia

Middle East



International Plastics News for Asia



International Plastics News - Middle East

Your Product Showroom delivered to Android mobile devices!



Product Showroom



To Download Ringier's 'Industry Sourcing' App, go to the Android market and search 'Industry Sourcing'

All supplier showrooms will be searchable and contactable via the Android App

Sponsor a Section Divider (with tab)

Your ad is a
'Section
Divider' with
tab
190g paper
4 color

Give buyers easy access to your ad with the ultimate sponsorship opportunity in these No.1 magazines!

- A 'Section Divider' with tab divides each industry category in the magazine, e.g: Injection Molding
- Limited number of section dividers (with tab) for each magazine
- Each divider includes a tab. Each tab is 3cm long printed on 190g paper
- See sections listed for each magazine below
- No limit on bound inserts without tab.

International Plastics News for China (April Issue) - Special 2 volume 'Chinaplas 2012' set

Volume One



Chinaplas Special Features:
Road to Recovery-Top Leaders Speak About Sustainable Development

Section Dividers

- Injection Molding
- Blow Molding
- Extrusion
- Auxiliary and Material Handling

Readership:
Print (33,650) + Online (47,050)
Ad Closing: April 5, 2012

Volume Two



Chinaplas Special Features:
"Going Green" - Energy Conservation and Low-Carbon Emissions

Section Dividers

- Applications of Innovative Products & Technologies
- Robots and Information Technology
- Profiles of Top Injection Molding Manufacturers
- Exhibitor Profiles By Product Category
- Ringier Plastics Technology Innovation Awards

Readership:
Print (33,650) + Online (47,050)
Ad Closing: April 5, 2012,

Other important strategic magazines for Chinaplas 2012!



International Plastics Materials News for China (April Issue)
Chinaplas Special Features:
Preview of plastics materials exhibitors at Chinaplas 2012

Section Dividers

- Raw Materials & Compounds
- Additives
- Auxiliary Equipment

Readership: Print (26,160) + Online (45,100)
Ad Closing: March 9

Bonus Distribution

Special Italy Sections in the Chinaplas 2012 Show Issues!

- Special bonus for show issue advertisers: All advertisers get a FREE Product Showcase (features your product information and a photo and 75-word profile of your product) in our Italy section of these show issues.
- Bonus distribution of these show issues at Chinaplas 2012 help you to reach buyers from Greater China, Asia and the Middle East
- Your ad and free showcase also is seen in print + digital magazines, show website at industrysourcing.com, iPad + iPhone version of the magazines and is accessible from our Android App

Asia



Int'l Plastics News for Asia (April Issue)

Chinaplas Special Features:

- Multi-layer Injection Molding
- Construction
- PET

Readership: Print (14,530) +Online (11,080)
Ad Closing: Mar 9

Middle East



Int'l Plastics News - Middle East (March Issue)

Chinaplas Special Features:

- Pipe Extrusion Line
- Appliances
- PET
- Special Report: Robots in Plastic Manufacturing

Readership: Print (9,050) +Online (6,870)
Ad Closing: Feb 6



iPad/iPhone App

Find Your Favorite Magazine in our **Industry News** Library. Search the iTunes App Store with **Industriymags**

Online + Mobile Marketing to Target Buyers



Product Showroom



All Android users can access your Supplier Website and Product Showroom from their mobile devices



Supplier Website + Product Showroom

Your Product Showroom is hosted in your Supplier Page at IndustrySourcing.com. It contains your complete product catalog, listed by product showroom category. The Product showroom provides your company profile including complete company contact details.

Ad Rates: (US\$)

US\$	IS Chinese			IS English			IS Chinese + English			Notes
	3x	6x	12x	3x	6x	12x	3x	6x	12x	
Showrooms										
1-20 pages	30	25	20	30	25	25	40	35	30	
21 or more/month	20	20	15	20	20	15	25	20	20	
Keyword	200	200	200	200	200	200	200	200	200	Max 4 keywords

E-Direct Mail Before, During or After the Show

Customize your message by geographic location, job title/function or other demographic segments. Before the show, send a tailored reminder to visitors about your products and booth number at the trade show. Do more marketing during or after the show.

Ad Rate: (US\$)

E-DM	1000 names	Minimum order	Selection fee	Set up fee	Notes
US\$	220	4000 names	40	70	No discount

Chinaplas 2012 Trade Show Buyer Alerts

- Your product information will be sent to the industry's decision makers twice a week one month before the show.
- Your Buyer Alerts include your product images + product description + your booth number. They link back to your Online Product Showroom at www.industrysourcing.com.
- Get the Trade Show Buyer Alert service for FREE when you buy an Online Showroom at www.industrysourcing.com

Customized E-newsletter

- Let our editors create your company e-newsletter with your company and product information including a number of key selling sections
- Send a message before during and after Chinaplas 2012.
- Customize your message by geographic location, job title/function or other demographic segment. Send to a database of 600,000 possible customers.

Ad Rates: (US\$)

Customized E-Newsletter	1000 names	Minimum order	Additional 1000 names
US\$	1,270	1000 names	200

White Papers

Post your products technical and research papers on the Chinaplas 2012 show website and at industrysourcing.com. Each month you will get a complete report showing the contact details of the readers who have downloaded your white paper. More valuable sales lead for you!

Ad Rates (US\$)

Whitepaper	50 leads	100 leads	Notes
US\$	880	1,320	Whitepaper removed after quota reached



White Papers

Customized E-newsletter

Mobile Marketing

Send your sales message by SMS about your latest product or company news directly to your customers' mobile phones before, during and after the show. Direct readers to your booth!

- USD180/1,000 names (Minimum rental of 5,000 names)
- USD 40 / selection criteria
- USD 60 / product set up fee

Your Sales Message Direct to Buyers!

Chinaplas 2012 Show Website

The website will be hosted on www.industrysourcing.com for the entire year of 2012.

- The website will include daily news updates from the show, press releases from exhibitors with links to their websites and product information, and market updates.
- There will also be a directory listing of the exhibitors and articles on featured exhibitors.
- Use banner ads to drive traffic to your company's Online Product Showroom before, during and after Chinaplas 2012.



Access the Chinaplas 2012 Show Website From the Android 'Industrysourcing' App

Ad Rate: (US\$)

Banner ad rates for 1 year		Full Year	
Ad Position		English or Chinese Site	English + Chinese Site
Leader board	624*80px	1,940	2,350
Inner banner	480*80px	1,150	1,390
Video	230*110px	910	1,100
Display	230*193px	300	370

Chinaplas 2012 Show E-newsletter (Chinese & English)

- Each Show E-Newsletter will highlight new technologies and products that will be displayed during Chinaplas 2012 and will contain the latest show news each day.
- Each Show E-Newsletter will reach decision makers in the industry and links to the show website (above).
- Sponsor banner ads in our Show E-Newsletter. Your banner ads will link to your Online Product Showroom.
- ✓ **Before the show:** 2 show E-Newsletters Preview will be emailed around 2 week before the show.
- ✓ **During the show:** 3 show E-Newsletters will be sent out during the show.
- ✓ **After the show:** 2 show review E-Newsletters will be emailed about 1-2 days

Ad Rate price per Mailing: (US\$)

Show E-Newsletter			
Ad Position	1x	2x	3x
Lead board(Max 1, Size: 468*60 px)	350	320	300
Vertical banner (Max 1, Size:400*120px)	350	320	300
Inner banner(Max 4, Size: 330*60 px)	240	230	220

Webinar

If your company is looking for an innovative way to position a product or service, on-line seminars are the ideal platform to meet this objective. The package includes: Webinar platform rental and software training, Promotional campaign via 2 e-mail blasts, listing of Webinar in the Events section of the site, List of attendees with full contact information

100 Attending Delegates for 1 hour	150 Attending Delegates for 1 hour
4,600	6,200



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