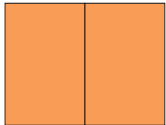


# Plastics in Packaging

## Price List 2012 Sterling

**For Double and Full page advertisements please add 3mm on all sides for bleed**



### Double page

Size (w x h) 420 x 280 mm  
Price (UK£) Colour

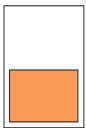
|             |                     |               |
|-------------|---------------------|---------------|
|             | (16.50 x 11.02 ins) |               |
| 1 Insertion | 6 Insertions        | 12 Insertions |
| £4188       | £3933               | £3691         |



### Full page

Size (w x h) 210 x 280 mm  
Price (UK£) Colour

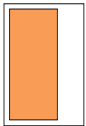
|             |                    |               |
|-------------|--------------------|---------------|
|             | (8.25 x 11.02 ins) |               |
| 1 Insertion | 6 Insertions       | 12 Insertions |
| £2297       | £2067              | £1952         |



### Half page landscape

Size (w x h) 179 x 120 mm  
Price (UK£) Colour

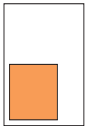
|             |                   |               |
|-------------|-------------------|---------------|
|             | (7.05 x 4.75 ins) |               |
| 1 Insertion | 6 Insertions      | 12 Insertions |
| £1352       | £1216             | £1149         |



### Double column

Size (w x h) 118 x 244 mm  
Price (UK£) Colour

|             |                   |               |
|-------------|-------------------|---------------|
|             | (4.65 x 9.61 ins) |               |
| 1 Insertion | 6 Insertions      | 12 Insertions |
| £1752       | £1576             | £1489         |



### Double column half

Size (w x h) 118 x 120 mm  
Price (UK£) Colour

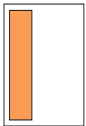
|             |                   |               |
|-------------|-------------------|---------------|
|             | (4.65 x 4.75 ins) |               |
| 1 Insertion | 6 Insertions      | 12 Insertions |
| £958        | £862              | £814          |
|             |                   |               |
| Mono        | 1 Insertion       | 6 Insertions  |
|             | £836              | £753          |
|             |                   | £711          |



### Quarter page landscape

Size (w x h) 179 x 57 mm  
Price (UK£) Colour

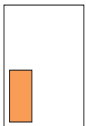
|             |                   |               |
|-------------|-------------------|---------------|
|             | (7.05 x 2.25 ins) |               |
| 1 Insertion | 6 Insertions      | 12 Insertions |
| £718        | £646              | £610          |
|             |                   |               |
| Mono        | 1 Insertion       | 6 Insertions  |
|             | £661              | £595          |
|             |                   | £562          |



### Single column

Size (w x h) 57 x 244 mm  
Price (UK£) Colour

|             |                   |               |
|-------------|-------------------|---------------|
|             | (2.25 x 9.61 ins) |               |
| 1 Insertion | 6 Insertions      | 12 Insertions |
| £958        | £862              | £814          |
|             |                   |               |
| Mono        | 1 Insertion       | 6 Insertions  |
|             | £836              | £753          |
|             |                   | £711          |



### Single column half

Size (w x h) 57 x 120 mm  
Price (UK£) Colour

|             |                   |               |
|-------------|-------------------|---------------|
|             | (2.25 x 4.75 ins) |               |
| 1 Insertion | 6 Insertions      | 12 Insertions |
| £548        | £494              | £466          |
|             |                   |               |
| Mono        | 1 Insertion       | 6 Insertions  |
|             | £488              | £439          |
|             |                   | £415          |

# Plastics in Packaging

## Media Pack 2012 Sterling

### Delivery address for CD files

Sayers Publishing Group Ltd,  
Durand House,  
Manor Royal,  
Crawley,  
West Sussex,  
RH10 9PY  
United Kingdom.

### Directory Per 12 insertions\*

|   |      |
|---|------|
| One product heading                       | £412 |
| Two headings                              | £642 |
| Three headings                            | £791 |
| Each additional heading                   | £127 |
| Logos: one heading<br>(for 12 insertions) | £376 |
| Each additional heading                   | £188 |

\*Please request a quotation for entries requiring more than one address.

### Digital Spec

**Programmes** Adobe Photoshop CS2,  
Adobe Illustrator CS2,  
QuarkXpress 6.5 + 7.5  
CD, DVD, E-mail.

### Media Format

All images to be supplied in CMYK and either high-res .eps, .tiff, .jpg or .pdf format. Images must be **300dpi** minimum. Fonts to be supplied as printer and screen fonts. If **QuarkXpress** has been used, please ensure that all images and fonts are included. If an **Illustrator** file is supplied please ensure all fonts are turned to outline.

### Mechanical data

Bleed adverts must have 3mm bleed on all sides. All readable images and text **must** be at least **10mm** from the edge of the page.

### Additional creative work

|             |     |
|-------------|-----|
| Studio time | £50 |
| PDFs        | £12 |
| Scans       | £5  |

### ONLINE ADVERTISING:

#### Website Banner Specification

##### Top middle Banner

£1000 per year

**SIZE:** 400 px Wide and 100 px High

**FILE TYPES:** .gif, .jpg, .png, .tif or animated.gif

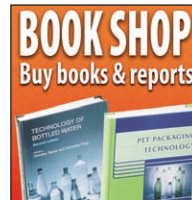
## Plastics in Packaging

#### Right or Left Side Banners

£500 per year

**SIZE:** 125 px Wide and 125 px High

**FILE TYPES:** .gif, .jpg, .png, .tif or animated.gif



### Advertisement contacts

Tel: + 44 (0) 1293 435 100.

Fax: + 44 (0) 1293 619 988.

E-mail: sales@sayers-publishing.com

### Production contact

Tel: + 44 (0) 1293 435 100.

E-mail: marks@sayers-publishing.com

### Plastics in Packaging ad copy to:

Tel: + 44 (0) 1293 435 106.

E-mail: janed@sayers-publishing.com

[WWW.PLASTICSINPACKAGING.COM](http://WWW.PLASTICSINPACKAGING.COM)