



AUTOMOTIVE PLASTICS NEWS

A PUBLICATION OF THE AUTOMOTIVE DIVISION OF THE SOCIETY OF PLASTICS ENGINEERS

ADVERTISING IN THE SPE® AUTOMOTIVE DIVISION DIGITAL NEWSLETTER

GREAT EXPOSURE AND FREQUENCY TO A KEY AUTOMOTIVE PLASTICS AUDIENCE:

- Digital editions of the newsletter are emailed to approximately 1,000 members of the SPE Automotive Div. and key OEM automotive executives in North America who attend SPE events and conferences.
- The newsletter is sent three times a year with sponsor logos included in the email message for additional exposure.
- Sponsor logos are also included on the front cover of each newsletter.
- Plus, the newsletter is downloaded by approximately 500 people globally, each year, from the SPE Automotive Div. Newsletter website, where the newsletter is posted permanently.
- Sponsors also have their logo posted to the website with a link to their website. <http://speautomotive.com/newsletters>.
- In addition to having a quarter, half or full page ad in each newsletter (three issues per term), sponsorship includes a press release, article or advertorial (one full page) in one issue per term in the “Sponsor News” section.

DEADLINES

 Art due as follows:

- Issue: Spring/Summer – Materials due April 15
- Issue: Fall – Materials due August 15
- Issue: Winter – Materials due December 15

ORDERS

To reserve space in the SPE Automotive Division newsletter, contact Teri Chouinard, Intuit Group, email: intuitgroup@gmail.com
 ph: **+1.248.701.8003** **PLEASE NOTE: 10% discount** offered if 2 years / 6 issues are booked at the same time & payment is made within 30 days.

PAYMENTS

Purchase a 3-issue flight at any point in time. (No single-insertion rate is available.) Sponsor will be invoiced upon receipt of order and remittance is due net-30 days. Overdue payments will be subject to a service fee and ad will not be run until payment is received. Payments by credit card (Visa, MC, AE) or check. Checks payable to: SPE Automotive Div., mail to: SPE Automotive Div., 5750 New King Dr Suite 120, Troy, MI 48098 USA.

ACCEPTABLE FORMATS

Please submit advertisements as an Adobe PDF-X4 file. Illustrator CC or Photoshop CC files are also accepted. Graphics must be in .tif, .eps or .jpg format, CMYK, 300 dpi at 100%. All fonts within vector files must be converted to outlines. We cannot accept ads created in Word, Powerpoint, or any other software not listed above OR images embedded within. Artwork not production-ready to these specifications will incur pre-press charges to edit files. Revisions to ads after submission will incur charges.

AD SPECIFICATIONS

| SIZE AD (ALL ADS 4-COLOR) | WIDTH | HEIGHT | WIDTH | HEIGHT | COST PER FLIGHT OF 3 ISSUES |
|---------------------------|-----------|-----------|--------|--------|--------------------------------|
| 1/4 pg ad: | 3.75 in. | 5 in. | 95 mm | 127 mm | \$2,000 USD |
| 1/2 pg ad–Horizontal: | 7.625 in. | 5 in. | 195 mm | 127 mm | \$3,000 USD |
| 1/2 pg ad–Vertical: | 3.75 in. | 10 in. | 95 mm | 254 mm | \$3,000 USD |
| Full pg ad without bleed: | 7.5 in. | 10 in. | 191 mm | 254 mm | \$4,000 USD |
| Full pg ad with bleed: | 8.75 in. | 11.25 in. | 222 mm | 286 mm | \$4,000 USD |
| Trim Size: | 8.5 in. | 11 in. | 216 mm | 279 mm | |
| Live Area: | 7.5 in. | 10 in. | 191 mm | 254 mm | |