

SPRAY

2010 Advertising Rates

Card #44 • Effective October 2009

Black & White Advertising Rates

Ad Size	1X	3X	6X	12X	18X
Full page	\$2765	\$2435	\$2100	\$1825	\$1745
2/3 page	2480	2180	1885	1635	1560
Island page	2230	1960	1695	1470	1405
1/2 page	1690	1485	1275	1115	1065
1/3 page	1425	1255	1085	940	900
1/4 page	945	830	720	625	595
1/6 page	700	615	530	475	440
1/8 page	600	530	455	395	380
Box Ads* - BW	315	235	160	150	
4C	-	-	295	275	

Color

Standard color.....	\$680
4 color process.....	\$1450

Cover Positions

12 consecutive insertions, non-cancellable	
Covers 2 & 3.....	\$3880
Cover 4.....	\$4110

Other

Corporate Profile (July).....	\$995
Special Positions 20% premium	

Inserts

Black & White page rates apply	
1 page backup/handling/binding.....	\$665
2 page backup/handling/binding.....	\$1005
Backup charge is non-commissionable	
Insert stock maximum weight is 100 lb. coated text	

Supplier Showcase

Inside.....	\$650
Covers.....	\$750

Buyers Guide Enhancement Pricing

Bold Listing.....	\$90	Banner.....	\$400
In-column.....	\$150	1 st inch/\$100 ea. add'l. inch	

Classified Ad Rates

Standard - 75¢ per word. \$30.00 minimum per column inch.
 Payable in advance. Non-commissionable.
 Per Column inch - 2-1/8" x 1"
 1x = \$160.00 • 6x = \$80.00 • 12x = \$75.00

Commission and Credit Terms

Net 30 days
 Agency commission allowed if invoice is paid in 30 days. No commission on mechanical charges.

*Box ads are non-commissionable



Member: CAPCO

Digital File Specifications

Ad Size	Width	Height
Full Page Bleed	8-1/2"	11-1/8"
Final Trim Size	8-1/4"	10-7/8"
2/3 page	4-1/2"	9-7/8"
Island page	4-1/2"	7-1/4"
1/2 page (horizontal)	7"	4-7/8"
1/2 page (vertical)	3-3/8"	9-7/8"
1/3 page (vertical)	2-1/8"	9-7/8"
1/3 page (square)	4-1/2"	4-7/8"
1/3 page (horizontal)	7"	3-1/4"
1/4 page (square)	3-3/8"	4-7/8"
1/4 page (horizontal)	7"	2-3/8"
1/6 page	2-1/8"	4-7/8"
1/8 page	3-3/8"	2-3/8"
Box Ad	2-1/8"	2-1/8"

Spread bleed size: 16-3/4" x 11-1/8"

Spread trim size: 16-1/2" x 10-7/8"

All fractional page ads should indicate shape as well as size on insertion instructions.

Issuance and Closing Dates

Spray Technology & Marketing is published 12 times a year. Closing dates for all materials are the 10th of the month preceding date of publication. Cancellations: Cancellations must be received by the 5th of the preceding month of issue. Note: Publisher reserves the right to repeat previous advertisement if new ad is not received by the materials deadline.

Ad Material Submission

Advertising material must be supplied in a .pdf format. Images must be 300 ppi and CMYK. Send to production@spraytechnology.com or ST&M, 3621 Hill Road, Parsippany, NJ 07054.

General Conditions

Advertisers and advertising agencies assume liability for all contents (including text, representation, illustrations) of advertisements printed, and also assume responsibility for any claims arising therefrom made against the publisher. The publisher reserves the right to reject any advertising which he feels is not in keeping with the publication's standards.

Media Planner 2010

January

Editorial Feature:

Special Report: Aerosol Valves!

Ad Closing: December 7th

February

Editorial Feature:

Cosmetic Treatment Products

Bonus Distribution: PCPC, NAA

Ad Closing: January 5th

March

Editorial Feature:

Contract Manufacturing:

Fillers Guide

State of the Industry

Product Formulations

Bonus Distribution: Suppliers Day
SCC Midwest

Ad Closing: February 5th

April

Editorial Feature:

Market Segment Report:

Food Aerosols

Ad Closing: March 5th

May

Editorial Feature:

Sun Care Market

Personal Care Formulary

Bonus Distribution: CSPA, SCC and
Luxe Pack, NY

Supplier Showcase

Ad Closing: April 5th

June

Editorial Feature:

Aerosols: Product Survey Report

Recycling Update

Ad Closing: May 5th

July

Editorial Feature:

Buyers Guide

Complete international guide to
supplier companies of components,
ingredients, equipment & more!

Corporate Profiles

Bonus Distribution: Cosmoprof, N. Amer.

Ad Closing: June 7th

August

Editorial Feature:

Household Products Market

Ad Closing: July 6th

September

Editorial Feature:

HBA New York/FEA Rome

New Packaging Trends

New Personal Care Launches

Bonus Distribution: HBA, WAIB, SATA
FEA: Rome 2010

Ad Closing: August 5th

October

Editorial Feature:

Fragrance Outlook

Bonus Distribution: Luxe Pack, Monaco

Ad Closing: September 7th

November

Editorial Feature:

Hair Care

Personal Care Formulary

Bonus Distribution: SCC New York

Ad Closing: October 5th

December

Editorial Feature:

Trade Meeting Reports

Marketer Profile

Bonus Distribution: CSPA

Ad Closing: November 5th

Annual Supplier Showcase May 2010

- Highlight your Literature, New Products or Website
- Mailed to 6,000 Decision Makers in the spray packaging industry and placed on www.spraytechnology.com
- Direct Reader Response System
- Full color reproduction of your literature, product or site brings your prospects to you.



Cost - Includes Print and Online **Closing Date**
 Inside \$650 Covers \$750 April 5, 2010

For an additional \$250 your showcase box will be hotlinked to your website. Charge includes all set up and a Reader Service Card number. Non-commissionable

2010 Corporate Profiles JULY ISSUE

Corporate profiles will be a special section in the Annual Buyers Guide devoted to an in-depth look at suppliers to the spray packaging industry. Advertisers will receive a full-page advertorial featuring their company, products and services in an attractive, easy-to-read, four-color format. This special section will precede the listing of suppliers to the industry in the special JULY issue.

Cost \$995 – Full page 4C advertorial. Rate includes full set-up of your advertorial profile; layout, typesetting and separations.

Each advertorial will include a description that informs the reader what is unique about your products, service, or facility. Space is provided for two photos or one logo and one photo. The format is the same for all advertorials.



Other Products and Services

Internet Advertising

High profile advertising opportunities on spraytechnology.com provide an open door to your company's website with just a click of the mouse! Choose from among Logo Links, Banner ads, Page sponsorships, Buyers Guide Hot Links and Contract Filler Hot Links. Spaces are limited. Call for rates and availability.

Reprints

Reprints of articles mentioning your company can be valuable sales tools. Also, reprints of your ad make a great handout or mailing piece. Reprints of both are available in any quantity you need. Laminated reprints are also available to use at trade shows. Call for prices.

E-reprints

Now you can purchase electronic article reprints to be placed directly on your website.

Mailing List Rentals

Spray Technology has the most comprehensive list of decision makers in the spray packaging industry. You can access these names by renting the entire list or just targeted portions. Call for prices.

Reader Profile

Reader Interest by Product Category

Air fresheners/sanitizers	42%
Household cleaners	37%
Skin care/treatment products	36%
Commercial/industrial cleaners	31%
Fabric/carpet cleaners or refreshers	30%
Hair sprays/mousses/styling products	29%
Waxes/polishes	27%
Lubricants	26%
Sun care products	25%
Shaving products	25%
Body sprays/antiperspirants/deodorants	25%
Automotive products	23%
Insecticides/herbicides	23%
Other personal care	21%
Paints/coatings	17%
Pharmaceuticals	17%
Perfumes/colognes	17%
Pet care	7%
Food	5%
Other	6%

Source: Research USA, April 2007

Purchase Influence

Actuators	53%
Caps	49%
Aerosol cans	49%
Aerosol valves	49%
Fragrance	40%
Specialty chemicals	39%
Packaging labels	35%
Dispensing pumps	33%
Propellants	33%
Contract filling services	31%
Trigger sprayers	30%
Filling line equipment	27%
Alternative dispensing systems	25%
Hair Care ingredients	18%
Insecticide raw materials	11%
Surplus components	7%

Job Function

Research & Development	38%
Corporate Management	26%
Marketing/Sales	12%
Purchasing	10%
Production & Engineering	4%
Packaging	4%
Other	6%