

INK WORLD

The most widely read ink magazine in the world

www.inkworldmagazine.com

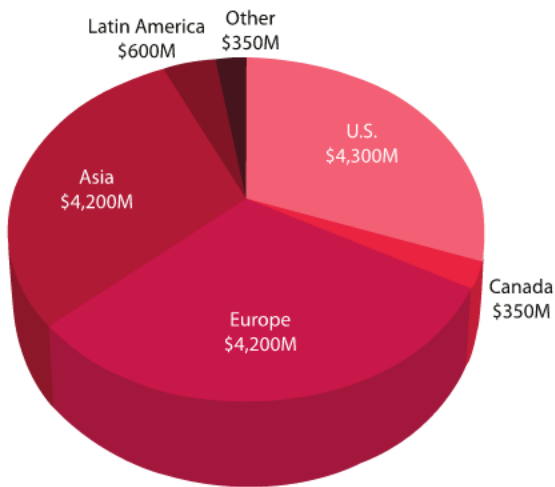
2011 Media Planner



-The global ink industry was worth more than \$14 billion in 2010, with the U.S., Europe and Asia-Pacific accounting for the largest portions. In the U.S. alone, there are approximately 250 companies that manufacture ink.

For the past 16 years, when ink industry professionals want the latest industry news and information, they turn to **Ink World**, the most widely read source for ink news and in-depth information on the development, manufacture and sale of litho, flexo, gravure, radiation-cured, inkjet, RFID and printed electronics, and specialty inks, coatings and allied products. **Ink World** covers the latest trends with in-depth articles and also keeps ink manufacturers informed about pigments, resins, varnishes, solvents, waxes, equipment and other essential products. In the pages of **Ink World**, top company officials

Global Printing Ink Market
Total Value: \$14B



*Note: Europe includes Eastern Europe, Western Europe and Russia

discuss their thoughts about the industry along with reports on developments affecting printers and suppliers. Our featured columnists cover Europe and Latin America.

There's much more to **Ink World**: regular departments provide the latest information on small companies, industry news, new products, market information, personnel moves, meetings and other news. Ink Inc. profiles an up-and-coming ink company.

In addition, **Ink World's** web site, www.inkworldmagazine.com, offers all of this plus our breaking news updates, while our e-mail newsletter and LinkedIn Group provides up-to-the-minute news to keep our readers up-to-date with current events.

READER COMPANIES

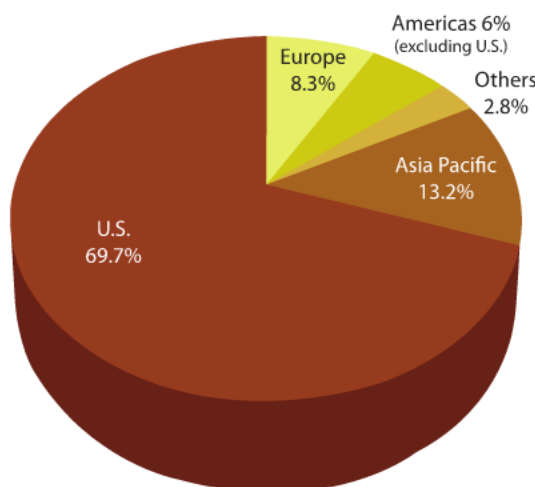
Our readership includes personnel at every major ink company throughout the world². Among them are:

- DIC Corporation
- Sun Chemical
- Flint Group
- Toyo Ink
- Sakata INX
- INX International
- Siegwerk
- Huber Group
- Fujifilm Sericol
- Tokyo Printing Ink
- SICPA
- Dupont Ink Jet
- Wikoff Color
- Superior Printing Ink
- Central Ink
- Braden Sutphin
- Color Resolutions
- Van Son
- Nazdar
- Ink Systems
- Zeller + Gmelin
- American Inks & Coatings
- CR/T
- ALTANA AG
- Environmental Inks
- Dainichiseika
- Joules Angstrom
- UV Printing Inks
- Gans Ink
- EFI, Inc.

CIRCULATION

- Ink World is a controlled-circulation publication with **4,664¹** copies distributed throughout the world. There are **1,518¹** recipients located outside the U.S.
- Ink World is the only ink industry magazine!
- **100%** of Ink World's recipients/recipient's companies request the magazine!¹

Ink World's Global Circulation¹



¹including U.S. Territories and APO/FPO

¹ Publisher's own data

Make use of the #1 website for the ink industry to drive traffic to your site. The following sponsorships are available:



- Content Sponsorship**
 Banner advertising in specific articles, or at the top of specific section and department headers. Content Sponsors for any given feature maintain that sponsorship for a full year when that feature is archived.
- Breaking News Sponsorship**
 Breaking News is our push e-mail sent to more than 6,100 Ink World subscribers. The html-formatted e-mail contains bulleted headers for each featured news item, a hot-linked sponsor banner, and a link to the Breaking News web page, where each item is fully reported.
- Archive/Keyword Sponsorship**
 Ink World's online editorial archive is searchable using keywords. Sponsor banners may appear based on a keyword search.
- Online Buyers' Guide Sponsorship**
 Ink World's Online Buyers' Guide features two sponsorship opportunities: Company Sponsorships/Enhancements + Category/Keyword Sponsorships

SPECIAL EDITIONS

Technical Profiles

Technical Profiles is a supplement published once a year devoted to showcasing the technical abilities and products of ink industry suppliers. **Technical Profiles** is mailed to our entire worldwide subscriber base as well as distributed at the following industry shows throughout the year: NAPIM Annual Meeting; NPIRI Technical Conference; European Coatings Show; RadTech 2012; Asia-Pacific Coatings Show; Eurocoat.

Coatings & Ink China

In conjunction with Ringier Trade Publishing, Rodman Publishing provides comprehensive coverage to more than 13,000 industry professionals in the Chinese inks and coatings market. Published in Chinese, **Coatings and Ink China** includes more local news from the region and global market reports from the editorial staff of **Ink World**.

CHINACOAT Show Daily

CHINACOAT is the ink and coatings industry's largest event in Asia. In conjunction with CHINACOAT, the editorial team from **Ink World** and **Coatings World** publishes the official show daily, in both English and Chinese.

Ink World Webinars

Ink World offers advertisers the opportunity to reach thousands of subscribers through sponsorship of targeted webinars which provide relevant market information in a completely interactive format to potential customers around the globe.

For deadlines and rates, contact the Sales Department for a separate brochure.

ISSUE	SPACE/MATERIAL CLOSING DATES	EDITORIAL FEATURES	BONUS DISTRIBUTION/AD OPPORTUNITIES
January/February ☐ Recommended Issue	Jan 7/Jan 12	U.S. Ink Directory Milling Equipment Printed Electronics	
North American Top 20 • NAPIM Convention • European Coatings Show			
March/April ☐ Recommended Issue	Mar 9/Mar 14	North American Top 20 Ink Manufacturers Report Pigment Report European Ink Outlook RFID Report	Ad-Q Readership Study NAPIM Convention European Coatings Show
May/June ☐ Recommended Issue	May 6/May 11	Resins Asia-Pacific Ink Market Additives Packaging Inks	
July/August ☐ Recommended Issue	July 6/July 11	International Ink Companies InkJet Inks Vehicles and Varnishes Metallic Inks/Pigments	
Technical Profiles			
Technical Profiles ☐ Recommended Issue	July 11/July 15	Technical Profiles Profiles of Leading Suppliers	Distribution at 6 shows throughout the year
The Buyers' Guide • NPIRI Technical Conference • CHINACOAT			
September/October ☐ Recommended Issue	Sept 7/Sept 12	The Buyers' Guide Raw Material Market (Pigments, Resins, Waxes, Additives) Chinese Ink Market	NPIRI Technical Conference CHINACOAT Eurocoat
November/December ☐ Recommended Issue	Nov 4/Nov 9	Year in Review Waxes and Additives UV/EB Report Publication Inks	
Major Online Exclusive Reports			
	January	Literature Showcase	
	February	Sheetfed Offset Report	
	April	Flexo Report	
	June	Latin American Market	
	August	Machinery & Equipment Review Testing Equipment/QC	
	October	Specialty Inks	
	December	Gravure Report	

Black & White Ad Rates

Size	1x	3x	6x	10x
Full Page	\$2,600	\$2,400	\$2,100	\$2,000
Two Thirds	\$2,300	\$2,125	\$1,875	\$1,700
Half Island	\$1,875	\$1,700	\$1,525	\$1,400
Half Page	\$1,675	\$1,550	\$1,350	\$1,250
One Third	\$1,500	\$1,375	\$1,200	\$1,100
One Quarter	\$1,150	\$1,025	\$875	\$825
One Sixth	\$900	\$800	\$700	\$650

Color Rates

Color	Page	Spread
standard♦*	\$650	\$1,075
matched*	\$800	\$1,300
metallic*	\$900	\$1,450
4 color*	\$1,300	\$2,200

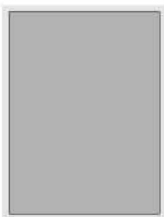
♦ standard yellow, green, blue or red
* Per page or fraction

Classified Advertising Rates*

Per Column inch	\$100	
Per Column inch 6X	\$95	
Per Column inch 12X	\$90	
Help Wanted	.75¢/word	\$30 minimum
Situation Wanted	.50¢/word	\$20 minimum
Blind Box	\$5	

* classified rates are non-commissionable

Ad Sizes



Full Page (bleed)
Trim: 8" x 10.75" (203mm x 273mm)
Bleed: 8.25" x 11" (209mm x 279mm)
Live Area: 7" x 10" (178mm x 254mm)

Full Page (non bleed)
7" x 10" (178mm x 254mm)

Full Page Spread (bleed)
Trim: 16" x 10.75" (406mm x 273mm)
Bleed: 16.25" x 11" (412mm x 279mm)
Live Area: 14" x 10" (356mm x 254mm)



Two Thirds
4.5" x 9.5"
(114mm x 241mm)



Half Island
4.5" x 7.5"
(114mm x 190mm)



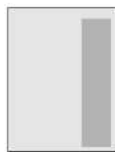
Half Page Horizontal
7" x 4.875"
(178mm x 124mm)



Half Page Vertical
3.375" x 9.5"
(85mm x 241mm)



One Third Square
4.5" x 5"
(114mm x 127mm)



One Third Vertical
2.125" x 9.5"
(54mm x 241mm)



One Third Horizontal
7" x 3.25"
(178mm x 84mm)



One Quarter
7" x 2.375"
(178mm x 60mm)



One Quarter Vertical
3.375" x 4.875"
(85mm x 124mm)

Covers and Special Positions: No cancellations. Special position premium 10%.

Bleed: No charge.

Insert Rates: Inserts are billed at the black & white page rate. Single sheet inserts are billed as two pages if both sides are used or if reverse side must remain unprinted. Back-up/binding/handling charge is \$600. Non-commissionable.

Closing Dates: See editorial calendar.

Cancellation: Cancellations must be made in writing by the 8th of the month prior to ad placement.

Payment Terms and Methods: Payment is accepted by wire transfer and by check or draft via U.S. bank payable in \$U.S. Payment option instructions will be included with all billing.

Publisher's Policy

- Invoices are rendered at date of publication and are due upon receipt. Agency commission will be disallowed on all overdue invoices.
- Rodman Publishing holds both the advertiser and its dedicated advertising agency jointly and severally liable for all monies due and payable to Rodman Publishing.
- In the event an account is placed for collection, customer agrees to pay Rodman Publishing for all reasonable collection and/or legal fees incurred.

*Publisher's own data.

Digital File Specifications

- All material submitted must be in PDF format that meets the *PDF/X1-a* requirements. See the prepress section of our website for more information: rodmanpublishing.com/prepress
- Files smaller than 10MBs in size can be sent via e-mail. Larger files should be submitted via FTP or on CD.
- Changes or corrections** to submitted files will result in additional charges to the advertiser.
- Trim size:**
8" x 10.75" (203 mm x 273 mm).
Keep live matter at least .5" (12.7 mm) from trim edges.
- Bleed page and insert page size:**
8.25" x 11" (209 mm x 279 mm)
Max weight of insert stock: 100 lb. cover.

Send all print materials to:

Pat Hilla, Production Manager
INK WORLD
70 Hilltop Road, 3rd floor
Ramsey, NJ 07446 USA

E-mail: philla@rodpub.com

Pre-printed inserts, call for instructions:
201-880-2228

FTP Information

Our FTP site can only be accessed with FTP software. (FETCH, TRANSMIT, CUTEftp, etc.)
Web browser access is **NOT** permitted.

ftp.rodmanpublishing.com
username: rodman
password: guest

Refer to our website
for more information:
rodmanpublishing.com/prepress



TECHNICAL PROFILES



COATINGS AND INK CHINA



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