





# Your Marketing is Our Business

Proven strategies for exceeding your brand and business marketing goals.



## From Need to Lead

We surround your sales and marketing objectives with content-supported, insight-informed and audience-driven solutions.

### Customer Exclusives

Added value made available only to our customers.



#### Analytics: GROW Analytics Dashboard

Transparent, real-time reporting and analytics



#### Intent: Supplier Showrooms

Online showrooms accessed by in-market buyers



Forecasts, indices and benchmarks for smarter marketing



# Marketing success starts with having the right audience.

**FIRST-PARTY DATA**



**MULTI-CHANNEL REACH**



**ALWAYS ON ACCESS**

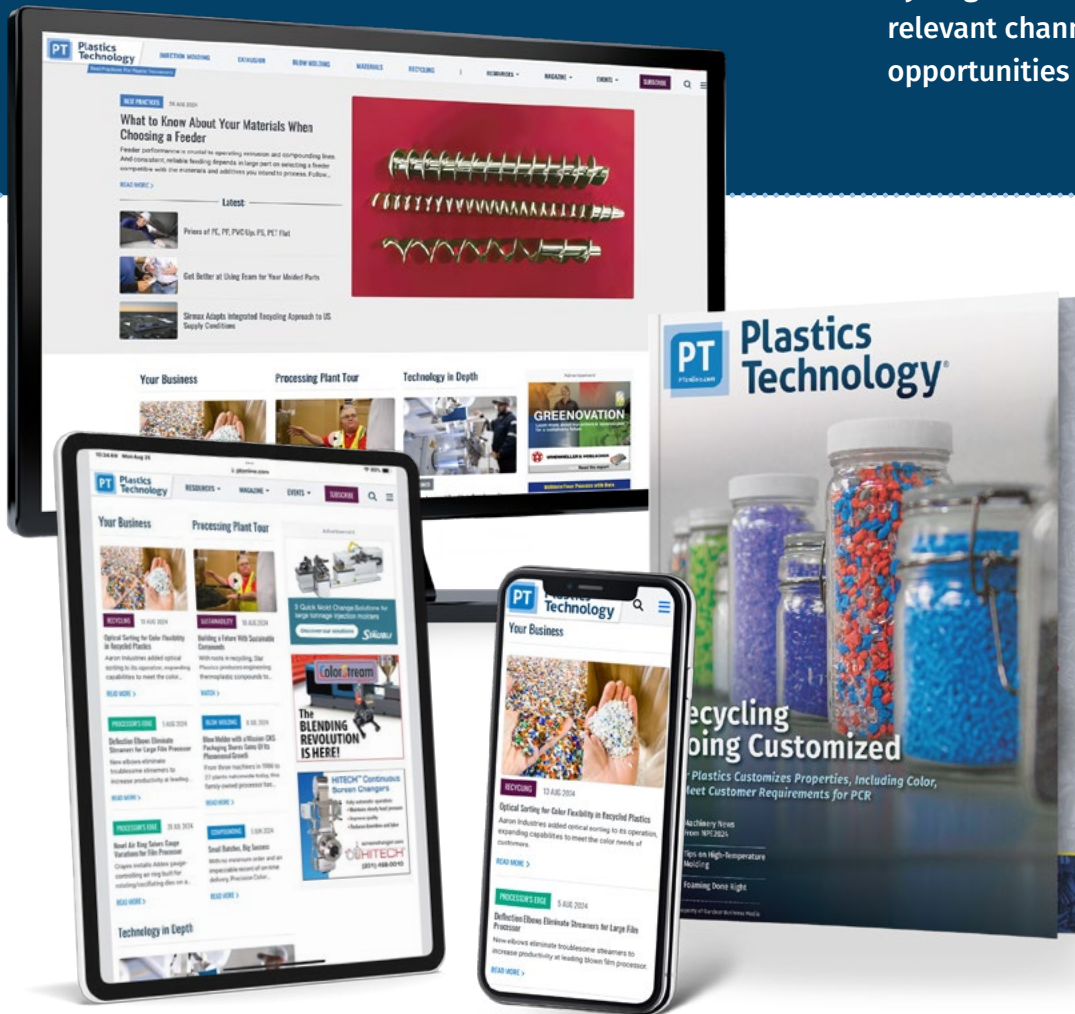


**REAL RESULTS**

Our audience is qualified, active and constantly engaged by original content that is available 24/7 across all relevant channels, creating media and marketing opportunities that are informed and results-driven.



Get deeper insights on our audience, content and marketing solutions.



## Plastics Technology Media and Marketing Channels\*

**MAGAZINE**  
**44,000**  
Subscribers

**WEB**  
**65,000**  
Visitors

**EMAIL**  
**24,000**  
Opt-In Subscribers



**SEARCH**  
23,000 referrals



**VIDEO**  
3,000 subscribers



**SOCIAL MEDIA**  
61,000 followers  
in 41,100 f 19,800

\*Average Monthly Data





## AUDIENCE PROFILES

# Meet Our Audience

Going beyond the pages of our monthly magazine, the sampling below represents real-life audience members who engage with content across all our media channels.

All audience and distribution data reflect *Plastics Technology* publisher's data as of July 1, 2024. These are counts projected from our first-party audience data housed in Omeda (omeda.com) and online activity reporting from GBM GROW and Google Analytics. Learn more about Gardner's Audience Promise at [gardnerweb.com/audiencepromise](http://gardnerweb.com/audiencepromise)



Keven C.  
Tooling Engineer  
Stryker Instruments

- Receives Digital Edition
- Receives e-Newsletter
- Attends Webinars
- Attends In-Person Events



Melissa R.  
President  
Noble Plastics

- Receives Print + Digital
- Receives e-Newsletter
- Attends Webinars
- Attends In-Person Events
- Visits ptonline.com



Cedo N.  
Principal Engineer  
GKN Aerospace

- Receives Digital Edition



Andrew K.  
President  
Pres-Tek Plastics Inc.

- Receives Print Edition
- Receives e-Newsletter
- Attends Webinars



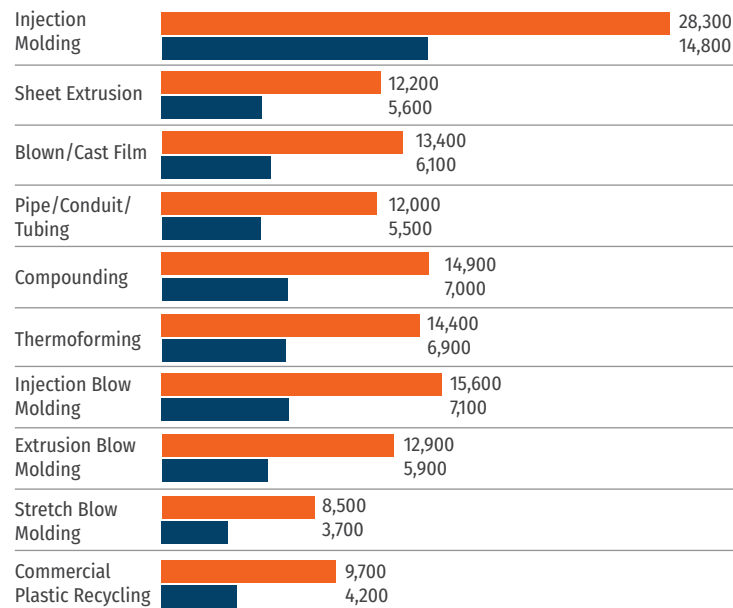
Frederick Z.  
VP Engineering  
Plastic Innovations Technologies

- Receives Digital Edition
- Attends In-Person Events

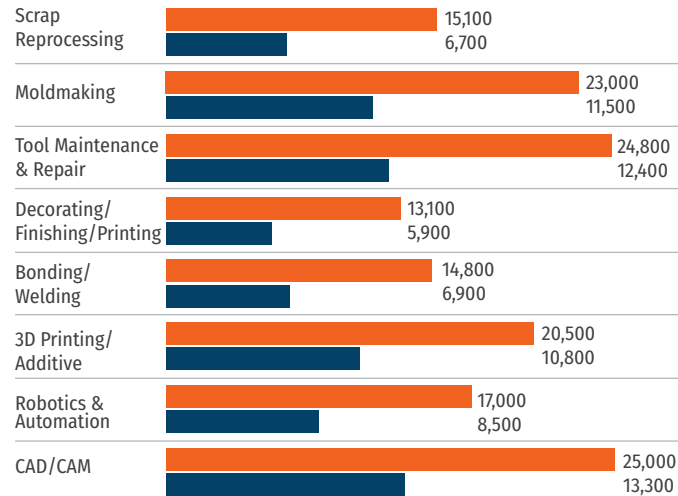
## Operations That Perform

Plastics Technology's commitment to creating solutions-based, applications-focused content leads to an audience of not just owners and executives but also the engineers and operators who use, recommend, specify and evaluate product purchases.

### PRIMARY OPERATIONS



### SECONDARY OPERATIONS



■ SUBSCRIBERS ■ FACILITIES

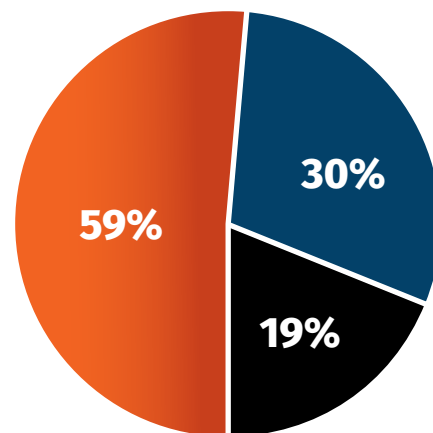
## Reaching the Hard to Reach

From global OEMs to one-man production shops, Plastics Technology reaches the entire plastics processing supply chain. We specialize in two areas – reaching the valuable but difficult to reach small-to-mid-sized independent manufacturing enterprise, and reaching those with ultimate purchase power.

### Facility Sizes

● Fewer than 50 ● 50-249 ● 250+

**44,000**  
SUBSCRIBERS

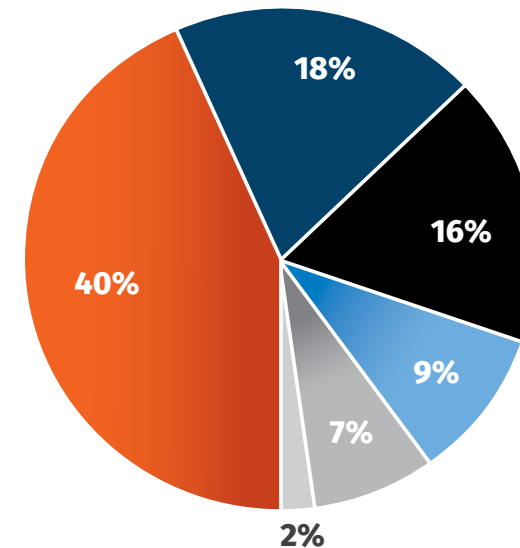


## Influencing the Entire Buying Team

Multiple influencers in an organization impact the purchasing process. Reaching the right people at the right time across the right channels is challenging; we do the work for you!

### Job Title & Function









- 40% - Company Management / Purchasing
- 18% - Manufacturing Engineering
- 16% - Manufacturing Production
- 9% - Product Design / R&D / Quality Control
- 7% - Technical Sales & Marketing
- 2% - Automation / Systems Engineering





# Put Your Money Where Your Markets Are

Plastics Technology has deep insights and deep reach into plastic processing's largest and most valuable industries.

 <p><b>Automotive &amp; Transportation</b></p> <p><b>19,800</b> SUBSCRIBERS <b>14,600</b> FACILITIES</p>	 <p><b>Consumer Products</b></p> <p><b>17,300</b> SUBSCRIBERS <b>12,300</b> FACILITIES</p>	 <p><b>Medical &amp; Dental</b></p> <p><b>16,300</b> SUBSCRIBERS <b>11,600</b> FACILITIES</p>	 <p><b>Packaging</b></p> <p><b>9,800</b> SUBSCRIBERS <b>6,600</b> FACILITIES</p>
 <p><b>Offroad, Construction &amp; Agricultural</b></p> <p><b>14,800</b> SUBSCRIBERS <b>10,400</b> FACILITIES</p>	 <p><b>Computers, Electrical, Electronics</b></p> <p><b>14,800</b> SUBSCRIBERS <b>10,400</b> FACILITIES</p>	 <p><b>Military &amp; Defense</b></p> <p><b>13,500</b> SUBSCRIBERS <b>9,700</b> FACILITIES</p>	 <p><b>Appliances</b></p> <p><b>11,600</b> SUBSCRIBERS <b>7,800</b> FACILITIES</p>

## Names You Know.

Here are just a few of the companies consuming our original process and technology content daily.





# Content that Connects!

Our editorial team creates original content that connects to the needs and interests of the plastics processing/audience. They do that by visiting real-world shops, digging into data and analytics and attending in-person events across the world.



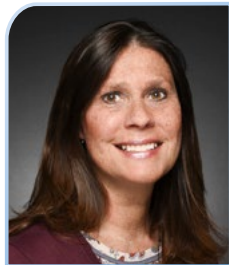
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**Jim Callari**  
EDITORIAL DIRECTOR  
jcallari@ptonline.com



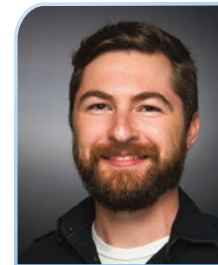
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**Sarah Barnett**  
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**Austin Grogan**  
VIDEO PRODUCTION MGR.  
agrogan@gardnerweb.com

## 50/50 Vision

Whether researching a potential purchase or searching for product process technology information, industrial manufacturers report very clear balance in the amount of online and offline research. On average, half their research is done online and half the research is completed offline.

SOURCE: Industrial Buying Influence Report 2024



# Editorial Calendar

## Inside Every Issue of *Plastics Technology*

Materials | Injection Molding | Extrusion | Compounding  
Tooling | Resin Pricing | New Products

ISSUE MONTH	JANUARY*	FEBRUARY	MARCH	APRIL	MAY	JUNE
<b>Ad Close</b>	December 2, 2024	January 2, 2025	February 3, 2025	March 3, 2025	April 1, 2025	May 1, 2025
<b>Feature Coverage</b>	Tooling	Blow Molding	Automation	Recycling	Sustainability	Auxiliary Equipment
<b>Tips and Techniques</b>	Auxiliary Equipment	Recycling	Compounding	Injection Molding	Thermoforming	Recycling
<b>Troubleshooting</b>	Extrusion	Sustainability	Tooling	Auxiliary Equipment	Extrusion	Additive Manufacturing
<b>Bonus Distribution</b>		PTXPO 2025   Rosemont, IL	PTXPO 2025   Rosemont, IL			
<b>PTXPO Coverage</b>	PTXPO 2025 Preview	PTXPO 2025 Preview			PTXPO 2025 Report	

ISSUE MONTH	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER*	DECEMBER
<b>Ad Close</b>	June 2, 2025	July 1, 2025	August 1, 2025	September 1, 2025	October 1, 2025	November 3, 2025
<b>Feature Coverage</b>	Additives	Extrusion	Automation	<b>Benchmarking Survey:</b> Top Shops in Injection Molding	Compounding	Extrusion
<b>Tips and Techniques</b>	Automation	Injection Molding	Tooling	Blow Molding	Automation	Auxiliary Equipment
<b>Troubleshooting</b>	Purging	Materials	Auxiliary Equipment	Recycling	Thermoforming	Injection Molding
<b>Bonus Distribution</b>				K 2025   Düsseldorf, Germany		
<b>Buyer's Guide</b>					2025-2026 PT Handbook & Buyers' Guide	

### \* AdReact Issues — Get the reader's perspective.

- Discover how your ad performs by brand, design and messaging
- Benchmark your ad results against other advertisements
- Commit your ad early to be one of up to 25 advertisers selected

\*Bonus distribution and editorial coverage subject to change.



# Industrial Buyers Do Business With Brands They Know and Trust

Build your brand's reputation with highly visual display advertising delivered in known, trusted, contextual environments to active, influential buyers.



## MAGAZINE DISPLAY ADVERTISING

**44,000** qualified direct request subscribers

Magazine (Physical/Digital)

### Display Ads

- Spread - 1/3 Page
- Full Page - 1/4 Page
- 1/2 Page

### Premium Cover Positions

- Front Inside Cover
- Back Inside Cover
- Back Outside Cover

### Special Positions

Special magazine positions include inserts, ride-along supplements and unique cover wraps. Contact your sales rep for details.

### Digital Edition Sponsorship

Exclusive sponsorship of the digital magazine includes custom branding on the magazine, email announcement and latest issue landing page.



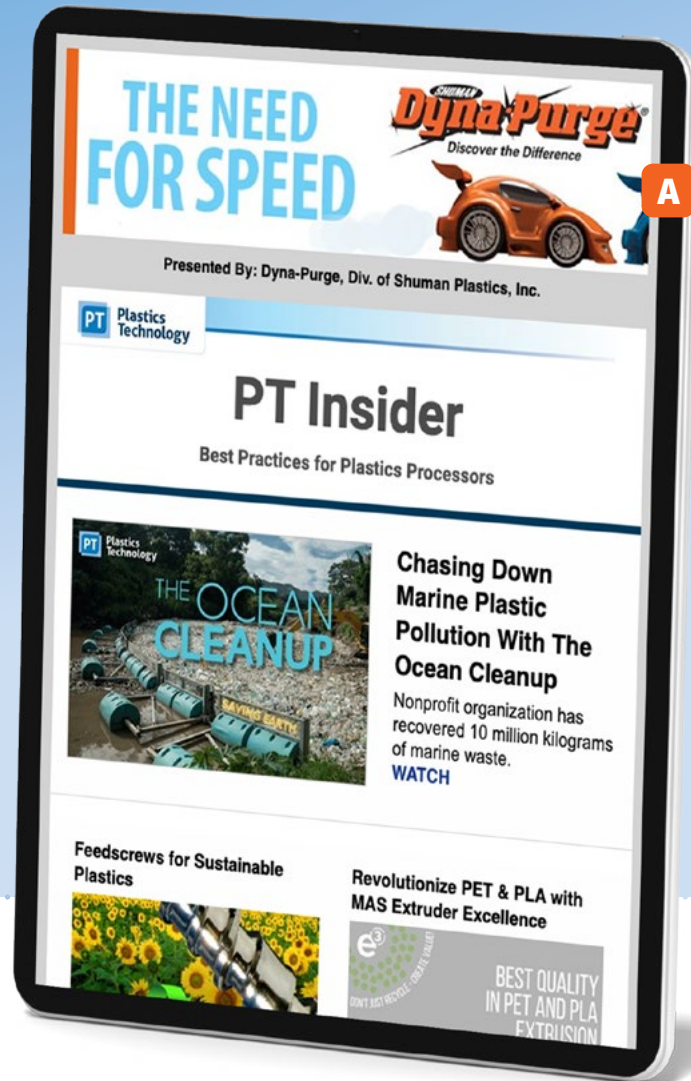
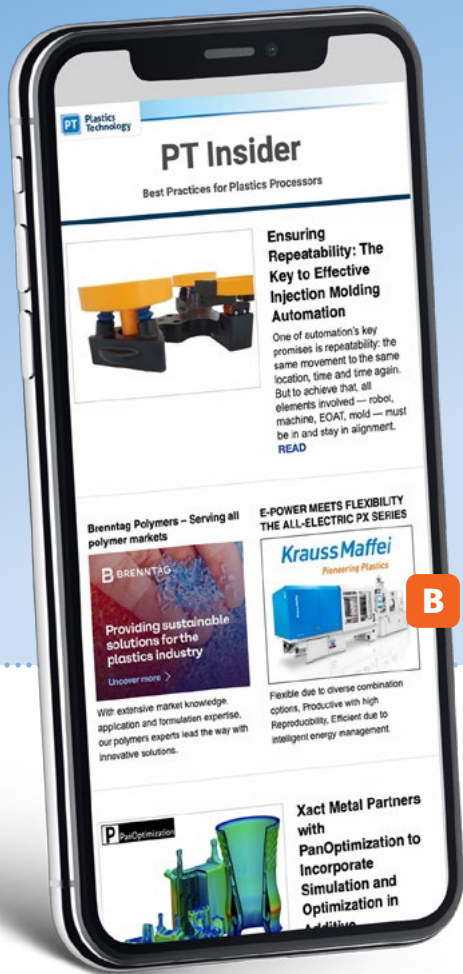
**ADcentral**

Ad specifications are available at [gardnerweb.com/adcentral](http://gardnerweb.com/adcentral)





# BRAND AWARENESS SOLUTIONS



## E-NEWSLETTER DISPLAY ADVERTISING

Multi-format graphic and text advertisements presented to an active, opt-in list of email subscribers.

## 24,000 Active, Opt-In Subscribers

### PT Insider

• Delivers 4X weekly.

With content curated by *Plastics Technology* editors, the PT Insider is the premier e-newsletter for the latest insights and innovations in plastics processes, technologies, products and services.

### AD FORMATS

- A** Leaderboard Ad  
600 x 160 px - 1 per edition
- B** Featured Product Ad  
300 x 250 px - 6 per edition



**ADcentral**

Ad specifications are available at [gardnerweb.com/adcentral](http://gardnerweb.com/adcentral)



# PTonline.com 65,000 Monthly Users

Advertisements are displayed on our websites to engaged content consumers visiting the site to look for manufacturing products and processes.



**PTONLINE.COM  
DISPLAY ADVERTISING**

**AD FORMATS**

- A** Super Leaderboard  
970 x 90 px
- B** Billboard  
970 x 250 px
- C** Medium Rectangle  
300 x 250 px

**FREQUENT ONLINE VISITORS**



**ADcentral**

Ad specifications are available at [gardnerweb.com/adcentral](http://gardnerweb.com/adcentral)





## BRAND AWARENESS SOLUTIONS



### Audience Extension

Extend the impact and visibility of your marketing message by continuing to market to engaged site visitors, video viewers and channel subscribers as they continue their browsing experience.

Advertising = Sales

68%

of industrial buyers are more likely to do business with a vendor/supplier that is actively advertising their products or services.



### DIGITAL DISPLAY ADVERTISING

#### OFFSITE DISPLAY REMARKETING

Amplify your brand by remarketing to **PTonline.com** visitors.

**YOU RECEIVE:**

- Extended reach to the *Plastics Technology* audience through web display advertising
- Monthly activity report including number of impressions and clicks

#### OFFSITE VIDEO REMARKETING

Expand your marketing message by remarketing to *Plastics Technology* video viewers and YouTube subscribers.

**YOU RECEIVE:**

- Pre-roll advertising campaign on YouTube and Google's Video Network targeting *Plastics Technology* channel subscribers and website visitors
- Monthly activity report including number of impressions, views and clicks



**ADcentral**

Ad specifications are available at [gardnerweb.com/adcentral](http://gardnerweb.com/adcentral)



# Industrial Buyers Are Solutions Networkers

Work with us to share engaging, informative thought leadership content with your ideal customers.



## SPONSORED CONTENT MARKETING

Deliver your brand's story and your product technology's solution through a feature-style article.

### YOU RECEIVE:

- Feature-style content marketing editorial placement
- Integrated digital marketing program including email, search, social and web
- Performance report including pageviews and engagements

## CONTENT BOOST

Refresh and reignite existing content created by our editorial team through a targeted digital deployment package.

### YOU RECEIVE:

- Featured content placement on related articles across GBM brand sites
- Dynamic digital marketing program including organic and paid social media
- Custom call to action embedded within the article

## CUSTOM MICROSITES

Category-specific, multi-format, content-rich microsites promoted via a dynamic, digital demand generation program.

### YOU RECEIVE:

- Multi-channel digital promotion program to drive readers to your co-branded microsite
- Demand- and lead-generation opportunities embedded throughout your microsite
- Quarterly performance report including impressions, engagement and an audience profile

## The Case for Content Marketing

**76%**

of manufacturing professionals are moderately to a lot more likely to do business with a company actively creating and sharing content. Create (or commission) compelling content and share that content across the channels where buyers are most likely to look.





# Video Content Marketing

Good video should be quality content amplified by multi-channel marketing. That's our approach. We have a team of expert editors, experienced videographers and best-in-class marketers that tell and share your story in a way that solves and sells!

Learn more about our video capabilities and products.



## SPOTLIGHT VIDEO

Bring your product or press release to life. We do the work to turn your PR into a brief but dynamic, narrated video hosted on our site and YouTube channel.

### YOU RECEIVE:

- 30- to 60-second video press release in horizontal and vertical formats
- Video published alongside your press release as sponsored content on a GBM brand website
- Featured content placement
- Integrated digital marketing program including email, social media and website

## SOLUTIONS SHOWCASE VIDEO

We'll visit your facility, showroom or trade show booth for a product demonstration that emphasizes your unique value to the end user.

### YOU RECEIVE:

- 3-5 minute video hosted as sponsored content on a GBM brand YouTube channel and website
- 30-second social media teaser and B-roll footage
- Integrated digital marketing program including email, social media and website

## SUCCESS STORIES VIDEO

Feature your technology in action at an end user's facility. These videos tell a first-person story of a user's need and how your technology provided a solution.

### YOU RECEIVE:

- 3-5 minute video filmed at your facility
- 30-second social media teaser and B-roll footage

### CHOOSE YOUR DISTRIBUTION:

Sponsored content story written and published by a GBM editor featuring your video OR host the video on your own landing page and leverage GBM's audience to drive viewers.

## Content Converts!

# 81%

of industrial buyers indicated they're more likely to do business with a vendor/supplier that is actively creating and sharing new product and process content.





# Demand That Delivers

Drive active, influential prospects across all relevant channels to your website with high-quantity, high-quality demand generation solutions.

## Tech That Targets

Our investment in marketing technology empowers you to target your ideal customer profile. Following is a list of just some of our targeting demographics.

- Company Name
- Company Location
- Content Affinity
- Content Downloads
- Industry
- IP Organization/Location
- Job Function
- Materials
- NAICS
- Operation Performed
- Plant Size
- Subscription Type(s)
- Supplier Engagement
- Pages Viewed
- Events Registered (in-person/online)







## DEMAND GENERATION SOLUTIONS

# Turnkey Digital Marketing Solutions

Our team of digital marketing and content creation experts make dynamic digital campaigns easy for you to execute by handling the creative, deployment and analytics.

## Multi-Channel Marketing

# 76%

Three-quarters of industrial buyers use four or more resources to get purchase and process information.

- Search
- Industry Websites
- Industry Events
- Industry Magazines



### E-PRINTS

When you want to send a direct email message to a targeted selection of *Plastics Technology's* qualified readers, e-prints are the answer.

#### YOU RECEIVE:

- Customizable content tailored to resonate with your target audience
- The option to select your unique target audience of *Plastics Technology* subscribers based on industry, geography, facility size, job title and/or operations performed
- Performance report including data about total delivered, open rate and click-through rate



### DIRECT TRAFFIC

Drive qualified traffic across multiple channels directly to your website, online marketplace, landing page or other digital destination.

#### YOU RECEIVE:

- Custom e-print delivered to your demographically selected audience
- Sponsored content advertisements in *Plastics Technology* e-newsletters
- Targeted paid promotion in social media channels



### CUSTOM DEMAND GEN

Define and target a custom audience segment across our entire industrial network using a variety of triggered and personalized digital marketing tactics to drive qualified traffic to your website, landing page or registration form.





# A Leader in Lead Gen

## Three Benefits of Achieving Your Lead Gen Goals with *Plastics Technology*

- 1. LARGER THAN A LIST**  
Your lead-generation program includes a marketing campaign that puts your brand and message in front of a qualified audience of active industry professionals.
- 2. DEMOGRAPHICS THAT DELIVER**  
Utilizing our first-party audience database and reaching across our network, our lead-generation campaigns target your ideal customers and prospects.
- 3. CONTEXT THAT CONVERTS**  
Much more than a landing page, we build contextual, consent-based conversion environments that encourage registration and download.



### WEBINARS

(live | on-demand)

Showcase your experts and expertise in a live or on-demand broadcast that is moderated by industry experts, supported by an integrated marketing campaign and archived for post-presentation access.

#### YOU RECEIVE:

- Promotion in magazine, direct email and website
- Online hosting and archiving
- Lead and activity report
- Technical support
- Expert moderator



### GATED CONTENT MARKETING

Turn your e-books, white papers, content collections and more into thought leadership and lead-generation machines. Hosted on our custom-built landing pages and promoted to our audience for registration-based download, gated content marketing delivers information and marketing-qualified leads.

#### YOU RECEIVE:

- Co-branded landing page on Ptonline.com
- Digital marketing program targeting your selected audience
- Registrant information including name, company, email address, phone number and country





# Content + Context Create Environments That Convert



## Lead Nurture

Let us further qualify and warm up your marketing-qualified leads through an automated lead-nurturing program that also scores your leads to make your sales team's efforts more targeted and more efficient.

## Custom Lead Generation

Define and target a custom audience segment across our entire industrial network using a variety of triggered and personalized digital marketing tactics to generate qualified leads.

## Marketing for Market Share

# 90%

of purchase processes involve the evaluation of at least one alternative or replacement vendor or supplier. There is always opportunity to steal market share and to protect existing customers. Make sure your brand and your marketing messaging is present to avoid losing share and customers.







# Revealing Manufacturing

90+ years of industrial market research experience applied to help you make the best sales and marketing strategy decisions.



## CUSTOM RESEARCH

Market trends, brand perception, competitive intelligence



## INDUSTRY ANALYTICS

Industry performance indices, production data, market indicators



## MFG. REPORTS

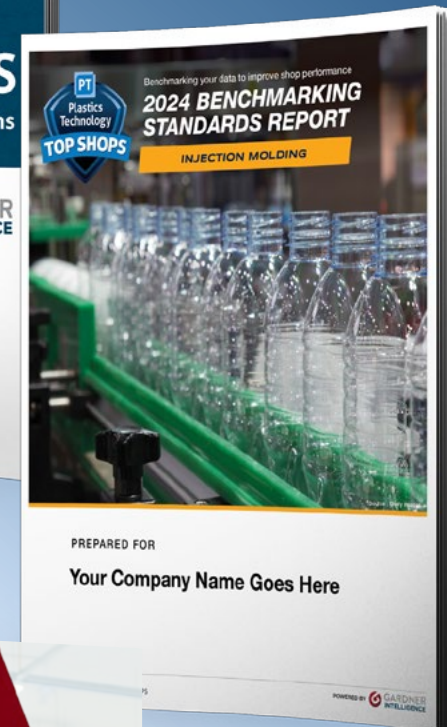
Benchmarking, capital equipment spending trends, forecasts



## RETURN ON INTELLIGENCE (ROI)

*When and how to use market research?*

- 1 Identify growth areas and market trends via economic forecasts.
- 2 Evaluate your brand and marketing efforts through benchmarking studies.
- 3 Optimize your marketing strategy by better understanding buyer behavior.
- 4 Establish thought leadership through research-based content marketing.







## INDUSTRY EXTENSIONS

### PTXPO

Presented by Gardner Business Media's *Plastics Technology (PT)* media brand, the 3rd biennial **Plastics Technology Expo (PTXPO)** returns to Rosemont, IL, for North America's premier molding event. More than 4,500 brand owners, OEMs, injection molders, moldmaking professionals and their full scope of suppliers will meet in the Midwest for three days of nonstop networking, education and business development opportunities.



[PTXPO.com](http://PTXPO.com)



### Extrusion Conference

**Extrusion 2025** will be a two-day technical and networking conference devoted to all aspects of extrusion processing. Join us in historic Boston, MA, for two full days of networking and in-depth educational content designed to elevate your extrusion capabilities and facilitate business opportunities with like-minded extrusion professionals.



[ExtrusionConference.com](http://ExtrusionConference.com)





# Content Studio, Creative and Turnkey Marketing Services

Gardner Business Media's custom marketing solutions group combines nearly 100 years of covering the manufacturing market.

We have best-in-class marketing technologies, a care and understanding of what the market responds to and a belief that our audience is your business, and your marketing is our business.



## MARKETING STRATEGY + SERVICES

From need to lead, we offer full-service, full-stack marketing services.



## CONTENT DEVELOPMENT

We have the industry's most experienced and most versed content team to help you craft articles, interviews, white papers, e-books, positioning pieces and more.



## VIDEO PRODUCTION

For full-service scripting, shooting and editing needs, our video team understands video and understands the video content needs of today's manufacturing professional.



## DESIGN & CREATIVE

We provide design and production services for company brochures, digital and print advertisements, email campaigns plus web and social media graphics.



## EVENT PROMOTION

Have an event to produce, promote or position? We have expertise for all three.



**If you have a marketing need, we can help.**

**Talk with your PT sales rep.**



# Our Clients are Giants

Below are the industry leading suppliers building their brand and business with *Plastics Technology*.



ALL RATES ARE GARDNER LIST PRICE. Rates effective January 1, 2025.



## BRAND AWARENESS

### MAGAZINE DISPLAY ADVERTISING

AD SIZES	COVER POSITIONS
1/4 Page <b>\$4,840</b>	Front Inside Cover <b>\$12,050</b>
1/3 Page <b>\$5,580</b>	Back Inside <b>\$11,820</b>
1/2 Page <b>\$7,560</b>	Back Outside <b>\$12,290</b>
1/2 Island <b>\$8,230</b>	
Full Page <b>\$10,875</b>	<b>MARKET PLACE</b>
Spread <i>Contact Us for Pricing</i>	Sm. <b>\$410</b> Lg. <b>\$800</b>

<b>2026 PT Handbook</b>	
1/2 Page <b>\$7,560</b>	Full Page <b>\$10,875</b>

**Digital Edition Sponsorship \$4,730/mo.**

**Special Magazine Positions**  
 Inserts, ride-along supplements, cover tips and unique cover wraps.  
*Please call for specific pricing.*

### E-NEWSLETTER DISPLAY ADVERTISING

<b>PT Insider Newsletter</b> <i>(sends four times weekly)</i>	
<b>Leaderboard</b> <i>(1 per newsletter, 4 available/month)</i>	<b>\$2,900/Month</b>
<b>Featured Product Ad</b> <i>(6 per newsletter, 24 available/month)</i>	<b>\$1,600/Month</b>

### DIGITAL DISPLAY ADVERTISING

<b>PTONLINE.COM</b>	
<b>Premium Display Ad Package</b> (12 available)	<b>\$1,610</b>
<b>Offsite Display Retargeting</b>	<b>\$4,190/mo.</b>
<b>Offsite Video Retargeting</b>	<b>\$4,190/mo.</b>



## THOUGHT LEADERSHIP

### SPONSORED CONTENT MARKETING

**\$8,600/mo.** (sold in 3 consecutive month increments)  
 Deliver your story through a feature style content marketing article, published in *Plastic Technology's* voice and delivered across our channels.

### CONTENT BOOST

**\$5,000/mo.**  
 Refresh and reignite existing content created by our editorial team through a targeted digital deployment package.

### CUSTOM MICROSITES

**\$5,235/mo.** (sold in 12 consecutive month increments)  
 Category-specific, multi-format, content-rich microsites promoted via a dynamic, digital demand generation program.

### SPOTLIGHT VIDEO

**\$7,500/mo.**  
 Bring your product or press release to life. We do the work to turn your PR into a brief but dynamic, narrated video hosted on our site and YouTube.

### SOLUTIONS SHOWCASE VIDEO

**\$10,000/mo.**  
 We'll visit your facility, showroom or trade show booth for a product demonstration that emphasizes your unique value to the end user.

### SUCCESS STORIES VIDEO

**\$10,000/mo.**  
 Feature your technology in action at an end user's facility. These videos tell a first-person story of a user's need and how your technology provided a solution.



## LEAD GENERATION

### WEBINARS

**\$10,500 (live or on-demand) NET**  
 Showcase your experts and expertise in our live or on-demand broadcast that is moderated by industry experts, supported by an integrated marketing campaign and archived for post-presentation access.

### GATED CONTENT MARKETING

**\$10,500/mo. NET**  
 Turn your e-books, white papers, content collections and more into thought leadership and lead generation machines. Hosted on our custom-built landing pages and promoted to our audience for registration-based download, Gated Content Marketing delivers information and marketing qualified leads.

### LEAD NURTURE

**\$7,500/mo. NET**  
 Let us further qualify and warm-up your marketing qualified leads through an automated lead nurturing program that also scores your leads to make your sales team's efforts more targeted and more efficient.

### CUSTOM LEAD GEN

**\$15,000/mo. NET**  
 Define and target a custom audience segment across our entire industrial network using a variety of triggered and personalized digital marketing tactics to generate qualified leads.



## DEMAND GENERATION

### E-PRINTS

**\$1.50/name NET** *(Minimum 2,500 names)*

### DIRECT TRAFFIC

**\$7,500/mo. NET**  
 Drive qualified traffic across multiple channels directly to your website, online marketplace, landing page or other digital destination.

### CUSTOM DEMAND GEN

**\$15,000/mo. NET**  
 Define and target a custom audience segment across our entire industrial network using digital marketing tactics to drive qualified traffic to your website, landing page or registration form.



## GARDNER PREMIER DISCOUNT PROGRAM

To ensure your marketing achieves both your brand and budget objectives, we offer the Gardner Premier Discount Program. Contact your *Plastics Technology* sales professional to build a marketing strategy that delivers the best return on your marketing goals and your marketing spend.

### FOR MORE INFORMATION

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**Gardner Plastics  
Media Group**



**Jeff Sloan**  
Brand Vice President  
jsloan@gardnerweb.com  
719-242-3330



PTOnline.com

**Regional Sales Representatives**

**EASTERN GREAT LAKES/  
CANADA**

**Jackie Dalzell**  
Regional Vice President  
jdalzell@ptonline.com  
513-338-2185

**CENTRAL US/MOUNTAIN/  
WEST**

**Dale Jackman**  
Regional Manager  
djackman@ptonline.com  
630-360-5306

**MID-ATLANTIC/NORTHEAST/  
SOUTHEAST**

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