

# 2024

## Advertising Media Kit

### RubberWorld

THE TECHNICAL SERVICE MAGAZINE FOR THE RUBBER INDUSTRY

**Promise of pyrolysis in tire circularity:**  
How a maturing industry could change the supply chain

**Targeting sustainable additives**  
through derivatization of soybean oil

**NR-silica nanocomposites**  
for improved bonding in truck/bus radial tread

**Tire compounding with graphene:**  
The tire sidewall

The Buyer's Guide for the Rubber Industry

### RUBBER RED BOOK

A Lippincott & Peto Publication

RubberWorld  
Expo  
Exhibitors  
POCKET  
SPOTLIGHT

Your complete guide to the  
exhibitors at the  
International Elastomer  
Conference

Published by Rubber World Media

@rubberworld



#### Go to the International Elastomer Conference

IEC Division, ACS, let me know if you are planning to visit the IEC. We certainly have the International Elastomer Conference. A great deal of things have gone into activities.

At the share some of today's highlights with you. We begin with our keynote speaker, Dr. Judith A. P. and the opening of the Expo with over 130 exhibitors. I hope you enjoy riding the expo floor. Be sure to stop by the Rubber Division, ACS booth and ink the staff for their 2nd work in preparation for the 25th Annual Club Luncheon, 11th session at 3 p.m. for about the workings of the day of IEC wraps up at 5 p.m. Everyone's rich in you there. Get involved! Hopefully after the tire to the surrounding area. Great weather, art and fair. Perhaps see the sphere, check out the

Today's Highlights			
Event	Time	Facility	Room
Registration	8:00 a.m. - 5:00 p.m.	Convention Center	Clanch Concourse, Third Floor
Southern Rubber Group Meeting	8:00 a.m. - 9:00 a.m.	Convention Center	Rotunda, Third Floor
COURSE: Essentials of Rubber Technology	8:30 a.m. - 12:30 p.m.	Convention Center	301D, Third Floor
COURSE: Dynamic Viscoelastic Properties	8:30 a.m. - 12:30 p.m.	Convention Center	301E, Third Floor
Opening Ceremony and Keynote Address: Judith A. P., Distinguished Professor, The Ohio State University	9:00 a.m. - 10:00 a.m.	Convention Center	Ballroom B.C., Third Floor
Expo	10:30 a.m. - 5:00 p.m.	Convention Center	Expo Hall, First Floor
25-Year Club Luncheon	12:30 p.m. - 1:00 p.m.	Convention Center	Ballroom B.C., Third Floor
COURSE: Essentials of Silicone Rubber	1:00 p.m. - 5:00 p.m.	Convention Center	301D, Third Floor
COURSE: Laboratory Safety Technical Session	1:00 p.m. - 5:15 p.m.	Convention Center	Ballroom A.E.F.E., Third Floor
Get Involved	3:00 p.m. - 4:00 p.m.	Convention Center	Rotunda, Third Floor
Welcome Reception	5:00 p.m. - 7:00 p.m.	Convention Center	Park Concourse and Plaza Terrace

### RubberWorld Magazine's Blue Book

12th Edition

Materials, compounding ingredients and services for the rubber industry

RubberWorld  
BLUEBOOK Online

Materials, compounding ingredients, machinery and services for the rubber industry

Welcome to Rubber World Magazine's Blue Book Online. An interactive database of materials, compounding ingredients, machinery and services for the rubber industry.

This online directory, much like Rubber World's print edition of the Blue Book, contains the most up-to-date and current information for over 42,000 companies of compounding materials and 30 categories of different materials. This is the exact same information that is in the book in the book and online of the Blue Book with one major exception. The printed information contained within the Blue Book Online is constantly updated and never out of date. As soon as we find out a supplier or the rubber industry supplier or customer that product line, you find out and do we mention it? Looking for a certain compounding or property? For more leading through pages of materials you can find all the different suppliers of your choice throughout the directory. You can query into our search function and in seconds you're viewing the listings related to your search including trade names, compositions, properties, formulas and manufacturing and supplier information with or without information and web links.

Interested? Please let us know! Then just call 1-800-368-3688 or visit our website at [www.rubberworld.com](http://www.rubberworld.com) and begin using the Blue Book Online today, today and tomorrow (or later than tomorrow).

Take the tour! [Subscribe Now](#)

\* required Internet Explorer 8.0 or greater

Print and Digital Communication for the Worldwide Rubber Industry  
North America, Europe, South America, Asia, Australia, Africa

# RubberWorld

The World's Rubber Magazine for 135 Years

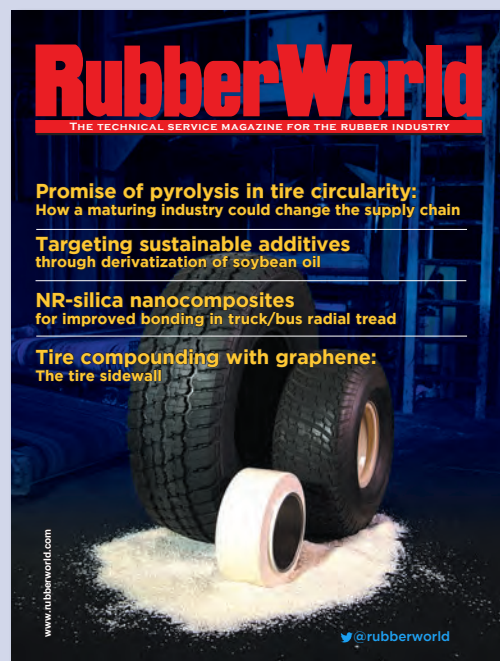
## Serving your customers and prospects with technical editorial content

### Make Rubber World your #1 media buy

We pledge to our valued advertisers that we will serve your customers and prospects with the finest in technical editorial content available to the rubber industry.

Rubber World Magazine, first published in 1889, has chronicled the events and technological changes in the rubber industry since its inception.

The strength and longevity of this internationally circulated publication have been its unwavering editorial philosophy that "products are sold on the technical level." Rubber World is proud that each year it publishes more technical editorial content than any other industry publication and year in and year out is read by more technical buying influences than our closest competitor.



## The most recognized publication serving the Wire and Cable industry

### Wire & Cable Technology International

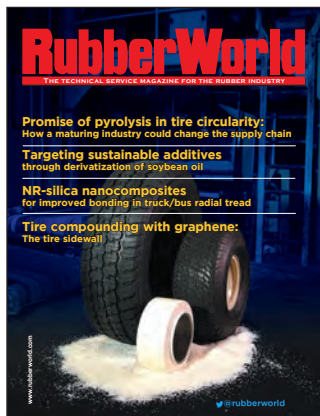
In 2006, Wire & Cable Technology International became a part of our family of publications, giving another valuable tool to each potential advertiser.

Focused and directed: Wire & Cable Technology International is written and circulated exclusively for the wire and cable industry. While other industry magazines offer circulation and editorial for the manufacturers of fasteners and springs and wire forming products, Wire & Cable Technology International delivers only what the wire and cable market wants and needs. Wire & Cable Technology International delivers the industry's largest wire and cable manufacturing magazine. Wire & Cable Technology International is the publication that more of your customers and prospects choose as their primary source of information!



Contact us: 330.864.2122

Dennis Kennelly (Dennis@RubberWorld.com) / Mike Dies (Mike@RubberWorld.com) / Pete McNeil (Pete@RubberWorld.com)



## Rubber World

Each month, Rubber World provides the most up-to-date technical service information available to today's rubber chemists and formulators. It gives research and development personnel the most current technical know-how and provides plant engineering personnel with the latest equipment and production technology to produce the high-quality and high-performance products demanded by today's industry.



## Rubber World Digital Edition

The Digital Edition of Rubber World has all the same content as the print edition and allows for the digital storage and retrieval of each new issue, as well as archived issues, to your PC or laptop. The digital edition also allows for bookmarking of favorite articles, full issue searches, direct linking to advertisers and most importantly, expanded content beyond the print issue.



## Rubber World Online [www.rubberworld.com](http://www.rubberworld.com)

Visit the completely redesigned and updated Rubber World Online, featuring daily news, free videos, calendar, rubber industry news, advertising, supplier index, tech forum, industry links and much more. Rubber World Online - leading the Rubber Industry in electronic publishing.



## Pocket Spotlight Show Guide

Reach all expo attendees with this pocket guide for the International Elastomer Conference. The Pocket Spotlight provides a complete listing of exhibitors, booth personnel and what is being featured at the booth, with circulation and distribution on the show floor and in the publication bins guaranteeing the success of your exhibit.

## The Blue Book - Print, Online and Editions

An absolute must for all technical personnel working on compounds and formulations, and the only source for detailed product information, including properties, function and compounding, as well as applications for rubber chemicals and elastomers, the Blue Book Online is continually updated throughout the year, offering innovative advertising opportunities and direct links to advertisers.



## Rubber Red Book

The industry's oldest, most trusted and most complete Buyers Guide for the rubber industry, the Rubber Red Book is completely cross-referenced. The Rubber Red Book is the total reference for locating suppliers of the thousands of products sold in the rubber industry. Also available in a Digital Edition.

Contact us: 330.864.2122

Dennis Kennelly (Dennis@RubberWorld.com) / Mike Dies (Mike@RubberWorld.com) / Pete McNeil (Pete@RubberWorld.com)



## Editorial Calendar

ISSUE	EMPHASIS ISSUE	SPECIAL ISSUE OR FEATURES	MEETING ISSUES
<b>JANUARY</b>			
Closes 12-14-23	TESTING & INSTRUMENTS (Supplier Directory)	SILICONE & MEDICAL UPDATE	
<b>FEBRUARY</b>			
Closes 1-14-24	CARBON BLACK, SILICA & REINFORCING MATERIALS	OIL, GAS & ENERGY	
<b>MARCH</b>			
Closes 2-15-24	CUSTOM MIXING & COMPOUNDING (Supplier Directory)	SILICONE & MEDICAL UPDATE	
<b>APRIL</b>			
Closes 3-15-24	AUTOMOTIVE ELASTOMER PARTS	OIL, GAS & ENERGY	Rubber Division Spring Technical Meeting (Bonus Distribution)
<b>MAY</b>			
Closes 4-15-24	EXTRUSION	SILICONE & MEDICAL UPDATE	
<b>JUNE</b>			
Closes 5-16-24	SILICONE, LIQUID SILICONE, MEDICAL	OIL, GAS & ENERGY	
<b>JULY</b>			
Closes 6-15-24	MACHINERY & EQUIPMENT (Supplier Directory)	SILICONE & MEDICAL UPDATE	
		<b>* FREE CORPORATE PROFILE</b>	
<b>AUGUST</b>			
Closes 7-15-24	CHEMICALS & MATERIALS	OIL, GAS & ENERGY	
		<b>* FREE CORPORATE PROFILE</b>	
<b>SEPTEMBER</b>			
Closes 8-15-24	THERMOPLASTIC ELASTOMERS, URETHANES	SILICONE & MEDICAL UPDATE	International Elastomer Conference (Bonus Distribution)
<b>OCTOBER</b>			
Closes 9-12-24	TIRE TECHNOLOGY, RETREADING	OIL, GAS & ENERGY	
<b>NOVEMBER</b>			
Closes 10-14-24	NATURAL RUBBER & LATEX	SILICONE & MEDICAL UPDATE	
<b>DECEMBER</b>			
Closes 11-15-24	MOLDING (Supplier Directory)	OIL, GAS & ENERGY	* Full page Advertisers get a free Corporate Profile page in July and August

**Contact us: 330.864.2122**

Dennis Kennelly (Dennis@RubberWorld.com) / Mike Dies (Mike@RubberWorld.com) / Pete McNeil (Pete@RubberWorld.com)

**Full Run (Includes International Edition)**

Space	1X	3X	6X	12X
One Page	7,715	7,340	7,080	6,445
Two-Thirds Page	6,405	6,185	5,995	5,450
One-Half Page Island	5,495	5,250	5,015	4,440
One-Half Page	4,935	4,595	4,405	3,800
One-Third Page	3,760	3,615	3,535	3,070
One-Quarter Page	2,990	2,575	2,405	2,085
One-Sixth Page	2,300	2,170	2,025	1,780

Inserts consult publisher

**Classified Advertising**

No agency commission. All classifications (except Positions Wanted) \$75 per one-half inch or fraction. 1 column wide (approximately 25 words). Allow five words for Box Number Address. Uniform style-lightface type only. No borders, ornaments, or separate headings.

**Printing Process**

Body and cover printed sheetfed offset. Type Page: 7 inches wide x 10 inches deep (178 x 254mm); three columns to a page; width of column 2-3/16" (56mm); depth of column 10" (254mm), trim size 8-1/4" x 10-7/8" (209 x 286mm); saddle stitch binding.

Space	Dimensions		
	Inches		Millimeters
	Width	Depth	
One Page	7-3/4"	10-3/8"	197 x 264mm
Two-Thirds Page	4-9/16	10	116 x 254mm
One-Half Page (Horizontal)	7	4-7/8	178 x 124mm
One-Half Page (Vertical)	3-3/8	10	86 x 254mm
One-Half Page	4-9/16	7-1/2	116 x 191mm
One-Third Page (Island)	2-1/8	10	51 x 254mm
One-Third Page	4-9/16	4-7/8	116 x 124mm
One-Quarter Page	3-3/8	4-7/8	86 x 124mm
One-Sixth Page	2-1/8	4-7/8	54 x 124mm

**Inserts**

Furnished by advertiser (or printing quotations on request). All inserts should be untrimmed. One page inserts should measure 8-3/8" x 10-3/4" (213 x 298mm). Allow 1/8" (3mm) for head trim and side trim and 5/8" (8mm) for bottom trim. Trim size is 8-1/4" x 10-7/8" (209 x 276mm). Hold all inserts designed to fold at top, bottom or outside 1/8" (3mm) inside the trim measurements. Type matter on facing pages should be kept 1/8" (3mm) away from gutter on each page. Inserts requiring no backup should be shipped folded. Single page inserts to be backed up should be furnished flat, two up. Inserts with special folds, or those to be printed on heavy stock, should first be presented to this publication in dummy form to determine if they meet postal requirements and binding limitations. 100 pound coated (148 grams per square meter); 80 pound uncoated (120 grams per square meter); 25 x 38 basis.

**Bleed**

5% extra on space and color rates. No charge for bleed in four color ads. Fractional page four color bleed ads at 5% extra on space and color rates. Any advertisement exceeding 7" in width or 10" in depth (178 x 254mm) is considered bleed or over-sized. No extra charge for gutter bleed on two facing pages. Bleed pages should measure 8-3/8" x 11-1/2" (213 x 292mm) for single page; 16-3/4" wide by 11-1/2" deep (425 x 292mm) for bleed spreads. Type matter on facing pages should be kept 1/8" (3mm) away from gutter on each page. Type matter should be kept 1/8" (3mm) away from trim edges on all bleed units.

Binding: Saddle Stitch

Trim size: 8-1/4" x 10-7/8" (209 x 276mm) (Rubber World)

**Color Rates**

Color rates are based on a page or fraction thereof. They do not include B/W space and bleed costs.

All AAAA and Matched colors.....\$1,300      4 color, per page.....\$2,600  
 Color, per spread.....\$4,600      Metallic inks: Rates on request  
 4-color insertion cancelable only on written notice 60 days prior to closing date.

**Cover Rates**

1st Cover - Not sold      2nd Cover - Earned rate plus 20%  
 3rd Cover - Earned rate plus 15%      4th Cover - Earned rate plus 25%

**Preferred Positions**

10% on space, color and bleed. 90-day notice prior to closing dates is required for cancellation.

**Material Required**

Preferred material is an Adobe Acrobat Hi-Res (300 dpi) PDF. Include all fonts when sending native file. Furnish advertiser's proof; otherwise reproduction quality is at advertiser's risk.

**Issuance and Closing Dates**

Published 12 times a year. Issued on fifth of publication month. Closing date: Last forms close 10th of month preceding publications month. No cancellations accepted after closing date. Unless change of copy is received by closing date, it is understood that copy used most recently be repeated. Not responsible for changes and corrections sent in after closing date. Advertisers desiring proof or OK should request same and have material in publisher's hand 10 days in advance of closing date.

**Agency Commissions**

15% of gross billing allowed to recognized advertising agencies on space, color, bleed and position. Commission is not allowed on such other charges as classified ads, mechanical work, statistical or art services, reprints, backup charges, tip-in charge or merchandising services.

**Short Rate and Rebates**

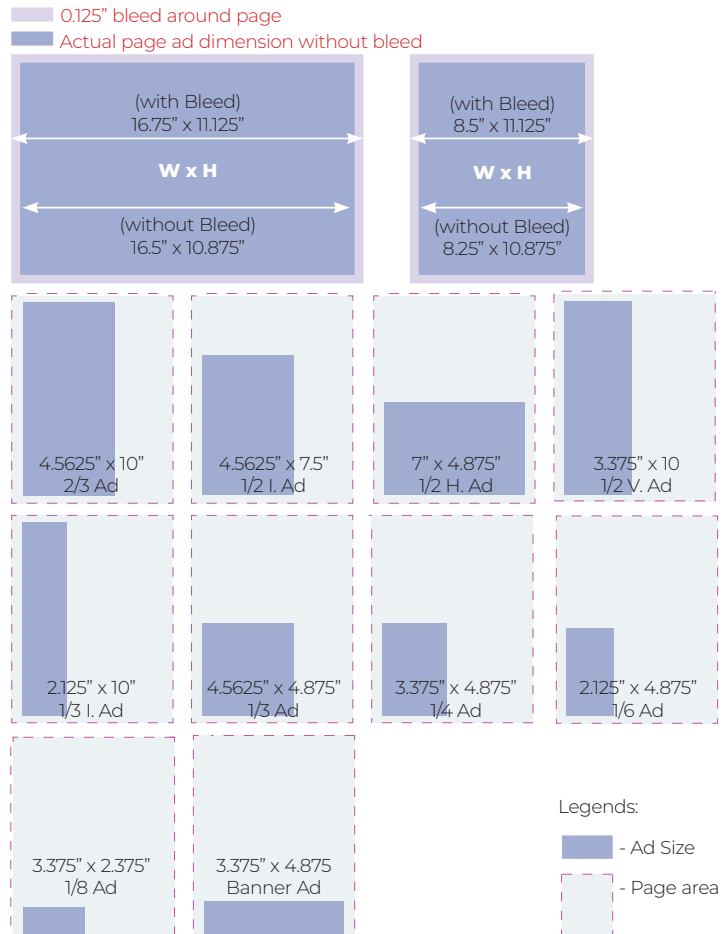
Advertisers will be short-rated if within a 12-month period they do not use the amount of space upon which their billings have been based. Advertisers will be rebated if within a 12-month period they have used sufficient additional space to warrant a lower rate than at which they have been billed.

**Publisher's Copy Protective Clause**

Advertisers and advertising agencies assume liability for all content (including text, representation and illustrations) of advertisements printed, and also assume responsibility for any claims arising there from made against the publisher. The publisher reserves the right to reject advertisements which is not in keeping with the publication's standards. Advertisers and advertising agencies agree to indemnify and protect the publisher from any claims, damage or expense resulting from printing and publishing of the advertisement.

**Mailing Instructions**

Ship or email all material for reproduction (except inserts) to Michele Caprez, Rubber World, 1741 Akron-Peninsula Rd., Akron, Ohio 44313 - michele@rubberworld.com. (See paragraph on inserts for instructions) Please include identification ad proof with reproduction material.



# July

For Machinery & Equipment Advertisers



**MAPLAN**  
INJECTION INTELLIGENCE

ADVANCED  
FOR TOMORROW.

MAPLAN MHF Series offers unparalleled efficiency

MAPLAN is a PLANNING Inc.  
1600 North Lancaster Road - South Elgin - IL 60077 - USA  
T +1 830 924 0100 - email: sales@maplan-usa.com - www.maplan.at

CUSTOMER STORY

### PRECISION PARTS FOR BEAUTY SIMP PRODUCES SUSTAINABLY WITH MAPLAN

Vive la beauté! For more than 30 years, MAPLAN has supported the efforts of this leading manufacturer of high-precision technical parts for packaging and make-up. SIMP from Tignes, France is equipped with rubber injection moulding machines between 35 and 300, mainly for the production of small vaper parts for glass applications.

SIMP and MAPLAN teamed up with a mould maker with the aim of reducing rubber waste to a minimum in order to manufacture the parts in a particularly environmentally friendly way. To date, we have managed to reduce waste by approx. 30%.

In addition, MAPLAN and SIMP will be working closely on future joint projects: integrating MAPLAN's efficient and advanced machines into SIMP's manufacturing requirements. In addition, the production costs of the rubber injection moulding technology, which has been specifically made for SIMP, are to be further reduced.



**“To date, we have managed to reduce waste by approx. 30%”**

Antonio Da Costa Technical & Industrialization Manager at SIMP

**Special requirements of SIMP  
Implemented by MAPLAN for MHF 300 i**

- Intelligent and automated separation of product and sprue in the machine area
- Waste strategy of <0.001 mm. 1 bad part in 1000 pieces. More than 160 parts are produced at the same time per production cycle, depending on the tool design.
- Special covers for the demoulding brush have been developed and installed in order to maintain machine cleanliness.

ADVERTISEMENT HERE

CORPORATE PROFILE HERE

# August

For Chemical & Material Advertisers



**HARWICK**  
STANDARD

The  
**WORLD'S  
BEST  
MATERIALS**  
IN ONE PLACE

The uniqueness of our organization is our full-service capabilities, supporting the most complete line of products to our market. Technical assistance, HSE support, information technology, regulatory expertise, logistics and unmatched customer service make Harwick Standard the industry-preferred supplier.

### Supplying world-class products to the rubber, plastic and adhesive markets since 1932

<p>Accelerators, Antioxidants, Anticoncants &amp; Retardants, Arylethyl Impact Modifiers &amp; Process Aids, Alumina Trihydrate, Antimony Oxide, Blowing Agents, Carbon Black, Clay, Coagents, Coupling Agents, Co-Curing Agents, DLC's, Dispersions, Fillers, Fire Retardants, FKM, Magnesium Oxide, Masterbatch &amp; Dry Colors, Metallic Separates, Organic Peroxides, Polymers: CPE, BR, CR, EPDM, EPR, EVM, FKM, HNBR, NR, NBR, SBR, XNBR</p>	<p>PVC Additives, Plasticizers: Adipates, Benzotriazoles, Mono-Esters, Phthalates, Phthalate free, Phosphate Esters, Polymeric, Sebacates, Specialty, Trimecillates, PEG's, Process Oils: Naphthenic &amp; Paraffinic, White Mineral Oil, High Styrene Resins, Prepigmented Siliers, Rubber to Substrate Bonding Agents, Silicone Fluid, Emulsions &amp; Anti-Foams, Stearic Acid, Sulfur, Thermoplastic Additives, TiO2: Anatase &amp; Rutile, VVO, Waxes, Zinc Borate, Zinc Oxide</p>
---	---

harwick.com  
Akron, OH 1-800-899-4412 | Pico Rivera, CA 1-800-883-9911

ADVERTISEMENT HERE

CORPORATE PROFILE HERE

**Advertisers who run a full page ad in either issue earn a **Free page corporate profile** in the same issue.**

Corporate Profiles will run opposite the company's advertising to provide the impact of a spread. It's an effective way to tell the key purchasing influences in our large audience of rubber product manufacturers more about your company. And reprints are available at modest cost for you to use in your direct mail, handout, trade show and other promotional activities.

**Here's How to Write Your Own Corporate Profile for Maximum Effectiveness.**

- Profile lengths of 600 to 700 words receive the best readership.
- Photographs are encouraged but should be taken into consideration in the overall length of your profile.
- Company Background
- Technical Service
- Representatives or Agents
- Future Plans
- Forecasts
- The Industry
- Product Line
- Research & Development
- New Products
- Innovative Features
- Case Histories
- Announcements
- Sales
- Personnel
- Expansions

*Please include your company logo. Rubber World will set the type and handle all the other production details.*

*Profiles should be received by the 1st of the month preceding publication.*

**Contact us: 330.864.2122**

Dennis Kennelly (Dennis@RubberWorld.com) / Mike Dies (Mike@RubberWorld.com) / Pete McNeil (Pete@RubberWorld.com)



## Produced for the Rubber Division, ACS by Rubber World Magazine

Promote your company and exhibit to 3,000+ attendees of 2024 **INTERNATIONAL ELASTOMER CONFERENCE** - featuring the Expo, Technical Meeting, Educational Symposium, Student Programs, Networking Events and more, September 9-12, 2024, Pittsburgh, PA

*Three IEC Daily issues distributed during the International Elastomer Conference for one low price.*

The International Elastomer Conference Dailies are the one place for exhibitors to announce new products, manufacturing capabilities, investments, mergers and acquisitions, changes in personnel, strategic alliances and e-business developments. The IEC Daily will capture the highlights of the Expo to keep you informed each day of the show.

- Content devoted to reporting on the daily activities, events and show news as it happens
- Late-breaking stories, on-site interviews, and photo opportunities may be published on a space-available basis in addition to submitting your company news in advance.
- Reach out daily to rubber chemists, manufacturers, suppliers, end-users and research and development specialists.

## Advertising Rates Include 4 Color Ads In All Three Editions

Tabloid (Back Cover)	\$9,750
Tabloid page (10-7/8" X 14-3/8")	\$6,950
7" X 10"	\$5,500
10" X 2" Cover banner	\$5,850
5" X 7" (Island)	\$3,750
5" X 5" (Square)	\$2,350

### Dates:

Ad Orders:	August 5, 2024
Advance Editorial:	August 5, 2024
Ad Material:	August 23, 2024
* Non-IEC exhibitors are subject to a 100% Rubber Division, ACS surcharge.	



Contact us: 330.864.2122

Dennis Kennelly (Dennis@RubberWorld.com) - Mike Dies (Mike@RubberWorld.com)

## INTERNATIONAL ELASTOMER CONFERENCE 2024... Spotlight Your Exhibit

Complete listings of the International Elastomer Conference 2024 exhibitors combined with the largest circulation and distribution will guarantee the success of your exhibit.

### Reach all expo attendees

This pocket guide lists all International Elastomer Conference exhibitors, booth personnel and what is being featured at the booth. Don't miss this unique opportunity to attract visitors to your booth.

On the Scene Expo Circulation. Copies of Rubber World's POCKET SPOTLIGHT will be in the publication bins.

**Advertising Closing: August 15, 2024**

### Space (4/color)

Full page \$1,950

1/2 page \$1,100

### Cover positions

2nd Cover Earned rate = 20%

3rd Cover Earned rate + 15%

4th Cover Earned rate + 25%

Trim size: 4-1/8" x 7-5/8" - Full page: 3-3/4" x 7" - 1/2 page: 3-3/4" x 3-3/8"

**Guarantee the Success of Your Exhibit with an Ad in Rubber World's POCKET SPOTLIGHT 2024**



## Industry Links

# Drive Traffic To Your Website



1/2 page 4 color profile of your website in the issue of your choice.

2. Your company listed in Rubber World magazine for 12 months.
3. Your site listed on Rubber World's Industry Links ([www.rubberworld.com](http://www.rubberworld.com)) for one year.
4. Your website listed on Rubber World home page for one week.

**\$1,200.00 per year**

Contact us: 330.864.2122

Dennis Kennelly (Dennis@RubberWorld.com) / Mike Dies (Mike@RubberWorld.com) / Pete McNeil (Pete@RubberWorld.com)



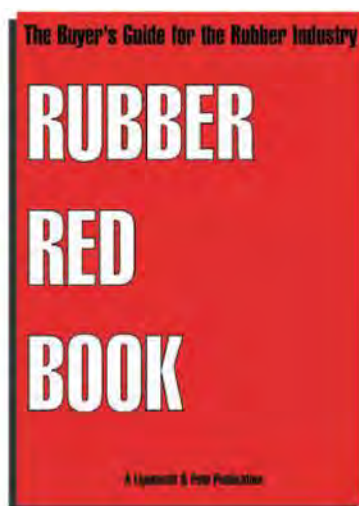


# The only two annual references giving blanket coverage of every buying influence in the rubber industry!

**The Rubber Red Book** - The industry's oldest, most trusted and most complete Buyers Guide for the rubber industry. Completely cross referenced, the Rubber Red Book is the total reference for locating suppliers of the thousands of products sold in the rubber industry.

**The Blue Book** - is an absolute must for all technical people working on compounds and formulations. The only source for detailed product information including properties, function and compounding, as well as applications for rubber chemicals and elastomers.

## EARN A COMBINED 10% DISCOUNT WITH AN AD IN BOTH EDITIONS!



## Rubber Red Book Logo, Target & Showcase Ads

**LOGO:** Above alphabetized manufacturer or supplier listing, logo: \$275

**2" Target Ad:** Ad below product/service listing, Black & white: \$475, Red added: \$495

**Showcase Ad:** Ad below product/service listing: \$275 per inch

## Blue Book & Red Book Rates

Space	1X
One Page	\$5,990
Two-Thirds	4,910
One-Half	3,720
One-Third	2,770
One-Quarter	2,250
One-Sixth	1,760

Call for discounts on multiple ads

**CLOSING DATE: September 30, 2024**

### Color Rates

Standard AAAA Blue, Green, Orange, Red, Yellow.....	\$ 995
Matched Colors.....	1,300
4 Color, Process.....	2,600
4 Color, Process Spread.....	4,500
Bleed: 10% extra on space and color	

### Covers

(Cover rates do not include color or bleed)

2nd Cover.....	\$6,900
3rd Cover.....	6,130
4th Cover.....	8,170
Preferred positions 10% extra	

Target



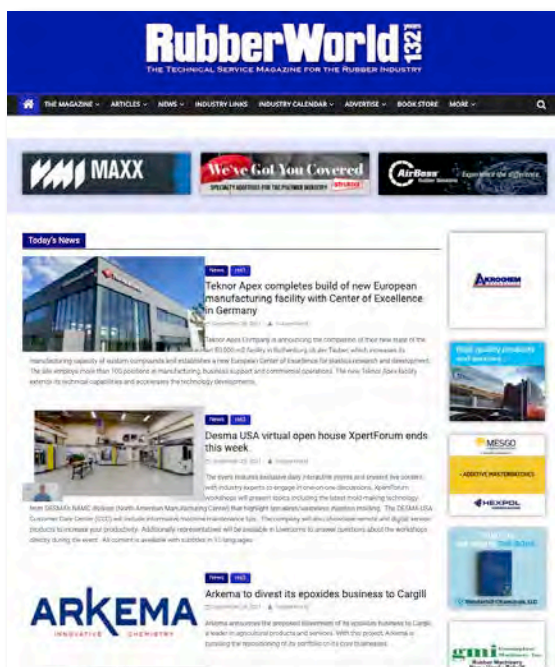
Logo



Contact us: 330.864.2122

Dennis Kennelly (Dennis@RubberWorld.com) / Mike Dies (Mike@RubberWorld.com) / Pete McNeil (Pete@RubberWorld.com)

# RUBBER WORLD ONLINE is loaded with useful features:



## Banner Advertising and Sponsorships Available

Create brand awareness, promote brand recall and generate traffic to your site or showroom with animated or static banners on [www.rubberworld.com](http://www.rubberworld.com).

- Digital Edition of Rubber World Magazine each month with bonus content included.
- Market News and Daily Industry News.
- Industry calendar with comprehensive listings of worldwide meetings, expos and golf outings.

## Web Banner Ad Specs

We accept jpg, gif and png, Third party ad runs accepted.

Ad tracking available

Page Sponsor - 360 90 px

Right Column inch ads - 300 x 250 px

Section Row - 728 x 90 px

## Rubber World Daily News

## Industry News Delivered Daily To Your Inbox

### Banner Advertising Available

Rubber World's Daily News is delivered each morning to subscribed readers who want to know what's happening daily in our industry. Promote your company, create brand awareness and generate traffic to your site daily with a banner ad on our daily news.

Visit [www.rubberworld.com](http://www.rubberworld.com) to sign up for your free daily news subscription and stay current with industry news, market reports, people on the move and relevant articles regarding the rubber industry.

### Email Banner Ad Specs

We accept jpg, gif and png files.

News Sponsor - 500 x 75 px

Right Column inch Ads - 190 px wide

Contact us: 330.864.2122

Dennis Kennelly (Dennis@RubberWorld.com) / Mike Dies (Mike@RubberWorld.com) / Pete McNeil (Pete@RubberWorld.com)



### Webinars Built To Meet Your Needs!

Share your message with interactive video participants.

Webinars help you reach more people to grow your business.

Get reports on registrants, attendees, polling, attendee engagement and Q&A for follow-up.



### White Papers Create Successful Lead Generation

Market a white paper to educate your audience about a particular issue, or explain and promote a particular methodology.

They're advanced problem-solving guides, engaging your potential customers.

# Rubber World Sales Staff

**DENNIS J. KENNELLY**

Senior VP-Associate Publisher  
1741 Akron-Peninsula Rd.  
Akron, OH 44313-5157  
Ph: 330-864-2122  
Fx: 330-864-5298  
Email: dennis@rubberworld.com

**MIKE DIES**

Sales Representative  
1741 Akron-Peninsula Rd.  
Akron, OH 44313-5157  
Ph: 330-864-2122  
Fx: 330-864-5298  
Email: mike@rubberworld.com

**PETE MCNEIL**

Sales Consultant  
1741 Akron-Peninsula Rd.  
Akron, OH 44313-5157  
Ph: 330-864-2122  
Fx: 330-864-5298  
Email: pete@rubberworld.com

**KAPIL SURI**

Address B - 4/5, Vasant Vihar  
New Delhi - 110057  
India  
Mobile: +91-9810248458  
Email: kapshan@hotmail.com

**RINGIER TRADE PUBLISHING**

East China - **VIVIAN SHANG**  
Phone: +86-21 6289-5533 EXT 169  
vivian@ringiertrade.com  
North China and South China

**MAGGIE LIU**

Phone: +86-20 8732-3316  
EXT 9332  
Email: maggieliu@ringiertrade.com

Hong Kong

**MIKE HAY**

Phone: +852 2369 8788 ext 11  
Email: mchhay@ringier.com.hk

Taiwan

**SYDNEY LAI**

886 4 2329 7318  
Email: sydneylai@ringier.com.hk