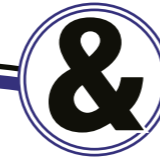


# CONVERTECH

Coating, Laminating, Printing, Slitting, Functional material



## e-Print

Printable Electronics

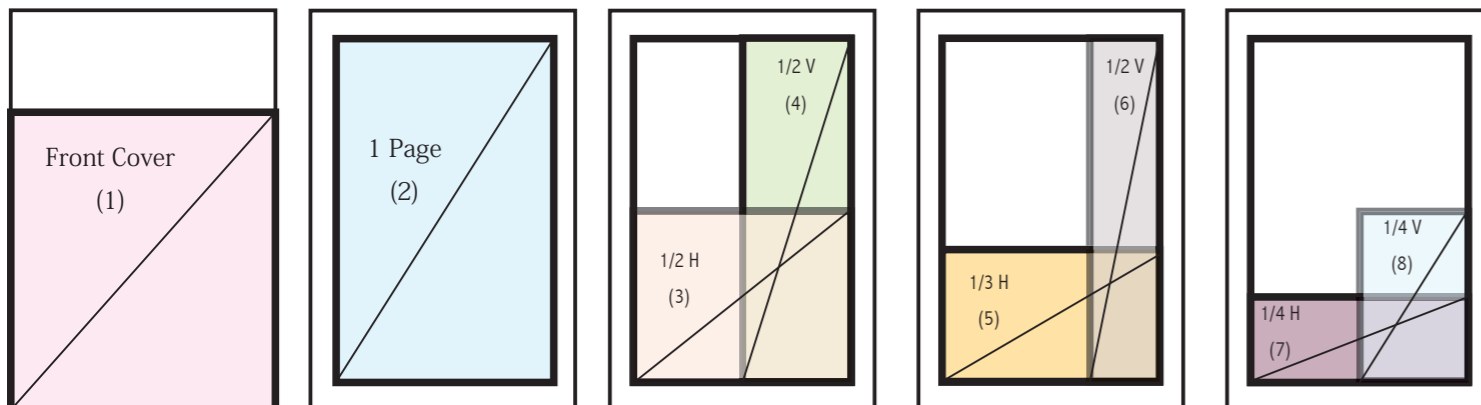


# 2011

Advertisement Rates					
Insertion	Ad size	Color(s)	Rate		
			One time	2-4 times/year	5-6 times/year
Regular pages	Full page (2)	4 colors	US \$4,500	US \$4,140	US \$3,780
	Full page (2)	2 colors (B+C, M, Y)*	US \$3,200	US \$2,940	US \$2,680
	Full page (2)	B/W	US \$2,300	US \$2,110	US \$1,930
	1/2 page (3)(4)	4 colors	US \$3,000	US \$2,760	US \$2,520
	1/2 page (3)(4)	2 colors (B+C, M, Y)*	US \$2,000	US \$1,840	US \$1,680
	1/2 page (3)(4)	B/W	US \$1,400	US \$1,280	US \$1,170
	1/3 page (5)(6)	4 colors	US \$2,500	US \$2,300	US \$2,100
	1/3 page (5)(6)	2 colors (B+C, M, Y)*	US \$1,500	US \$1,380	US \$1,260
	1/3 page (5)(6)	B/W	US \$1,100	US \$1,010	US \$920
	1/4 page (7)(8)	4 colors	US \$2,000	US \$1,840	US \$1,680
1/4 page (7)(8)	2 colors (B+C, M, Y)*	US \$1,400	US \$1,280	US \$1,170	
1/4 page (7)(8)	B/W	US \$900	US \$820	US \$750	
<b>Specified Pages</b> (Specified pages are filled on a first come first serve basis)					
Front cover	Full page (1)	4 colors	US \$6,000	US \$5,520	—
Back of front cover	Full page (2)	4 colors	US \$5,300	US \$4,870	—
Back of back cover	Full page (2)	4 colors	US \$5,300	US \$4,870	—
Back cover	Full page (2)	4 colors	US \$5,800	US \$5,330	—
Front top	Full page (2)	4 colors	US \$5,100	US \$4,690	—
	Full page (2)	2 colors (B+C, M, Y)*	US \$4,100	US \$3,770	—

\* 2 color ads are a combination of black and either cyan, magenta, or yellow.

**Ad size** Magazine size is A4 (w 210 mm x h 297mm)



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After receiving the above information, we will contact you with details.

\*The deadline is two months prior to the publication date. For example, the deadline for the May issue is the end of February.



### From the Editorial Staff:

- CONVERTECH & e-Print welcomes articles on technical developments on converting technologies from our readers.
- To have your news releases or product information published in **CONVERTECH & e-Print**, contact the editorial staff at: +81-3861-3858 or [e\\_editorial@ctiweb.co.jp](mailto:e_editorial@ctiweb.co.jp)
- For first time advertisers, combining your advertisement with an article helps to improve product attractiveness.



International Edition

# Media Kit 2011

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## CONVERTECH & e-Print

Coating, Laminating, Printing, Slitting, Functional Materials & Printable Electronics

CONVERTECH & e-Print is the only technically based informational journal in the world that focuses on micro-printing, which is central to the manufacturing technology behind electronic materials, and the various web and sheet based converting technologies, such as films and sheets (whole fabric, functionalized, and multi-layer types), metallic foils, paper and paper board, functional paper, non-woven fabric, synthetic paper, filament, steel sheets, carbon-fiber composite sheets, thin-fil glass, ceramic sheets, and foam sheets.

#### On Publishing CONVERTECH & e-Print

Changes in the world economy over the last few years have brought the international converting industry to a major turning point. Many companies are facing challenges that have forced them to reconsider past successes. These changes indicate that domestic and global markets now demand new functional capability from converted products. Two questions remain: what are these new demands and how can existing business meet them.

While markets are rapidly developing in areas outside of the US, Europe, and Japan, the developed world maintains a major share of the converting industry. On the other hand, new entrants from developing regions of the world are already producing qualities that rival established industry leaders. In this way, to maintain competitiveness compared to existing and emerging competitors, one must stay ahead of the globalizing curve by fostering new industries that meet the needs of restructured markets around the world.

CONVERTECH & e-Print is unlike any other trade journal. We focus on providing information on technological developments, such as academic research and technical descriptions from industry leaders. In this way, our journal intends to improve the technical knowledge of our subscribers, and help to foster the business conditions and strengths of our readers.

CONVERTECH & e-Print aims to be the most sophisticated converting magazine in the field and to reach all sectors of the industry.

## Editorial Content

#### Features:

Staff articles on trade shows and articles written by university professors and industry professionals on the latest topics.

#### Series:

Technical series covering all aspects of the industry, including gravure printing, coating methods, coating research, lamination, slitting, adhesives, and analytic technology.

#### Focus on:

Staff articles on the latest topics in the industry, including packaging, legal developments, and products from the user perspective.

#### E-Print:

Articles focused specifically on the topic of printable electronics

#### Information:

Includes details on forums, trade shows, and other events that serve to improve the level of the industry as a whole.

#### Media Information

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\$30 (US)/issue  
(1 issue) + shipping