Rubber World 2020 Media File

Electronic and Printed Communication for the Worldwide Rubber Industry

North America, Europe, South America, Asia, Australia, Africa
SERVING YOUR CUSTOMERS & PROSPECTS WITH TECHNICAL EDITORIAL CONTENT

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 October 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.

Rubber World
THE MOST RECOGNIZED PUBLICATION SERVING THE WIRE & 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 manufacturer of fasteners and springs and wire formed 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 manufacturing reader base.

With the complete (6) issue schedule of Wire & Cable Technology International you will get the best possible continuity and the market’s best value! Reach the exclusive audience of the market’s most requested, and largest, wire and cable manufacturing magazine. Wire & Cable Technology International, the publication that more of your customers and prospects choose as their primary source of information!

For advertising information, contact your sales staff.

Make
Rubber World
your #1 media buy.

THE MOST RECOGNIZED PUBLICATION SERVING THE WIRE & CABLE INDUSTRY

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For advertising information, contact your sales staff.
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 as well as enhanced editorial and advertising. Free of charge - Sign up today!

The Blue Book CD-ROM
Each year, the Blue Book is also offered on CD-ROM, featuring state-of-the-art capabilities for cross-referencing, indexing and searching regular Blue Book listings and more. Multimedia advertising opportunities abound as Rubber World leads the way in a new and exciting era of communication.

Rubber Red Book CD-ROM
This is the ultimate sales tool for suppliers, including over 1,100 North American Rubber Product Manufacturers. It performs customized searches, then prints out mailing labels or writes a customized letter to a specific group. This CD-ROM is capable of multiple time saving searches, label printing, exporting data and much more.

The Blue Book - Print Edition and Online Edition
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 Digital Edition.

The Spotlight Show Guide
The Spotlight gives full Rubber Expo coverage and Expo circulation of over 4,000, along with more than 5,000 copies distributed on the exhibit floor.

Rubber World ONLINE
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 Hotlinks and much more. Leading the Rubber Industry in electronic publishing.

Custom Publishing
International Elastomer Conference 2020 Show Daily
Lippincott & Peto’s custom publishing department has contracted with the Rubber Division of the American Chemical Society in publishing their “Show Daily,” along with the “Post Expo” issue. In 2020 the International Elastomer Conference will be held at the Knoxville Convention Center in Knoxville, TN.
Effective January 1, 2020

### 2020 RUBBER WORLD RATES

#### Full Run (Includes International Edition)

<table>
<thead>
<tr>
<th>Space</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>12X</th>
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<tr>
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<td>6,990</td>
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<td>5,710</td>
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<td>5,000</td>
<td>4,775</td>
<td>4,230</td>
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<tr>
<td>One-Half Page</td>
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<td>4,305</td>
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<tr>
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<td>3,580</td>
<td>3,445</td>
<td>3,365</td>
<td>2,925</td>
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<tr>
<td>One-Quarter Page</td>
<td>2,850</td>
<td>2,455</td>
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<td>2,190</td>
<td>2,065</td>
<td>1,930</td>
<td>1,695</td>
</tr>
<tr>
<td>One-Eighth Page</td>
<td>1,465</td>
<td>1,390</td>
<td>1,350</td>
<td>1,180</td>
</tr>
</tbody>
</table>

Inserts consult publisher

#### Classified Advertising

No agency commission. All classifications (except Positions Wanted) $75 per one-half inch or fraction. One 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 2-3/4" (68mm); depth of column 10" (254mm), trim size 8-1/4" x 10-7/8" (209 x 286mm); saddle stitch binding. All film, cuts or plates destroyed after one year unless otherwise instructed. No deduction or rebate for error in key number.

#### Dimensions

<table>
<thead>
<tr>
<th>Space</th>
<th>Width (Inches)</th>
<th>Depth (Millimeters)</th>
</tr>
</thead>
<tbody>
<tr>
<td>One Page</td>
<td>7-3/4&quot;</td>
<td>197 x 264mm</td>
</tr>
<tr>
<td>Two-Thirds Page</td>
<td>4-9/16&quot;</td>
<td>116 x 254mm</td>
</tr>
<tr>
<td>One-Half Page Island</td>
<td>4-9/16&quot;</td>
<td>116 x 254mm</td>
</tr>
<tr>
<td>One-Half Page</td>
<td>3-3/8&quot;</td>
<td>86 x 254mm</td>
</tr>
<tr>
<td>One-Third Page</td>
<td>2-1/8&quot;</td>
<td>51 x 254mm</td>
</tr>
<tr>
<td>One-Quarter Page</td>
<td>3-3/8&quot;</td>
<td>86 x 254mm</td>
</tr>
<tr>
<td>One-Sixth Page</td>
<td>2-1/8&quot;</td>
<td>54 x 254mm</td>
</tr>
<tr>
<td>One-Eighth Page</td>
<td>3-3/8&quot;</td>
<td>86 x 60mm</td>
</tr>
</tbody>
</table>

#### Inserts

Furnished by advertiser (or printing quotations on request). All inserts should be untrimmed. One page inserts should measure 8-3/8" x 10-3/8" (213 x 259mm). Allow 1/8" (3mm) for head trim and side trim and 5/8" (16mm) 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. Quantity required: 13,000 per issue. Ship inserts to IPC, 501 Colonial Drive, St. Joseph, MI 49085. Shipping label should include name of publication, name of advertiser, month of insertion and quantity of inserts.

#### Bleed

5% extra on space and color rates. No charge for bleed in full color 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.

#### 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 PDF. Include all fonts when sending native file. Please call 330-864-2122 if additional "Electronic Format" information is needed. 133 to 150 screen for inside pages and cover. Body and cover printed sheetfed offset. Furnish advertiser’s proof; otherwise reproduction quality is at advertiser’s risk. For matched color pages, supply proof to permit printer to match color samples.

#### Issuance and Closing Dates

Published 12 times a year. Issued on fifteenth 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 DK 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 positions. 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 are 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 on shipping inserts.) Please include identification ad proof with reproduction material.

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**Color Rates**

- All AAAA and Matched colors: $1,300
- 4 color, per page: $2,600
- Color, per spread: $4,600

Metallic inks: Rates on request
<table>
<thead>
<tr>
<th>ISSUE</th>
<th>EMPHASIS ISSUES</th>
<th>SPECIAL ISSUES OR FEATURES</th>
<th>MEETING ISSUES</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY</td>
<td>Testing &amp; Instruments (Suppliers Directory)</td>
<td>Silicone &amp; Medical Update</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Closes 12-10-19</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FEBRUARY</td>
<td>Carbon Black, Silica &amp; Reinforcing Materials</td>
<td>OIL, GAS &amp; ENERGY</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Closes 1-15-20</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MARCH</td>
<td>Custom Mixing &amp; Compounding (Suppliers Directory)</td>
<td>Silicone &amp; Medical Update</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Closes 2-14-20</td>
<td></td>
<td></td>
</tr>
<tr>
<td>APRIL</td>
<td>Automotive Elastomers &amp; Parts</td>
<td>OIL, GAS &amp; ENERGY</td>
<td>Rubber Division Spring Technical Meeting</td>
</tr>
<tr>
<td></td>
<td>Closes 3-13-20</td>
<td></td>
<td>(Bonus Distribution)</td>
</tr>
<tr>
<td>MAY</td>
<td>Extrusion</td>
<td>Silicone &amp; Medical Update</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Closes 4-15-20</td>
<td></td>
<td></td>
</tr>
<tr>
<td>JUNE</td>
<td>Silicone/Liquid Silicone/Medical</td>
<td>OIL, GAS &amp; ENERGY</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Closes 5-15-20</td>
<td></td>
<td></td>
</tr>
<tr>
<td>JULY</td>
<td>Machinery &amp; Equipment (Suppliers Directory)</td>
<td>Silicone &amp; Medical Update</td>
<td>* Free Corporate Profile</td>
</tr>
<tr>
<td></td>
<td>Closes 6-15-20</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AUGUST</td>
<td>Chemicals &amp; Materials</td>
<td>OIL, GAS &amp; ENERGY</td>
<td>* Free Corporate Profile</td>
</tr>
<tr>
<td></td>
<td>Closes 7-15-20</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td>Tire Technology/Retreading</td>
<td>Silicone &amp; Medical Update</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Closes 8-14-20</td>
<td></td>
<td></td>
</tr>
<tr>
<td>OCTOBER</td>
<td>THERMOPLASTIC ELASTOMERS/URETHANES</td>
<td>OIL, GAS &amp; ENERGY</td>
<td>International Elastomer Conference</td>
</tr>
<tr>
<td></td>
<td>Closes 9-11-20</td>
<td></td>
<td>(Bonus Distribution)</td>
</tr>
<tr>
<td>NOVEMBER</td>
<td>Natural Rubber &amp; Latex</td>
<td>Silicone &amp; Medical Update</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Closes 10-15-20</td>
<td></td>
<td></td>
</tr>
<tr>
<td>DECEMBER</td>
<td>Molding (Suppliers Directory)</td>
<td>OIL, GAS &amp; ENERGY</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Closes 11-13-20</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Full page Advertisers get a free Corporate Profile page in July and August
INTernational Elastomer Conference 2020...Spotlight Your Exhibit

Complete listings of the International Elastomer Conference 2020 exhibitors combined with the largest circulation and distribution will guarantee the success of your exhibit.

Reach all expo attendees
A pocket guide that 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: September 15, 2020

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:
  - Full page: 3-3/4” x 7-5/8”
  - 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 2020

Published by Rubber World Magazine
OFFICIAL DAILY PUBLICATIONS OF THE IEC 2020

Produced for the Rubber Division, ACS by Rubber World magazine

Promote your company and exhibit to 4000+ attendees of
2020 INTERNATIONAL ELASTOMER CONFERENCE
Featuring the Expo, 198th Technical Meeting & Educational Symposium
October 20-22, 2020, Knoxville Convention Center, Knoxville, TN

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

International Elastomer Conference Show Daily is 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 Show Daily will capture the highlights of the IEC 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

<table>
<thead>
<tr>
<th>Format</th>
<th>Rate</th>
<th>Dates</th>
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</thead>
<tbody>
<tr>
<td>Tabloid (Back Cover)</td>
<td>$9,750</td>
<td>Ad Orders: August 5, 2020</td>
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<tr>
<td>Tabloid page (10-7/8&quot; X 14-3/8&quot;)</td>
<td>$6,950</td>
<td>Advance Editorial: August 5, 2020</td>
</tr>
<tr>
<td>7” x 10”</td>
<td>$5,500</td>
<td>Ad Materials: August 24, 2020</td>
</tr>
<tr>
<td>10” x 2” Cover banner</td>
<td>$5,850</td>
<td></td>
</tr>
<tr>
<td>5” x 7” (Island)</td>
<td>$3,750</td>
<td></td>
</tr>
<tr>
<td>5” x 5” (Square)</td>
<td>$2,350</td>
<td></td>
</tr>
</tbody>
</table>

For more information contact:
Dennis Kennelly, Dennis@rubberworld.com
Mike Dies, Mike@rubberworld.com
Phone: 330-864-2122
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

2020 Red Book & Blue Book Rates

Space 1X Call for discounts on multiple ads
One Page $5,990
Two-Thirds 4,910
One-Half 3,720
One-Third 2,770
One-Quarter 2,250
One-Sixth 1,760

Color Rates
Standard AAAAA 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

CLOSING DATE: March 14th, 2020
PUBLISHED IN: April 2020
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.

- Digital Edition of Rubber World Magazine each month, with bonus content included.
- Site of the Week now included in our Hotlinks program.
- 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 Sponser - 580 x 80 px
Calendar Events Sponser - 280 px wide
Page column - 280 px wide
Right Column Inch Ads - 280 px wide

INDUSTRY NEWS DELIVERED DAILY TO YOUR INBOX

Banner Advertising Available

Rubber World’s Daily News 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 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 Sponser - 500 x 75 px
Right Column Inch Ads - 190 px wide
ABSOLUTELY the BEST VALUE in the Rubber Industry!

For ONLY $1,200 you get:

1. A 1/2 page 4 color profile of your website in the issue of your choice.
2. Hotlinks page
3. Your site is listed on Rubber World's Industry links (www.rubberworld.com) for one year
4. Your website listed on Rubber World home page for 1 week

$1,200.00 per year
July

For Machinery & Equipment Advertisers

The CLEAR CHOICE for Rubber Rheology

The all new DMA offers advanced rubber rheology features:
- An ultrasonic shear transducer and direct drive motor
- Powerful motor for the highest combination of strain and frequency
- State-of-the-art electronics with advanced Fourier transform data analysis
- Seamless software for instrument control and user-friendly data analysis

Discover More

Discover DSC
- Patented Diffusion Bonded DSC Cell
- Fourier transform for industry leading sensitivity & resolution
- Measurement of Heat Capacity in a single run (DSC/T) (C)

Discover TGA
- Advanced software for instrument control
- Advanced electronics with advanced data analysis
- Seamless software for instrument control and user-friendly data analysis

www.tainstruments.com

Advertisers who run a full page ad in either issue earn a Free Corporate Profile in the same issue. Corporate Profiles will run opposite the company’s advertising to provide the impact of a two-page 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.

August

For Chemical & Material Advertisers

Innovation, Integrity, Embedded Value . . .

It's What's At Our Core.

Look beneath the surface of HollyFrontier Oils and what do you see embedded in every drop? More profit opportunities for you.

- Expanded Sunpar® 2280 production, providing a wider range and deeper supply of heavy grades.
- Flexible feedstock control and higher aromatics yields of aromatics oils, increasing solvency
- Improved feedstock flexibility with lower aromatics.
- Enhanced feedstock control and improved aromatics yields of aromatics oils, increasing solvency
- Improved feedstock flexibility with lower aromatics.

HollyFrontier is more than premier oil. It's the responsible way we do business. Our core values: integrity, innovation and commitment are all embedded in every drop? More profit opportunities for you.

Please visit us at HollyFrontier Booth #421 at the ITEC Conference.

#421 at the ITEC Conference.

The CLEAR CHOICE for Rubber Rheology

The all new DMA offers advanced rubber rheology features:
- An ultrasonic shear transducer and direct drive motor
- Powerful motor for the highest combination of strain and frequency
- State-of-the-art electronics with advanced Fourier transform data analysis
- Seamless software for instrument control and user-friendly data analysis

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- Personnel
- Expansions

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Rubber & Tire Digest

A Bi-Monthly Magazine for Rubber & Tire Industries in Asia & Africa

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<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
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</tr>
</tbody>
</table>

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<table>
<thead>
<tr>
<th>Month</th>
<th>Focus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feb/Mar</td>
<td>Molding, Extrusion &amp; Mixing</td>
</tr>
<tr>
<td>Apr/May</td>
<td>Chemicals &amp; Materials</td>
</tr>
<tr>
<td>Jun/Jul</td>
<td>Machinery &amp; Equipment</td>
</tr>
<tr>
<td>Aug/Sept</td>
<td>Tire Technology</td>
</tr>
<tr>
<td>Oct/Nov</td>
<td>Natural Rubber &amp; Latex</td>
</tr>
<tr>
<td>Dec/Jan</td>
<td>Rubber Recycling &amp; Rubber Testing</td>
</tr>
</tbody>
</table>

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