2021-2022 Media Kit

Digital and print media business solutions designed by and for the thermoforming industry
Who We Are

The Thermoforming Division is a technical chapter of the Society of Plastics Engineers (SPE). SPE was formed in Detroit in 1942, and the Thermoforming Division began with just nine members in 1976. SPE and its separately incorporated chapters – like the Thermoforming Division – are nonprofit organizations under the IRS’s 501 (c) (3) Revenue Code.

Individuals, not companies, are members of SPE. SPE Members pay annual membership dues based on their career stage, and student membership in SPE is free.

Who Are We?

We are a mostly volunteer army with day jobs in the thermoforming or vertical industries. We are entrepreneurs, engineers, sales and marketing professionals, shop floor staff, machinists and corporate executives. We are processors, OEMs, manufacturers and resellers of machinery, resin suppliers, students and academia, consultants and employees of companies: large and small, and everything in between. As a global organization, we have members in 30 countries, but more than half of our membership is based in North America. Our members are college students, young professionals just embarking on their careers, seasoned professionals and emeritus members, who have been a part of SPE for at least 25 years.

The SPE Thermoforming Division community provides education and networking opportunities that can’t be found anywhere else.

Mission Statement

Our mission is to facilitate the advancement of thermoforming technologies through education, application, promotion and research.

Where To Find Us:

Web: https://thermoformingdivision.com

@SPEThermo on Twitter

SPE Thermoforming Division on LinkedIn

Contact:

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T: 224-234-8275

Cover photo images courtesy of Plastics Unlimited and MAAC Machinery.
Metrics

Membership by Region

Website Visitors:

Website Visitors by Region:

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Americas</td>
<td>35%</td>
</tr>
<tr>
<td>Asia</td>
<td>31%</td>
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<tr>
<td>Europe</td>
<td>20%</td>
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<td>Africa</td>
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<tr>
<td>Other</td>
<td>4%</td>
</tr>
<tr>
<td>Oceania</td>
<td>2%</td>
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</tbody>
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## Digital Media Options

### Promoted Social Posts
- **The Division has the largest followings specifically designed for the thermoforming industry in its LinkedIn Group and Twitter feed! Using a promoted post, deliver your message to a unique and qualified audience.**
- **Available Opportunities:** One post on LinkedIn Group/Twitter Feed
- **Availability:** Monthly
- **Price:** $250

### Website Sponsor
- **Sponsor the Division's website for one year! This cost-effective strategy will direct visitors' eyes to your logo and redirect to the URL of your choice. Your logo and link will reside on the Division’s homepage: https://thermoformingdivision.com**
- **Available Opportunities:** Unlimited
- **Availability:** Annual
- **Price:** $400

### Quarterly e-Newsletter
- **The Thermoforming Division will publish a new quarterly e-newsletter including industry-specific content that’s entirely separate from SPE Thermoforming Quarterly magazine. Two advertising opportunities are available: 1). a banner ad directly below the masthead of the e-newsletter; and 2). a display ad in the body of the e-newsletter, located above the fold.**
- **Available Opportunities:** Two advertising opportunities
- **Availability:** Quarterly: July, October, January, April
- **Price:** $500 each

### Sponsored Email
- **Deliver your message directly to our our targeted audience of processors, suppliers, engineers, designers, and business owners!**
- **Available Opportunities:** One exclusive sponsorship
- **Availability:** Monthly
- **Price:** $500 each

### Website Advertising
- **Two locations are available on the Division’s homepage, https://thermoformingdivision.com: both are located above the fold.**
- **Available Opportunities:** Two per quarter on the homepage
- **Availability:** Rotate Quarterly
- **Price:** $500 each

### Webinars
- **The Thermoforming Division hosts educational webinars on a quarterly basis. Topics vary by event, and sponsorship includes the attendee list with email addresses.**
- **Available Opportunities:** One per quarter
- **Availability:** June, November, January, June
- **Price:** $2500 each

### Print Media
#### SPE Thermoforming Quarterly Magazine
- **SPE Thermoforming Quarterly is an award-winning print and digital magazine published in February, May, August and November. Your print and online advertisement will reach influencers and decision-makers around the globe. The printed magazine is mailed to North American members, and emailed digitally to all members. A PDF of the magazine also resides on the Thermoforming Division’s website, thermoformingdivision.com. All 4x sponsorships include the website sponsorship (above) for one year at no charge!**
- **Available Opportunities:** Unlimited
- **Availability:** Quarterly: August, November, February, May
- **Price:**
  - Bronze: 3.65” x 1”, $1,175 / $295
  - Silver: 3.65” x 4”, $2,800 / $700
  - Gold: 7.5” x 4” or 3.65” x 8”, $4,700 / $1,175
  - Titanium: Full Page - 8” x 10.5”, no bleed, $5,200 / $1,300
  - Platinum: Cover - 8.75” x 11.25”, includes bleed, $5,700 / N/A
- **Note:** All 4x sponsorships include the website sponsorship (above) for one year at no charge.

### Belly Bands
- **A belly band, also known as a cover wrap, is made of paper and wraps around the outside of the cover of the magazine. Held together by adhesive, readers must interact with belly bands because they must remove it to open the magazine. Belly bands are perfect for product launches, announcements, and other types of special messaging.**
- **Available Opportunities:** One per quarter
- **Availability:** Quarterly: August, November, February, May
- **Price:** $1,100

### Advertorial
- **Advertorials are advertisements presented as editorial content in the form of an article. These articles may include tradenames and commercial content (unlike the technical articles published in the magazine).**
- **Available Opportunities:** Two per quarter; one page minimum and two page limit
- **Availability:** Quarterly: August, November, February, May
- **Price:** $1,300 per page

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*Dates are subject to change without notice

**The Thermoforming Division reserves the right to approve all content prior to deployment.

***Offerings are subject to change without notice.*
Current and Prior Sponsors

Angle Tool
Assured Automation
Brown Machine Group
CMT Materials
Davis-Standard/TSL
Formed Plastics
GN Thermoforming Equipment
ILLIG
Innovative Laminations Company
Irwin Research & Development
Joslyn Manufacturing
Kiefel, The Brueckner Group
Kiefer
MAAC Machine
OMG
Plastic Components, Inc.
Plastics Machinery Group
Polyscope Polymers BV
Portage Casting & Mold
Profile Plastics
PTi
Schell Plastics
SEKISUI KYDEX

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