



RESOURCE  
RECYCLING

# MEDIA KIT 2018

Resource Recycling, Inc. produces three critical industry conferences annually. We offer sponsorship, exhibiting and advertising opportunities that provide your organization with a cost-effective way to promote your products and services, establish your brand, build new business relationships, and secure your position as a leader in the industry.

## PLASTICS RECYCLING · 2018

FEBRUARY 19-21, 2018 • GAYLORD OPRYLAND • NASHVILLE, TN

Plastics Recycling 2018 is the focal point for the increasingly complex and international plastics recycling industry. The event brings together plastics reclaimers, equipment manufacturers, brand owners, brokers, government officials and leading sustainability voices from around the globe to deepen connections.

Plastics Recycling 2018 is the must-attend conference for the plastics recycling industry.

*"The conference was GREAT! The speakers were on point, accommodations at the hotel were good, the reception networking and music were fun – all around great conference."*

Sponsorships start at **\$1,750** and exhibiting opportunities start at **\$2,370**. Most sponsorships include exhibit space.

For more information on sponsorship or exhibiting, visit [plasticsrecycling.com](http://plasticsrecycling.com).

## E-SCRAP 2018

OCTOBER 9-11, 2018 • HYATT REGENCY • NEW ORLEANS

E-Scrap 2018 brings together industry groups and organizations, electronics scrap processors, generators of e-scrap, electronics manufacturers, end users of recovered materials, scrap buyers and brokers, recycling business managers, and waste haulers.

E-Scrap 2018 is where the electronics recycling meets.

*"The 2017 conference was the best organized show I have attended in my 34 years of doing this. Congrats on a well-organized show and we will be back in 2018 for New Orleans."*

Sponsorships start at **\$2,750** and exhibiting opportunities start at **\$2,370**. Most sponsorships include exhibit space.

For more information on sponsorship or exhibiting, visit [e-scrapconference.com](http://e-scrapconference.com).

## RESOURCE RECYCLING CONFERENCE

OCTOBER 22-24, 2018 • HYATT REGENCY ST. LOUIS AT THE ARCH • ST. LOUIS

The Resource Recycling Conference, in partnership with the National Recycling Coalition, is the must-attend conference for the recycling industry's most influential policy leaders, CEOs and government officials. The conference shines a light on the topics most relevant to recycling and compost professionals.

*"I was very impressed with the conference – the sessions proved to be very valuable discussions and the logistics of the event were fabulous We look forward to being an even larger part of the event next year."*

Sponsorships start at **\$1,250** and exhibiting opportunities start at **\$1,500**. Most sponsorships include exhibit space.

For more information on sponsorship or exhibiting, visit [rrconference.com](http://rrconference.com).

MONTH	FEATURES	BONUS DISTRIBUTION	INSERTION	ARTWORK DUE
JANUARY	Recycling Data Organics/Compost Equipment Focus: Balers	Compost 2018, Recycle Florida Today Conference, Maryland Association for Environmental and Outdoor Education Conference, Global Waste Management Symposium	DEC 12	DEC 15
FEBRUARY	Plastics Education & Outreach Commercial Recycling	Plastics Recycling 2018, Wisconsin Integrated Resource Management Conference, Southeast Recycling Conference, SWANA Road to Zero Waste Conference, International Conference on Solid Waste Technology and Management, Measurement Matters Summit	JAN 17	JAN 19
MARCH	Paper Sustainable Materials Management Tire Recycling	Carolina Recycling Association Conference	FEB 21	FEB 23
APRIL	Steel Recycling Equipment Focus: Screens Recycling Markets	Institute of Scrap Recycling Industries Convention, Waste Expo, NPE The Plastics Show	MAR 14	MAR 16
MAY	Beyond Curbside Reuse Electronics	Washington State Recycling Association Conference, Michigan Recycling Coalition Conference, Environmental Show of the South, Association of Oregon Recyclers Conference	APR 25	APR 27
JUNE	Wood Recovery Safety Materials Processing	Air and Waste Management Association Conference	MAY 23	MAY 25
JULY	Resource Recycling's Annual Equipment Buyers' Guide	PROP Organics and Recycling Conference, California Resource Recovery Association Conference	JUN 19	JUN 21
AUGUST	Glass Contamination Global Recycling	WasteCon, Missouri Recycling Association Conference, Georgia Recycling Coalition Conference, Recycling Council of Alberta Waste Reduction Conference	JUL 11	JUL 13
SEPTEMBER	Plastics Equipment Focus: Sortation Product Stewardship	E-Scrap 2018, Arkansas Recycling Coalition Conference New Mexico Recycling and Solid Waste Conference, Recycling Association of Minnesota-SWANA Conference, ReuseConex	AUG 15	AUG 17
OCTOBER	Fiber/OCC Single-Stream Harnessing Data	Resource Recycling Conference, Canadian Waste & Recycling Expo, Electronics Reuse Conference, 2018 Texas Recycling Summit	SEP 26	SEP 28
NOVEMBER	Vehicle Tech Multi-Family Collection Mastering Messaging	SERDC Recycling Forum	OCT 24	OCT 26
DECEMBER	Non-Ferrous Metals Contracts & Negotiations The Future of Recycling		NOV 19	NOV 21

*Resource Recycling is distributed at large trade shows and association conferences. Shows known at press time are listed. Editorial topics and distribution are subject to change due to unforeseen circumstances.*

### SUBSCRIBER PROFILE

For the six-month period ending June 2017, Resource Recycling's average qualified circulation was 12,369 (BPA June 2017 Brand Report):

#### MAY 2017 QUALIFIED CIRCULATION:

Recycling and Composting Businesses	7,526	59.3%
Government Agencies	1,873	14.8%
Waste Haulers and Other Waste Services	1,360	10.7%
Others Allied to the Field	1,289	10.2%
Organizations and Trade Associations	371	2.9%
Waste Generators	271	2.1%
<b>TOTAL</b>	<b>12,690</b>	<b>100.0%</b>

Source: Resource Recycling June 2017 BPA Brand Report

**EFFECTIVE AND ECONOMICAL**

Our low rates and strong readership make Resource Recycling a very cost-effective advertising buy. All display ad rates are commissionable to recognized advertising agencies at 15 percent.



**FOUR-COLOR RATES**

DISPLAY ADS	1X	3X	6X	12X
Full page	\$2,700	\$2,365	\$2,075	\$1,830
2/3 page	2,355	2,080	1,815	1,615
1/2 page island	2,140	1,915	1,690	1,525
1/2 page standard	1,975	1,720	1,585	1,445
1/3 page	1,600	1,465	1,355	1,260
1/4 page	1,455	1,335	1,225	1,155
1/6 page	1,320	1,220	1,115	1,050

**FOUR-COLOR SPECIAL POSITIONS**

INSIDE FRONT COVER  
PAGE 1 OR 2  
INSIDE BACK COVER  
BACK COVER

**6x**  
**\$2,700**

**12x**  
**\$2,365**

For other positions, add 10 percent on space and color costs.

**BLACK AND WHITE RATES**

DISPLAY ADS	1X	3X	6X	12X
Full page	\$2,020	\$1,685	\$1,395	\$1,150
2/3 page	1,670	1,400	1,135	935
1/2 page island	1,460	1,235	1,010	845
1/2 page standard	1,295	1,040	905	765
1/3 page	920	785	675	580
1/4 page	775	655	545	475
1/6 page	640	540	435	370

► **SEE PAGE 11 FOR INFORMATION ON FILE REQUIREMENTS AND AD DIMENSIONS.**

**CONTACT ADVERTISING DIRECTOR RICK DOWNING TODAY!**  
Phone: 440.257.6453 | Fax: 440.257.6459 | E-mail: rickdowning@oh.rr.com

► The Resource Recycling weekly e-news is delivered to thousands of in-boxes each week, linking industry decision-makers to our must-read reports on the latest recycling news and trends. A variety of ad opportunities are available within the e-news email itself as well as on the stories housed on our recently revamped website.

**CONTACT AD DIRECTOR RICK DOWNING FOR ALL THE DETAILS AT RICKDOWNING@OH.RR.COM**

**ELECTRONIC NEWSLETTER**



**TOP BANNER**  
600 pixels x 120 pixels

**SPONSORSHIP BANNER**  
590 pixels x 250 pixels

**TOP BANNER**  
600 pixels x 120 pixels

**RECTANGLE BANNER**  
300 pixels x 250 pixels

**WEBSITE**



**TOP BANNER**  
600 pixels x 120 pixels

**RECTANGLE BANNER**  
300 pixels x 250 pixels

**ONLINE AD RATES**

**SPONSORSHIP BANNER**

590 pixels x 250 pixels

**\$2,145 for 4 weeks**

**\$5,475 for 12 weeks**

**\$10,300 for 24 weeks**

This includes a banner placement above the table of contents as well as the last banner placement in the issue sponsored.

**TOP BANNER**

600 pixels x 120 pixels

**\$1,070 for 4 weeks**

**\$2,740 for 12 weeks**

**\$5,150 for 24 weeks**

**RECTANGLE BANNER**

300 pixels x 250 pixels

**\$755 for 4 weeks**

**\$1,920 for 12 weeks**

**\$3,600 for 24 weeks**

**\$6,760 for 48 weeks**

**DISCOUNTS**

- Receive a 20% discount on e-newsletter ads for buying at least \$2,500 in print ads in Resource Recycling magazine.
- Sponsors of the Resource Recycling Conference will receive a 10% discount on e-newsletter ads.



### HOW TO REACH THE E-SCRAP RECYCLING INDUSTRY

Scrap electronics recycling can easily be described as the frontier of the recycling world. For over a decade, E-Scrap News has been the definitive source of information for e-scrap collectors, refurbishers, processors, brokers and industry professionals looking to navigate this rapidly evolving industry.

E-Scrap News reaches over 12,000 unique readers each week through its electronic newsletter and has a guaranteed 6,500 subscribers to its quarterly magazine.

The 2018 E-Scrap Conference will be held October 9-11 in New Orleans. The 2017 conference attracted more than 1,250 attendees from over 35 countries, and featured over 125 exhibitors. More information is available at [e-scrapconference.com](http://e-scrapconference.com).

PRINT ADVERTISING RATES				
AD	FOUR-COLOR (1X)	FOUR-COLOR (4X)	BLACK & WHITE (1X)	BLACK & WHITE (4X)
FULL PAGE	\$1,505	\$1,380	\$995	\$870
1/2 (ISLAND)	1,225	1,150	715	640
1/2 (STANDARD)	1,115	1,020	605	510
1/3 PAGE	1,015	945	505	435
1/4 PAGE	970	895	460	385
1/6 PAGE	910	840	400	330

PRINT ADVERTISING CLOSING DATES		
ISSUE	INSERTION	ARTWORK DUE
MARCH	MAR 7	MAR 9
JUNE	JUN 6	JUN 8
SEPTEMBER	SEP 8	SEP 10
DECEMBER	DEC 5	DEC 7

### ELECTRONICS RECYCLING FACTS

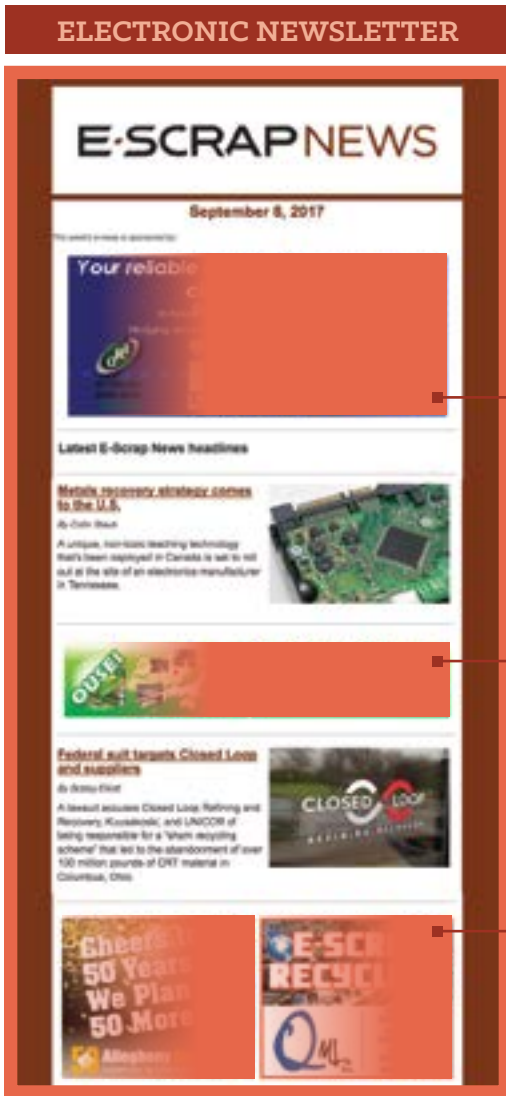
- According to the U.S. EPA, electronics make up 2 percent of the MSW stream.
- Currently, 25 states and Washington, D.C. have electronics recovery programs.
- The U.S. e-scrap processing industry is valued at \$20.6 billion and employs 45,000 workers.
- It is estimated that 5 million tons of electronics are annually processed.

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 Phone: 440.257.6453 | Fax: 440.257.6459 | E-mail: [rickdowning@oh.rr.com](mailto:rickdowning@oh.rr.com)

► The E-Scrap News weekly e-news is delivered to thousands of in-boxes each week, linking industry decision-makers to our must-read reports on the latest recycling news and trends. A variety of ad opportunities are available within the e-news email itself as well as on the stories housed on our recently revamped website.

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**WEBSITE**

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- Sponsors of E-Scrap 2018 will receive a 10% discount on e-newsletter ads.



### HOW TO REACH THE PLASTICS RECYCLING INDUSTRY

Plastics recycling is a diverse, technically demanding field and is evolving along with innovations in packaging and material science. Focusing on plastic markets, sorting, technology, policy and many other issues, Plastics Recycling Update is the only publication focused exclusively on the North American plastics recycling industry. The publication reaches over 16,500 unique readers each week through its electronic newsletter and has a guaranteed 6,470 subscribers to its quarterly magazine.

The 2018 Plastics Recycling Conference will be held February 19-21 in Nashville, Tennessee and is the only national conference dedicated to plastics recycling. The 2017 conference brought together roughly 1,700 attendees from 40 countries and featured over 200 exhibitors. More information is available at [plasticsrecycling.com](http://plasticsrecycling.com).

PRINT ADVERTISING RATES				
AD	FOUR-COLOR (1X)	FOUR-COLOR (4X)	BLACK & WHITE (1X)	BLACK & WHITE (4X)
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### PLASTICS RECYCLING FACTS

- In 2014, total U.S. plastic bottle recycling topped the 3 billion pound mark for the first time, and the plastic bottle recycling rate was just under 32 percent.
- Roughly 3.5 million tons of post-industrial and post-consumer plastics were recycled in the U.S. in 2014.
- Americans generate an estimated \$730 million in recycled plastic bottles annually.

PRINT ADVERTISING CLOSING DATES		
ISSUE	INSERTION	ARTWORK DUE
FEBRUARY	JAN 10	JAN 12
MAY	MAY 9	MAY 11
AUGUST	JUL 25	JUL 27
NOVEMBER	NOV 7	NOV 9

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**DISCOUNTS**

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- Sponsors of Plastics Recycling 2018 will receive a 10% discount on e-newsletter ads.

► ADDITIONAL OPPORTUNITIES FOR **ALL PUBLICATIONS**

## INFORMATION ABOUT SHOWCASE ADS AND CLASSIFIEDS

These include free internet exposure

### EQUIPMENT/PRODUCT SHOWCASE

A marketplace for promoting equipment for sale, recovery materials wanted, parts and maintenance services – you name it!

### ELECTRONICS RECYCLING SHOWCASE

A section for electronics scrap recycling. Feature your brokerage or processing services and equipment for this fast-growing recycling industry sector.

### PLASTICS RECYCLING SHOWCASE

A special section dedicated to plastics recycling. Ideal for buyers and sellers of scrap plastics, plus equipment manufacturers and dealers that serve processors.

### PROFESSIONAL SHOWCASE

Market your consulting and professional services as well as composting businesses and agencies.

### CLASSIFIED ADVERTISING TEXT-ONLY AD

Just \$35 for the first 25 words and 75 cents per word thereafter.  
*100 word maximum.*

To receive a quote on your ad, simply fax it to Rick Downing at 440.257.6459, or send by email to: [rickdowning@oh.rr.com](mailto:rickdowning@oh.rr.com).

### SHOWCASE RATES

*Cost per column inch, max 4 column inches (not agency commissionable).*

#### 1-INCH SHOWCASE

2.25" x 1.25"

##### BLACK & WHITE

1X **\$75** | 6X **\$65** | 12X\* **\$55**

##### FOUR-COLOR

1X **\$150** | 6X **\$140** | 12X\* **\$130**

#### 2-INCH SHOWCASE

2.25" x 2.25"

##### BLACK & WHITE

1X **\$150** | 6X **\$130** | 12X\* **\$110**

##### FOUR-COLOR

1X **\$225** | 6X **\$205** | 12X\* **\$185**

#### 3-INCH SHOWCASE

2.25" x 4"

##### BLACK & WHITE

1X **\$225** | 6X **\$195** | 12X\* **\$165**

##### FOUR-COLOR

1X **\$300** | 6X **\$270** | 12X\* **\$240**

#### 4-INCH SHOWCASE

2.25" x 5" or 5" x 2.25"

##### BLACK & WHITE

1X **\$300** | 6X **\$260** | 12X\* **\$220**

##### FOUR-COLOR

1X **\$375** | 6X **\$335** | 12X\* **\$295**

\*or monthly

### FREQUENCY DISCOUNTS

	B&W	COLOR
1X to 5X	\$75	\$150
6X to 11X	65	140
12X	55	130

■ ADVERTISER'S SHOWCASE

1-INCH SHOWCASE  
2.25" X 1.25"

4-INCH SHOWCASE (HORIZONTAL)  
5" X 2.25"

2-INCH SHOWCASE  
2.25" X 2.25"

3-INCH SHOWCASE  
2.25" X 4"

4-INCH SHOWCASE (VERTICAL)  
5" X 2.25"

RESOURCE-RECYCLING.COM | OCTOBER 2018 55

*Mockup Showcase ad page for purposes of ad placement examples.*

► To schedule your ad, contact Rick Downing at 440.257.6453 or email [RickDowning@oh.rr.com](mailto:RickDowning@oh.rr.com)

## ADVERTISING DIMENSIONS

ADVERTISEMENT	SIZE
Full (include .125" bleed)	8.375" x 10.875"
2/3 vertical	5" x 10"
1/2 island	5" x 7.5"
1/2 standard vertical	3.625" x 10"
1/2 standard horizontal	7.5" x 5"
1/3 vertical	2.375" x 10"
1/3 horizontal	7.5" x 3.125"
1/3 square	5" x 5"
1/4 vertical	3.625" x 5"
1/4 horizontal	5" x 3.625"
1/6 vertical	2.375" x 5"
1/6 horizontal	5" x 2.375"
SHOWCASE	
1-inch	2.25" x 1.25"
2-inch	2.25" x 2.25"
3-inch	2.25" x 4"
4-inch vertical	2.25" x 5"
4-inch horizontal	5" x 2.25"

### IMPORTANT INFORMATION

Please prepare your ads to these specifications to ensure quality reproduction and to avoid additional costs.

PDF files in Acrobat 4.0 or higher, all fonts embedded or outlined, based on high-resolution artwork 300 DPI and CMYK. WE DO NOT PRINT SPOT COLORS. SPOT COLORS MUST BE CONVERTED TO CMYK (PROCESS COLOR). Spot colors not converted and used with transparency effects may not print as expected. Full-page PDF ads that bleed must be 8.5 x 11 inches. This includes a .125 inch bleed on all four sides.

### GETTING YOUR FILE TO US:

► **Email (preferred):** Send your file to [tori@resource-recycling.com](mailto:tori@resource-recycling.com). Include your company name and ad size.

Note: Files can be sent as email attachments up to 25 MB.

► **File Transfer Server:** Log on at <ftp.resource-recycling.com>  
**username:** [graphics@resource-recycling.com](mailto:graphics@resource-recycling.com)  
**password:** #RR-Submission#

Then send an email to [tori@resource-recycling.com](mailto:tori@resource-recycling.com). Please indicate in the subject line the company name for the ad being sent and contact information.

► **DropBox:** Files can also be sent using DropBox by sending a link to the DropBox folder to [tori@resource-recycling.com](mailto:tori@resource-recycling.com)

### GRAPHICS TIPS

- High-resolution PDF, TIFF, EPS or AI file at 300 DPI
- High-resolution black and white line art TIFF at 600 DPI
- Use CMYK and/or Pantone (PMS) colors from process
- Embed all fonts used
- In Illustrator, turn text into outlines and save as a PDF, EPS or AI file

### SUPPORTED PROGRAMS

Adobe CS5, CS6, and CC  
 Acrobat, InDesign,  
 Photoshop, Illustrator

### PROGRAMS NOT SUPPORTED

Microsoft Word  
 Microsoft Publisher  
 Corel Painter

## GENERAL POLICIES

### AGENCY COMMISSION

Advertisers and their advertising agencies are jointly responsible for payment of all insertions. Recognized agencies are allowed 15 percent on space reservations and color only, based on supplying digital material and the account being paid within 30 days.

### PAYMENT TERMS

Net 30 days past due accounts will be billed 1.5 percent interest per month. Five percent discount for prepayment is allowed. Production charges are not included in the advertising rates. Resource Recycling, Inc. reserves the right to require payment in advance from advertisers that have not made payments on time. For the Professional Services and Classified sections, payment in advance is required.

### SHORT RATES AND REBATES

If, within a 12-month period from the date of first insertion, advertisers do not use the number of insertions on which their billings have been based, the rate applicable for the amount of space actually placed will apply retroactive to the first insertion. Advertisers will receive a rebate if they have used sufficient additional insertions to warrant a lower rate.

### CANCELLATIONS

No cancellations accepted after the closing deadline. Advertiser must pay full charges for the space.

### PUBLISHER'S COPY PROTECTIONS AND DISCLAIMER CLAUSE

Advertisers and advertising agencies assume liability for all content of advertisements printed, as well as assume responsibility for any claims or expense arising therefrom made against the publisher. No discriminatory advertising is accepted. Advertisements may not simulate the publication format. Furthermore, the publisher may place the word "advertisement" on copy that could appear to be editorial matter. The publisher is not liable for delays in delivery and/or nondelivery in the event of any condition beyond the control of the publisher.

## **ADVERTISING OFFICE**

(For all advertising orders, sales  
and service except artwork)

### **RICK DOWNING**

rickdowning@oh.rr.com

440.257.6453 Phone

440.257.6459 Fax

Rick Downing & Associates  
6075 Hopkins Rd.  
Mentor, OH 44060-2207

## **PUBLISHING OFFICE**

(Send only advertising artwork  
and press releases)

ads@resource-recycling.com

503.233.1305 Phone

503.233.1356 Fax

P.O. Box 42270  
Portland, OR 97242-0270

COURIER:  
600 SE Powell Blvd.  
Portland, OR 97202-0270

**RESOURCE  
RECYCLING**

[www.resource-recycling.com](http://www.resource-recycling.com)