

**RESOURCE**  
RECYCLING, INC. **MEDIA KIT 2019**

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 CONFERENCE

**MARCH 11-13, 2019 • GAYLORD NATIONAL RESORT & CONVENTION CENTER  
JUST OUTSIDE OF WASHINGTON, D.C.**

The 2019 Plastics Recycling Conference 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.

The Plastics Recycling Conference 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 **\$2,475**. Most sponsorships include exhibit space.

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

## E-SCRAP CONFERENCE

**SEPTEMBER 23-25, 2019 • HILTON ORLANDO • ORLANDO, FL**

The 2019 E-Scrap Conference 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.

The E-Scrap Conference is where the electronics recycling meets.

"This 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 next year."

Sponsorships start at **\$3,750** and exhibiting opportunities start at **\$2,475**. Most sponsorships include exhibit space.

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

## RESOURCE RECYCLING CONFERENCE

**AUGUST 26-28, 2019 • SHERATON • NEW ORLEANS**

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).

## EDITORIAL CALENDAR

MONTH	FEATURES	BONUS DISTRIBUTION	INSERTION	ARTWORK DUE
JANUARY	Organics Best Practices Recycling Market Development Equipment Focus: Shredders	Compost 2019, Maryland Association for Environmental and Outdoor Education Conference	DEC 14	DEC 17
FEBRUARY	Plastics Commercial Recycling Contamination	2019 Plastics Recycling Conference, SWANApalooza Boston, Wisconsin Integrated Resource Management Conference	JAN 16	JAN 18
MARCH	Metals Recycling MRF Contracts Safety in Processing	ISRI 2019, Kansas Organization of Recyclers Conference, International Conference on Solid Waste Technology & Management, NAID Conference & Expo	FEB 20	FEB 22
APRIL	Eye on Exports Vehicle Innovation MRF Equipment: Size Reduction	Waste Expo, 20/20 Vision: Progress in Packaging, Michigan Recycling Coalition Conference, Environmental Show of the South, Washington State Recycling Association Conference	MAR 25	MAR 27
MAY	Global Recycling Beyond Curbside Paper	Federation of New York Solid Waste Associations Conference, World Congress & Expo on Recycling,	APR 24	APR 26
JUNE	Local Program Trends Aluminum/UBCs Wood Recovery	Association of Oregon Recyclers Conference, Professional Recyclers of Pennsylvania Conference	MAY 22	MAY 24
JULY	Resource Recycling's Annual Buyers' Guide		JUN 20	JUN 24
AUGUST	Markets in Focus MRF Equipment: Sortation Product Stewardship	Resource Recycling Conference	JUL 17	JUL 19
SEPTEMBER	Electronics Recovery Leveraging Data Education/Outreach	E-Scrap Conference, Arkansas Recycling Coalition Conference	AUG 28	AUG 30
OCTOBER	Organics/Compost MRF Profitability Sustainable Materials Management	WasteCon 2019	SEP 25	SEP 27
NOVEMBER	MRF Equipment: Balers Tire Recycling Single-Stream Strategy		OCT 23	OCT 25
DECEMBER	Paper Multi-Family Focus Glass		NOV 19	NOV 21

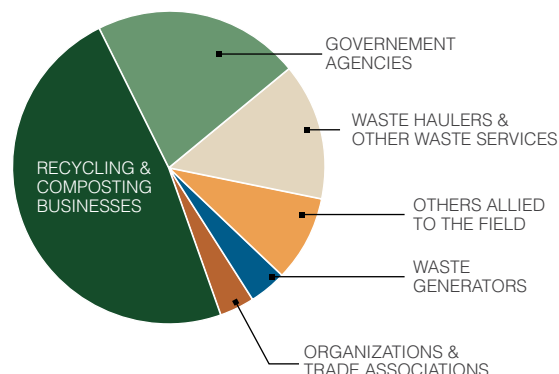
Resource Recycling is distributed at large trade shows and association conferences. Shows known at press time are listed. Head to [resource-recycling.com/advertise](http://resource-recycling.com/advertise) and download the digital media kit for an updated list of bonus distribution. Editorial topics and distribution are subject to change due to unforeseen circumstances.

### SUBSCRIBER PROFILE

Source: Resource Recycling June 2018 BPA Brand Report

#### MAY 2018 QUALIFIED CIRCULATION:

Recycling and Composting Businesses	6,931	48.1%
Government Agencies	3,099	21.6%
Waste Haulers and Other Waste Services	2,023	14.1%
Others Allied to the Field	1,258	8.8%
Waste Generators	562	3.9%
Organizations and Trade Associations	496	3.5%
<b>TOTAL</b>	<b>14,369</b>	<b>100.0%</b>



For the six-month period ending June 2018, Resource Recycling's average qualified circulation was 12,061 (BPA June 2018 Brand Report)

# PRINT ADVERTISING RATES

## 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	\$2,740	\$2,400	\$2,105	\$1,855
2/3 page	2,385	2,110	1,840	1,635
1/2 page island	2,170	1,940	1,710	1,540
1/2 page standard	2,000	1,740	1,605	1,460
1/3 page	1,620	1,480	1,370	1,270
1/4 page	1,470	1,350	1,235	1,165
1/6 page	1,335	1,230	1,125	1,060

## BLACK AND WHITE RATES

DISPLAY ADS	1X	3X	6X	12X
Full page	\$2,060	\$1,720	\$1,425	\$1,175
2/3 page	1,705	1,430	1,160	955
1/2 page island	1,490	1,260	1,030	860
1/2 page standard	1,320	1,060	925	780
1/3 page	940	800	690	590
1/4 page	790	670	555	485
1/6 page	655	550	445	380

## FOUR-COLOR SPECIAL POSITIONS

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

**6x**  
**\$2735**

**12x**  
**\$2410**

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

► 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

## ONLINE ADVERTISING RATES

► The Resource Recycling weekly e-news is delivered to **over 22,000 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 website.

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

### SPONSORSHIP BANNER

590 pixels x 250 pixels

**\$2,360 for 4 weeks**

**\$6,025 for 12 weeks**

**\$11,330 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

**\$1,180 for 4 weeks**

**\$3,015 for 12 weeks**

**\$5,665 for 24 weeks**

### RECTANGLE BANNER

300 pixels x 250 pixels

**\$830 for 4 weeks**

**\$2,115 for 12 weeks**

**\$3,960 for 24 weeks**

**\$7,435 for 48 weeks**

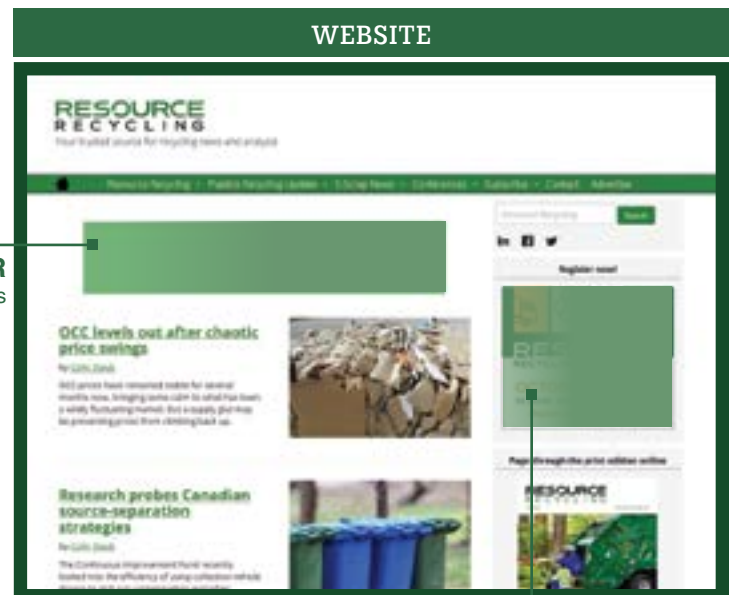


**TOP BANNER**  
600 pixels x 120 pixels

**SPONSORSHIP BANNER**  
590 pixels x 250 pixels

**TOP BANNER**  
600 pixels x 120 pixels

**RECTANGLE BANNER**  
300 pixels x 250 pixels



**WEBSITE**

**RECTANGLE BANNER**  
300 pixels x 250 pixels

### 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.

## PRINT ADVERTISING RATES



### HOW TO REACH THE ELECTRONICS RECOVERY 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 2019 E-Scrap Conference will be held September 23–25 in Orlando. The 2018 conference attracted **1,200 attendees** from over 27 countries and featured over **130 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	\$1,525	\$1,400	\$1,015	\$890
1/2 (ISLAND)	1,240	1,165	730	655
1/2 (STANDARD)	1,130	1,030	620	520
1/3 PAGE	1,025	955	515	445
1/4 PAGE	980	905	470	395
1/6 PAGE	920	850	410	340

PRINT ADVERTISING CLOSING DATES		
ISSUE	INSERTION	ARTWORK DUE
SPRING	MAR 13	MAR 15
SUMMER	MAY 29	MAY 31
FALL	AUG 7	AUG 9
WINTER	DEC 4	DEC 6

### 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.

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

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

## ONLINE ADVERTISING RATES

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### DISCOUNTS

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

## PRINT ADVERTISING RATES



### 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 **17,000 unique readers each week** through its electronic newsletter and has a **guaranteed 6,470 subscribers** to its quarterly magazine.

The 2019 Plastics Recycling Conference will be held March 11–13 just outside Washington D.C. and is the only national conference dedicated to plastics recycling. The 2018 conference brought together roughly **2,000 attendees** from 35 countries and featured more than **200 sponsors and exhibitors**. More information is available at [plasticsrecycling.com](http://plasticsrecycling.com)

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AD	FOUR-COLOR (1X)	FOUR-COLOR (4X)	BLACK & WHITE (1X)	BLACK & WHITE (4X)
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1/6 PAGE	920	850	410	340

PRINT ADVERTISING CLOSING DATES		
ISSUE	INSERTION	ARTWORK DUE
WINTER	JAN 23	JAN 25
SPRING	MAY 1	MAY 3
SUMMER	JULY 31	AUG 2
FALL	NOV 6	NOV 8

### PLASTICS RECYCLING FACTS

- In 2016, roughly 2.9 billion pounds of plastic bottles were collected for recycling, and the total plastic bottle recycling rate was just under 30 percent.
- Roughly 3.1 million tons of post-industrial and post-consumer plastics were recycled in the U.S. in 2015.
- Americans generate an estimated \$730 million in recycled plastic bottles annually.

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

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



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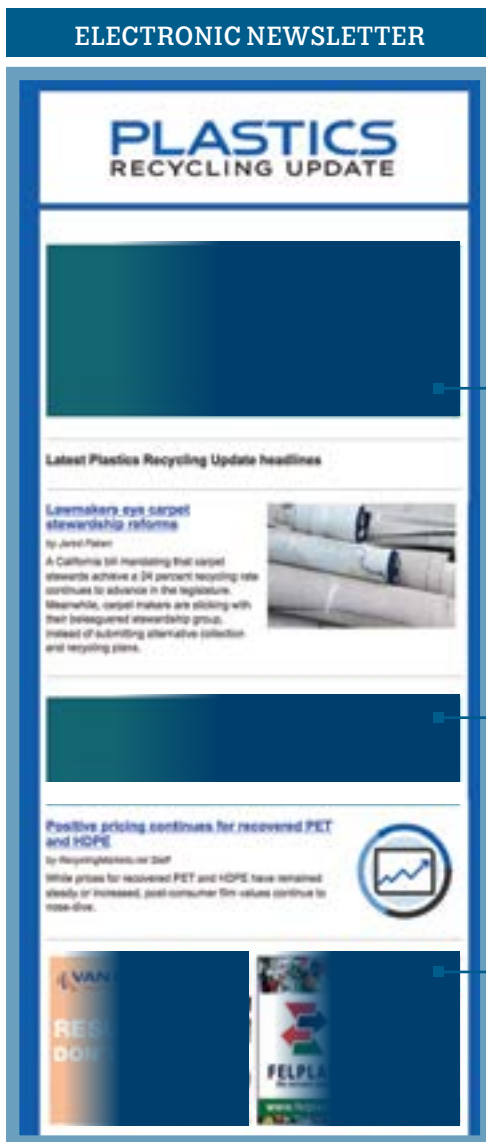
300 pixels x 250 pixels

**\$755 for 4 weeks**

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

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

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



**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**

**RECTANGLE BANNER**  
300 pixels x 250 pixels

### DISCOUNTS

- Receive a 20% discount on e-newsletter ads for buying at least \$2,500 in print ads in Plastics Recycling Update magazine.
- Sponsors of Plastics Recycling Conference 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.

**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**

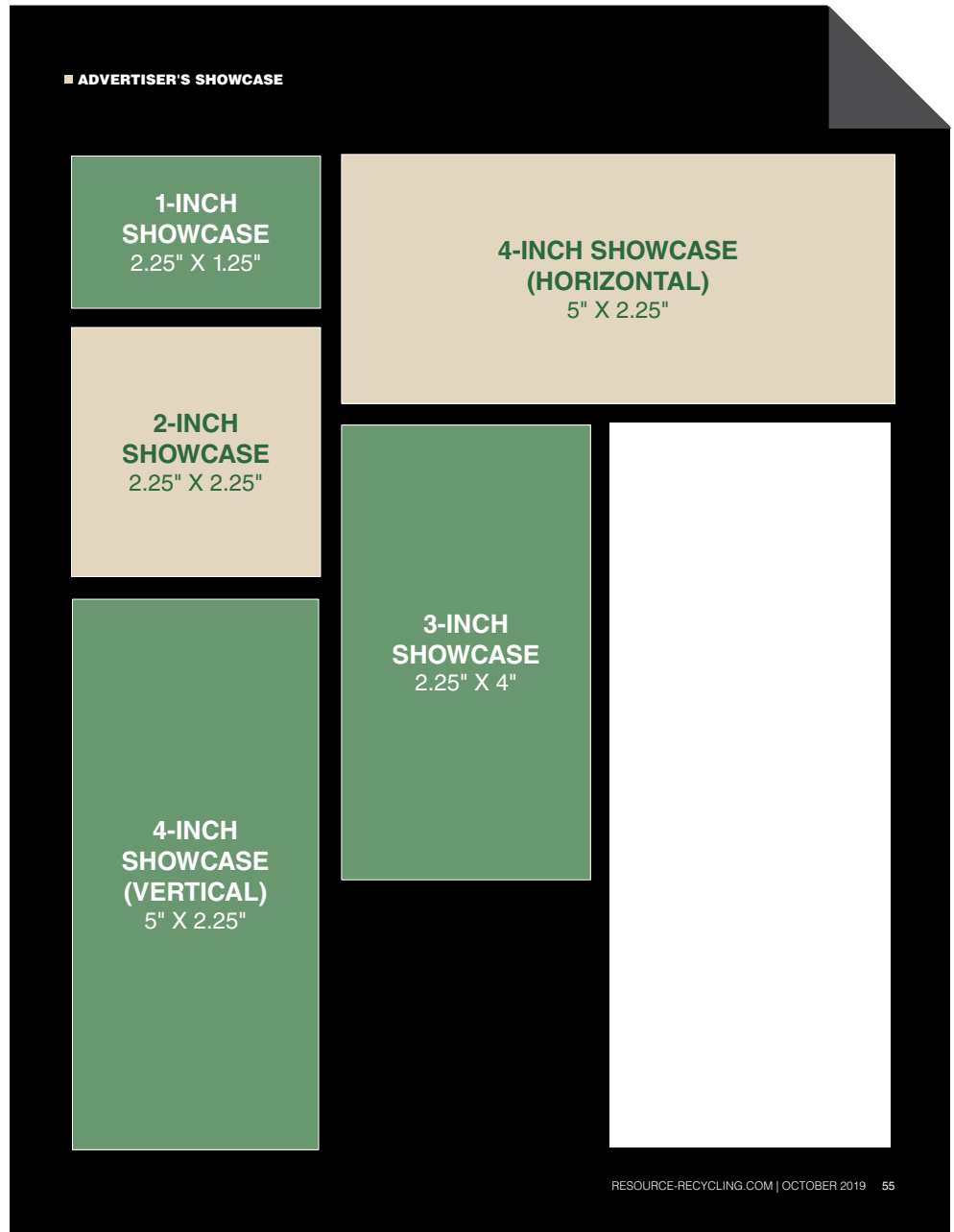
**FOUR-COLOR**

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

\*or monthly

**FREQUENCY DISCOUNTS**

	<b>B&amp;W</b>	<b>COLOR</b>
1X to 5X	\$75	\$150
6X to 11X	65	140
12X	55	130



*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

## 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**  
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 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, INC.

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