RESOURCE RECYCLING, INC. 2021 MEDIA KIT







E-SCRAPNEWS



PLASTICS RECYCLING UPDATE

BOOST YOUR BRAND AT ONE OF OUR INDUSTRY-LEADING EVENTS

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 AND TRADE SHOW

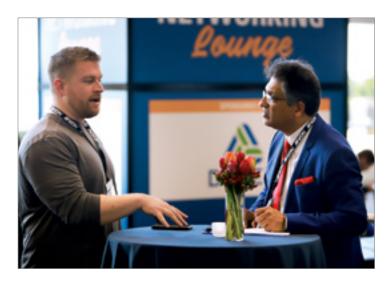
MAY 3-5, 2021 • JUST OUTSIDE OF WASHINGTON, D.C.

The Plastics Recycling Conference and Trade Show is the focal point for the increasingly complex and international plastics recycling industry.

The event, the largest in the sector, brings together around 2,000 leaders from plastics reclaimers, equipment manufacturers, brand owners, brokers, government agencies and sustainability businesses from around the globe to deepen connections.

Package pricing is available for companies sponsoring/exhibiting at the Plastics Recycling Conference and attending meetings held by the Association of Plastic Recyclers.

FOR THE LATEST INFORMATION ON SPONSORSHIP OR EXHIBITING, VISIT PLASTICSRECYCLING.COM.



RESOURCE RECYCLING

AUGUST 4-6, 2021 • AUSTIN, TEXAS

The Resource Recycling Conference and Trade Show, in partnership with The Recycling Partnership, is the must-attend conference for the recycling industry's most influential policy leaders, CEOs and government officials. The conference is the only national event dedicated to municipal materials recovery.

FOR THE LATEST INFORMATION ON SPONSORSHIP OR EXHIBITING, VISIT RRCONFERENCE.COM.



E·SCRAP

SEPTEMBER 13–15. 2021 • ORLANDO. FLORIDA

The E-Scrap Conference and Trade Show 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

It is the biggest event in electronics reuse and recycling, with around 1,200 attendees.

FOR THE LATEST INFORMATION ON SPONSORSHIP OR EXHIBITING, VISIT E-SCRAPCONFERENCE.COM.





EDITORIAL CALENDAR

ISSUE	FEATURES	BONUS DISTRIBUTION	INSERTION DATE	ARTWORK DUE
JAN	Organics Processing Curbside Collection Paper Markets		DEC 9	DEC 11
FEB	MRF Improvements Multi-Family Recycling Plastics Insights	Southeast Recycling Conference, NAID & Prism International Conference,	JAN 20	JAN 22
MAR	Sortation Innovation New Systems Thinking Ferrous Metals	Carolina Recycling Association Conference, Missouri Recycling Association Conference	FEB 17	FEB 19
APR	Sustainable Materials Management Trucks and Transport Size Reduction Success	Institute of Scrap Recycling Industries, Federation of New York Solid Waste Associations Conference, WasteExpo, Plastics Recycling Conference & Trade Show	MAR 17	MAR 19
MAY	Plastic Markets Processing Efficiency Outreach Insight	Association of Oregon Recyclers Conference, NPE2021: The Plastics Show	APR 21	APR 23
JUN	Commercial Recycling Halting Contamination Facility Safety		MAY 19	MAY 21
JUL	Annual Equipment Buyers' Guide Go to resource-recycling.com/advertise to make sure you're listed!	Resource Recycling Conference & Trade Show, Agricultural Plastics Recycling Conference	JUN 23	JUN 25
AUG	Trends in Fiber Industry Cohesiveness Electronics Recycling	E-Scrap Conference & Trade Show	JUL 14	JUL 16
SEP	Non-Ferrous Metals MRF Optimization Baler Spotlight		AUG 25	AUG 27
ОСТ	Composting Best Practices MRF Contracts Plastics Sortation	WasteCon	SEP 22	SEP 24
NOV	Local Program Evolution Latest on MRF Robotics Beyond Curbside		OCT 20	OCT 22
DEC	Product Stewardshlp Paper Recycling Trends Future of Recycling		NOV 17	NOV 19

Resource Recycling is distributed at large trade shows and association conferences. Shows known at press time are listed. Head to 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.



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.

CONTACT ADVERTISING DIRECTOR RICK DOWNING

Phone: 440.257.6453 Fax: 440.257.6459

E-mail: rickdowning@oh.rr.com

GET YOUR COMPANY FEATURED IN OUR ANNUAL BUYERS' GUIDE resource-recycling.com/advertise

FULL PAGE, FOUR-COLOR SPECIAL POSITIONS

Inside front cover \\ Page 1 or page 3 Inside back cover \\ Back cover

6x \$2790

12x \$2460

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

FOUR-COLOR RATES

Display Ads	1x	3x	6x	12x
Full page	\$2,800	\$2,450	\$2,150	\$1,890
2/3 page	\$2,435	\$2,155	\$1,875	\$1,665
1/2 page island	\$2,215	\$1,980	\$1,740	\$1,565
1/2 page standard	\$2,040	\$1,770	\$1,635	\$1,485
1/3 page	\$1,650	\$1,505	\$1,390	\$1,290
1/4 page	\$1,495	\$1,370	\$1,250	\$1,180
1/6 page	\$1,355	\$1,245	\$1,140	\$1,070

BLACK & WHITE RATES

Full page	\$2,120	\$1,770	\$1,470	\$1,210
2/3 page	\$1,755	\$1,475	\$1,195	\$985
1/2 page island	\$1,535	\$1,300	\$1,060	\$885
1/2 page standard	\$1,360	\$1,090	\$955	\$805
1/3 page	\$970	\$825	\$710	\$610
1/4 page	\$815	\$690	\$570	\$500
1/6 page	\$675	\$565	\$460	\$390

See page 10 for information on file requirements and ad dimensions.

SUBSCRIBER PROFILE FOR RESOURCE RECYCLING MAGAZINE Source: Resource Recycling June 2020 BPA Brand Report **GOVERNEMENT** AGENCIES MAY 2020 QUALIFIED CIRCULATION: Recycling and Composting Businesses 45.30% 7,159 WASTE HAULERS & OTHER WASTE SERVICES Government Agencies 3,407 21.50% Waste Haulers and Other Waste Services 1,955 12.40% **RECYCLING &** Others Allied to the Field 1,693 10.70% OTHERS ALLIED COMPOSTING TO THE FIELD Waste Generators 1,026 6.50% BUSINESSES Organizations and Trade Associations 569 3.60% WASTE 100.0% TOTAL 15,806 GENERATORS For the six-month period ending June 2020, Resource Recycling's **ORGANIZATIONS &** average qualified circulation was 15,531 (BPA June 2020 Brand Report) TRADE ASSOCIATIONS



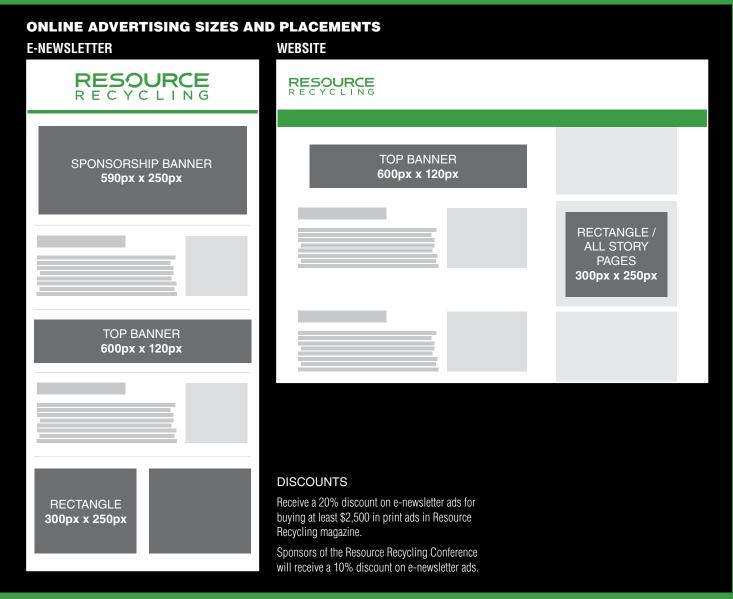
ONLINE ADVERTISING OPPORTUNITIES

The Resource Recycling weekly e-news is delivered to over 26,000 in-boxes each week, linking industry decision-makers to our mustread 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 (RICKDOWNING@OH.RR.COM) FOR ALL THE DETAILS.

ONLINE ADVERTISING RATES

Display ad	4 weeks	12 weeks	24 weeks	48 weeks
Sponsorship Banner	\$2,725	\$6,955	\$13,090	n/a
Top Banner	\$1,365	\$3,480	\$6,540	n/a
Rectangle	\$870	\$2,220	\$4,158	\$7,805
NEW All Story Pages	\$3,480	\$8,880	\$16,632	n/a



See page 10 for information on file requirements and ad dimensions.



CONTACT ADVERTISING DIRECTOR RICK DOWNING

Phone: 440.257.6453 Fax: 440.257.6459

E-mail: rickdowning@oh.rr.com

E-Scrap News reaches over **13,000 unique readers each week** through its electronic newsletter and has **6,500 subscribers** to its quarterly magazine.

The 2021 E-Scrap Conference will be held September 13–15 in Orlando, Florida. The conference attracts around **1,200 attendees** from around the globe and features over **125 exhibitors.** More information is available at e-scrapconference.com.

RATES	Four color		Black & white	
Display ads	1x	4x	1x	4x
Full page	\$1,555	\$1,425	\$1,045	\$915
1/2 page island	\$1,260	\$1,185	\$750	\$675
1/2 page standard	\$1,150	\$1,045	\$640	\$535
1/3 page	\$1,040	\$970	\$530	\$460
1/4 page	\$995	\$915	\$485	\$405
1/6 page	\$935	\$860	\$425	\$350

See page 10 for information on file requirements and ad dimensions.

EDITORIAL CALENDAR



ISSUE	FEATURES	INSERTION DATE	ARTWORK DUE
Spring	Facility Safety Metais Markets	FEB 24	FEB 26
Summer	Sortation Innovation State Program Focus	JUN 2	JUN 4
Fall	Boost Efficiency Now Metals Refining	AUG 16	AUG 18
Winter	Future of E-Scrap and ITAD Magnetics and More	DEC 1	DEC 3

E-SCRAPNEWS

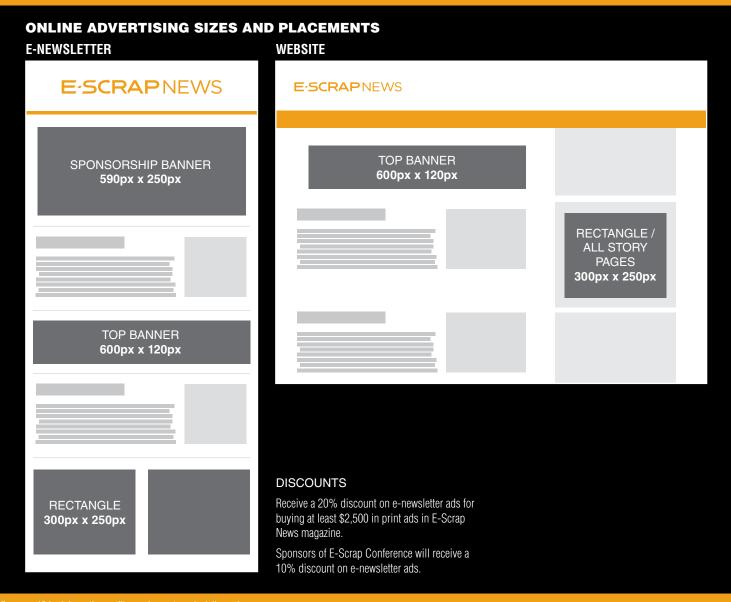
ONLINE ADVERTISING OPPORTUNITIES

The E-Scrap News weekly e-news is delivered to over 13,000 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

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More information is available at plasticsrecycling.com.

EDITORIAL CALENDAR



ISSUE	FEATURES	INSERTION DATE	ARTWORK DUE
Winter	Optical Sortation HDPE in Focus	JAN 13	JAN 15
Spring	Processing Tools Logistics	MAR 24	MAR 26
Summer	Brands' Industry Influence PET In Focus	JUL 21	JUL 23
Fall	Facility Safety What to Expect in Resin Markets	NOV 3	NOV 5



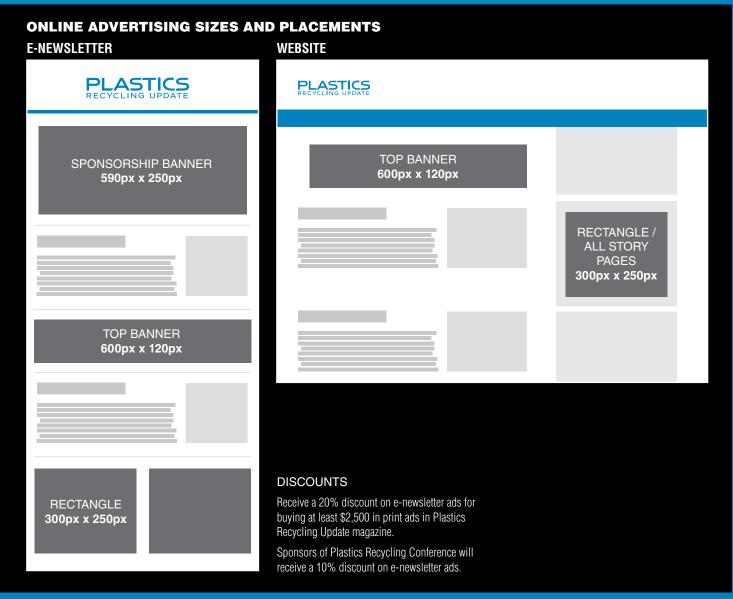
ONLINE ADVERTISING OPPORTUNITIES

The Plastics Recycling Update weekly e-news is delivered to over 21,000 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

ONLINE ADVERTISING RATES

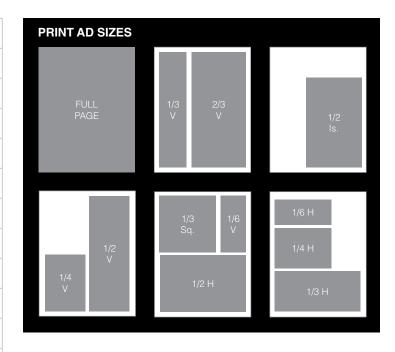
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See page 10 for information on file requirements and ad dimensions.

PRINT AD FILE PREPARATION

PRINT AD SPECS	Width	Height
Full (include 0.125" bleed)	8.375"	10.875"
2/3 vertical	5"	10"
1/2 island	5"	7.5"
1/2 standard vertical	3.625"	10"
1/2 standard horizontal	7.5"	5"
1/3 vertical	2.375"	10"
1/3 horizontal	7.5"	3.125"
1/3 square	5"	5"
1/4 vertical	3.625"	5"
1/4 horizontal	5"	3.625"
1/6 vertical	2.375"	5"
1/6 horizontal	5"	2.375"



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

ACCEPTED FILE TYPES

PDF: Must be high resolution (300 DPI) with all fonts and images embedded in file. Files should be saved using "Highest Quality Print" or "Press" settings. Crop marks are not needed except in full page ads (more information about full page ads below).

TIFF: Must be high resolution (300 DPI or

If you must send as AI or EPS, please make sure all links and fonts are supplied or are embedded.

INFORMATION REGARDING **FULL PAGE ADS**

Material intended to bleed must be furnished with a minimum of 0.125" image area beyond the trim. Final trim size is 8.375" x 10.875" All important copy or logos should be placed 0.5" from all sides of trim, to allow for shifting during printing process.

If a full page ad is submitted without bleeds, a white border will be placed on all four sides of ad.

COLOR INFORMATION

Please make sure your ads are 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.

When using large fields of black in a full-color ad, please use a rich black build instead of only 100% black (i.e., C20/M20/Y20/K100).

GETTING YOUR FILE TO US

EMAIL (PREFERRED):

Send your print ad file to tori@resource-recycling.com. Include your company name, ad size, and which publication your ad will appear in. Files up to 20 MB can be sent as email attachments.

FILE TRANSFER SERVER:

Use any web browser to log on at ftp.resource-recycling.com username: graphics password: #RR-Submission#

Then send an email to

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

DIGITAL AD FILE PREPARATION

ACCEPTED FILE TYPES: GIF, JPG, PNG

RESOLUTION: 72 DPI

COLOR PROFILE: RGB only

ANIMATION: Animation not supported

CLICK THROUGH URL: Must be included when creative files are submitted EMAIL: Send your digital ad file to Donna Downing at downassoc2@oh.rr.com.

ADDITIONAL ADVERTISING OPPORTUNIES FOR ALL PUBLICATIONS

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 recvcling. 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

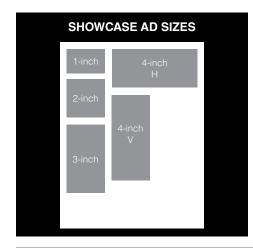
CLASSIFIED ADVERTISING Text-only ad

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* AND SPECS		1x	6x	12x (or monthly)
1-INCH	4-Color	\$150	\$140	\$130
2.25" x 1.25"	B&W	\$75	\$65	\$55
2-INCH 2.25" × 2.25"	4-Color	\$225	\$205	\$185
	B&W	\$150	\$130	\$110
3-INCH	4-Color	\$300	\$270	\$240
2.25" x 4"	B&W	\$225	\$195	\$165
4-INCH 2.25" × 5" or 5" × 2.25"	4-Color	\$375	\$335	\$295
	B&W	\$300	\$260	\$220

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



1x to 5x	6x to 11x	12x
\$75	\$65	\$55
150	140	130
	\$75	\$75 \$65

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.



resource-recycling.com/advertise

ADVERTISING OFFICE

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

RICK DOWNING

rickdowning@oh.rr.com 440.257.6453 Phone I 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

Resource Recycling, Inc. P.O. Box 42270 Portland, OR 97242-0270