

# RESOURCE RECYCLING, INC.



**RESOURCE**  
RECYCLING



**E-SCRAPNEWS**



**PLASTICS**  
RECYCLING UPDATE

## 2023 MEDIA KIT

[resource-recycling.com/advertise](https://resource-recycling.com/advertise)

## 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

MARCH 6–8, 2023 • NEAR WASHINGTON, D.C.

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

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

FOR THE LATEST INFORMATION ON SPONSORSHIP OR EXHIBITING, VISIT [PLASTICSRECYCLING.COM](https://plasticsrecycling.com).



### RESOURCE RECYCLING CONFERENCE

AUGUST 14–16, 2023 • ORLANDO, FLORIDA

The Resource Recycling Conference 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](https://rrconference.com).



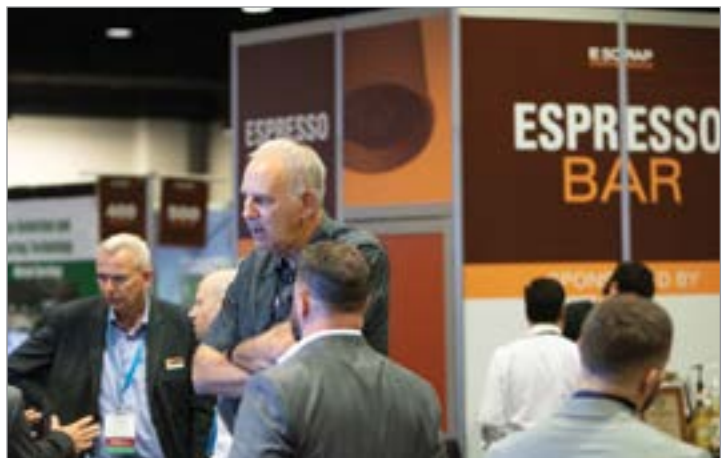
### E-SCRAP CONFERENCE

SEPTEMBER 18–20, 2023 • NEW ORLEANS

The 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.

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](https://e-scrapconference.com).



Interested in bundling magazine advertising and conference sponsorship? Contact Jef Drawbaugh at [jef@resource-recycling.com](mailto:jef@resource-recycling.com).

**2023 EDITORIAL CALENDAR**

ISSUE	FEATURES	BONUS DISTRIBUTION	INSERTION DATE	ARTWORK DUE
JAN	Organics MRF Technology Education and Outreach	US Composting Council Conference	DEC 14	DEC 16
FEB	Plastics Markets Commercial Recycling Industry Innovation	Plastics Recycling Conference Southeast Recycling Conference	JAN 18	JAN 20
MAR	Metals Recovery Employee Management Recycling Policy	Waste Expo ISRI Convention Carolina Recycling Association Conference	FEB 22	FEB 24
APR	Paper Recycling MRF Efficiency Big Picture Thinking	WasteCon Washington State Recycling Association Conference	MAR 22	MAR 24
MAY	Facility Safety Vehicle Tech Equipment Focus: Size Reduction		APR 19	APR 21
JUN	Plastics Processing Contamination Wood Recovery		MAY 17	MAY 19
JUL	Annual Equipment Buyers' Guide <i>Go to <a href="https://resource-recycling.com/advertise">resource-recycling.com/advertise</a> to make sure you're listed!</i>		JUN 21	JUN 23
AUG	Community-MRF Connections Measurement Tools Single-Stream Success	Resource Recycling Conference	JUL 19	JUL 21
SEP	Fiber Trends Equipment Focus: Optical Tools Electronics Recycling	E-Scrap Conference	AUG 25	AUG 28
OCT	Data / Metrics Global Recycling Tires and Rubber		SEP 22	SEP 25
NOV	Wider Sustainability Trends Aluminum Mastering Markets		OCT 18	OCT 20
DEC	Future of Recycling Glass Equipment Focus: Robotics		NOV 22	NOV 24

*Resource Recycling is distributed at large trade shows and association conferences. Shows known at press time are listed. Head to [resource-recycling.com/advertise](https://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.*

# RESOURCE RECYCLING

**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 COLOR RATES**

Display Ads	1x	3x	6x	12x
Full page	\$3,085	\$2,700	\$2,370	\$2,085
2/3 page	\$2,685	\$2,375	\$2,070	\$1,840
1/2 page island	\$2,440	\$2,185	\$1,915	\$1,725
1/2 page standard	\$2,245	\$1,955	\$1,800	\$1,640
1/3 page	\$1,815	\$1,660	\$1,535	\$1,420
1/4 page	\$1,650	\$1,510	\$1,375	\$1,300
1/6 page	\$1,490	\$1,370	\$1,255	\$1,180

**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.*

**BLACK & WHITE RATES**

Full page	\$2,375	\$1,985	\$1,655	\$1,370
2/3 page	\$1,970	\$1,660	\$1,355	\$1,125
1/2 page island	\$1,725	\$1,470	\$1,200	\$1,015
1/2 page standard	\$1,535	\$1,240	\$1,085	\$925
1/3 page	\$1,105	\$945	\$820	\$710
1/4 page	\$935	\$800	\$660	\$590
1/6 page	\$775	\$655	\$540	\$465

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

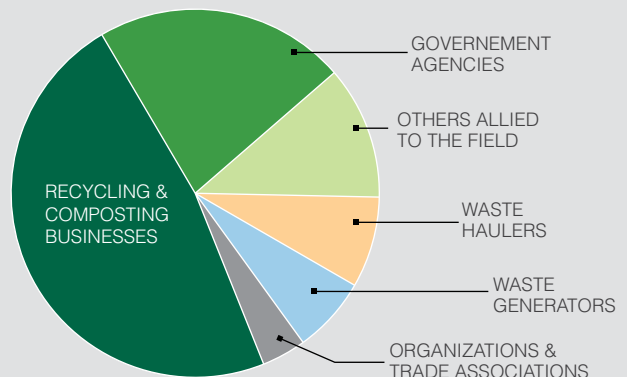
**SUBSCRIBER PROFILE FOR RESOURCE RECYCLING MAGAZINE**

*Source: Resource Recycling June 2022 BPA Brand Report*

**MAY 2022 QUALIFIED CIRCULATION:**

Recycling and Composting Businesses	5,144	46.0%
Government Agencies	2,388	21.3
Others Allied to the Field	1,771	15.8
Waste Haulers and Other Waste Services	849	8.5
Waste Generators	536	4.8
Organizations and Trade Associations	408	3.6
<b>TOTAL</b>	<b>11,196</b>	<b>100.0%</b>

*For the six-month period ending June 2021, Resource Recycling's average qualified circulation was 11,196 (BPA June 2022 Brand Report)*



## ONLINE ADVERTISING OPPORTUNITIES

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. Ad opportunities also exist in our new Friday Recap email product!

**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	\$3,005	\$7,680	\$14,430	n/a
Top Banner	\$1,505	\$3,840	\$7,210	n/a
Rectangle	\$960	\$2,446	\$4,590	\$8,605
All Story Pages	\$3,480	\$8,880	\$16,630	n/a
Friday Recap Sponsor	\$1,200	\$3,070	\$5,775	n/a

### ONLINE ADVERTISING SIZES AND PLACEMENTS

#### E-NEWSLETTER

The diagram shows the layout of an e-newsletter with the Resource Recycling logo at the top. Three ad placements are highlighted:

- SPONSORSHIP BANNER / FRIDAY RECAP SPONSOR**: 590px x 250px, located below the logo.
- TOP BANNER**: 600px x 120px, located below the main content area.
- RECTANGLE**: 300px x 250px, located at the bottom of the page.

#### WEBSITE

The diagram shows the layout of a website with the Resource Recycling logo at the top. Two ad placements are highlighted:

- TOP BANNER**: 600px x 120px, located at the top of the page.
- RECTANGLE / ALL STORY PAGES**: 300px x 250px, located on the right side of the page.

#### 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.

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



# E-SCRAP NEWS

## PRINT ADVERTISING INFORMATION

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 the rapidly evolving electronics reuse and recycling industry.

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

The 2023 E-Scrap Conference will be held September 18–20 in New Orleans. The conference attracts around **1,200 attendees** from around the globe and features over **125 exhibitors**. More information is available at [e-scrapconference.com](http://e-scrapconference.com).

### CONTACT ADVERTISING DIRECTOR RICK DOWNING

Phone: 440.257.6453

Fax: 440.257.6459

E-mail: [rickdowning@oh.rr.com](mailto:rickdowning@oh.rr.com)

## ADVERTISE IN THE ANNUAL PRINT ISSUE OF E-SCRAP NEWS

Insertion date: August 16

Artwork due: August 18

### RATES



Display ads	Full color	Black & white
Full page	\$1,630	\$1,120
1/2 page island	\$1,325	\$815
1/2 page standard	\$1,205	\$695
1/3 page	\$1,090	\$580
1/4 page	\$1,045	\$535
1/6 page	\$980	\$470

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

## ONLINE ADVERTISING OPPORTUNITIES

The E-Scrap News weekly e-news is delivered to over 12,000 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](mailto:RICKDOWNING@OH.RR.COM)**

### ONLINE ADVERTISING RATES

Display ad	4 weeks	12 weeks	24 weeks	48 weeks
Sponsorship Banner	\$3,005	\$7,680	\$14,430	n/a
Top Banner	\$1,505	\$3,840	\$7,210	n/a
Rectangle	\$960	\$2,446	\$4,590	\$8,605
All Story Pages	\$3,480	\$8,880	\$16,630	n/a

### ONLINE ADVERTISING SIZES AND PLACEMENTS

#### E-NEWSLETTER

The diagram illustrates the layout of the E-Newsletter. At the top is the 'E-SCRAP NEWS' logo. Below it is a large 'SPONSORSHIP BANNER' (590px x 250px). The main content area features a 'TOP BANNER' (600px x 120px) and a 'RECTANGLE' (300px x 250px) positioned at the bottom of the page.

#### WEBSITE

The diagram illustrates the layout of the website. At the top is the 'E-SCRAP NEWS' logo. Below it is a 'TOP BANNER' (600px x 120px). The main content area features a 'RECTANGLE / ALL STORY PAGES' (300px x 250px) positioned on the right side of the page.

#### DISCOUNTS

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



# PLASTICS RECYCLING UPDATE

## PRINT ADVERTISING INFORMATION

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* delves deep into the North American plastics recycling industry. The publication reaches over **17,000 unique readers** each week through its electronic newsletter and has **6,500 subscribers** to its print magazine.

The 2023 *Plastics Recycling Conference* will be held March 6–8 near Washington, D.C. and is the only national conference dedicated to plastics recycling. The conference brings together over **2,000 attendees** from across the world and features more than **225 sponsors and exhibitors**. More information is available at [plasticsrecycling.com](http://plasticsrecycling.com).

### CONTACT ADVERTISING DIRECTOR RICK DOWNING

Phone: 440.257.6453

Fax: 440.257.6459

E-mail: [rickdowning@oh.rr.com](mailto:rickdowning@oh.rr.com)

### ADVERTISE IN THE ANNUAL ISSUE OF PLASTICS RECYCLING UPDATE

Insertion date: February 8

Artwork due: February 10

### RATES



Display ads	Full color	Black & white
Full page	\$1,630	\$1,120
1/2 page island	\$1,325	\$815
1/2 page standard	\$1,205	\$695
1/3 page	\$1,090	\$580
1/4 page	\$1,045	\$535
1/6 page	\$980	\$470

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



## ONLINE ADVERTISING OPPORTUNITIES

The Plastics Recycling Update weekly e-news is delivered to over 17,000 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](mailto:rickdowning@oh.rr.com)**

### ONLINE ADVERTISING RATES

Display ad	4 weeks	12 weeks	24 weeks	48 weeks
Sponsorship Banner	\$3,005	\$7,680	\$14,430	n/a
Top Banner	\$1,505	\$3,840	\$7,210	n/a
Rectangle	\$960	\$2,446	\$4,590	\$8,605
All Story Pages	\$3,480	\$8,880	\$16,630	n/a

### ONLINE ADVERTISING SIZES AND PLACEMENTS

#### E-NEWSLETTER

The diagram shows the layout of an e-newsletter. At the top is the 'PLASTICS RECYCLING UPDATE' logo. Below it is a large 'SPONSORSHIP BANNER' (590px x 250px). The main content area contains several paragraphs of text and a 'TOP BANNER' (600px x 120px) placed above a section of text. At the bottom, there are two 'RECTANGLE' ads (300px x 250px) side-by-side.

#### WEBSITE

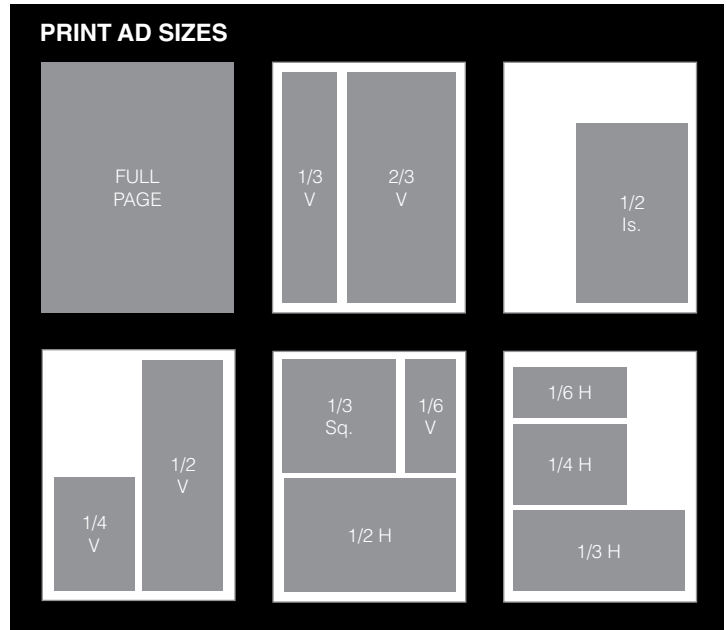
The diagram shows the layout of a website. At the top is the 'PLASTICS RECYCLING UPDATE' logo. Below it is a 'TOP BANNER' (600px x 120px) above a section of text. To the right of the text is a 'RECTANGLE / ALL STORY PAGES' ad (300px x 250px). Below the text is another section of text and another 'RECTANGLE / ALL STORY PAGES' ad.

#### DISCOUNTS

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

**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 greater).

*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](mailto: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.

**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).

**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](mailto:downassoc2@oh.rr.com).

**ADDITIONAL ADVERTISING OPPORTUNITIES 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 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**

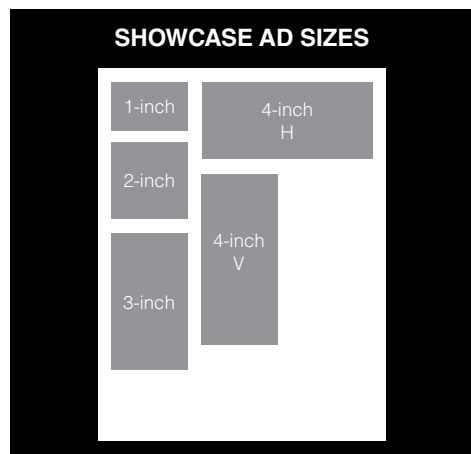
*Text-only ad*

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

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



FREQUENCY DISCOUNTS			
	1x to 5x	6x to 11x	12x
B&W	\$75	\$65	\$55
Color	150	140	130

**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, INC.  
[resource-recycling.com/advertise](http://resource-recycling.com/advertise)

**ADVERTISING OFFICE**

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

**RICK DOWNING**

[rickdowning@oh.rr.com](mailto: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](mailto:ads@resource-recycling.com)

503.233.1305 Phone | 503.233.1356 Fax

Resource Recycling, Inc.

P.O. Box 42270

Portland, OR 97242-0270