

# RESOURCE RECYCLING, INC.



**RESOURCE**  
RECYCLING



**E-SCRAPNEWS**



**PLASTICS**  
RECYCLING UPDATE

## 2024 MEDIA KIT

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

**2024 EDITORIAL CALENDAR**

ISSUE	FEATURES	BONUS DISTRIBUTION	INSERTION DATE	ARTWORK DUE
JAN	Organics Hiring/Staffing Paper Recovery	US Composting Council Conference	DEC 13	DEC 15
FEB	MRF Technology Trucks/Fleets Education and Outreach		JAN 24	JAN 26
MAR	Plastics Markets Global Trends Metals and More	ISRI Convention Plastics Recycling Conference	FEB 14	FEB 16
APR	Beyond Curbside Contamination Reduction Tire Recycling	Waste Expo	MAR 27	MAR 29
MAY	Recycling Policy Sortation Tools Paper Markets	Northeast Resource Recovery Association Conference	APR 24	APR 26
JUN	Plastics Processing Single-Stream Trends Innovation on Data		MAY 22	MAY 24
JUL	Annual equipment buyers' guide		JUN 19	JUN 21
AUG	Sustainability Connections Public-Private Partnerships Organics and Wood		JUL 24	JUL 26
SEP	Electronics Recycling The Future of the Sector MRF Management	E-Scrap Conference WasteCon	AUG 21	AUG 23
OCT	Connecting With Residents Shifting Material Stream Commercial Collection	Resource Recycling Conference	SEP 18	SEP 20
NOV	Paper Sortation Brand Owner Commitments Tools for Local Programs		OCT 16	OCT 18
DEC	Innovation on Plastics State of the Sector Reuse and Reduction		NOV 20	NOV 22

*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.

### CONTACT ADVERTISING OFFICE

Phone: 503.233.1305

E-mail: [ads@resource-recycling.com](mailto:ads@resource-recycling.com)

**GET YOUR COMPANY FEATURED IN  
OUR ANNUAL BUYERS' GUIDE**  
[resource-recycling.com/advertise](http://resource-recycling.com/advertise)

### FULL COLOR RATES

Display Ads	1x	3x	6x	12x
Full page	\$3,500	\$3,000	\$2,700	\$2,400
2/3 page	\$3,000	\$2,600	\$2,400	\$2,000
1/2 page island	\$2,800	\$2,400	\$2,100	\$1,850
1/2 page standard	\$2,600	\$2,200	\$2,000	\$1,750
1/3 page	\$1,950	\$1,850	\$1,700	\$1,600
1/4 page	\$1,800	\$1,650	\$1,500	\$1,450
1/6 page	\$1,600	\$1,500	\$1,350	\$1,250

### FULL PAGE, FOUR-COLOR SPECIAL POSITIONS

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

**6x**  
**\$3,000**

**12x**  
**\$2,700**

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

### BLACK & WHITE RATES

Full page	\$2,600	\$2,400	\$2,000	\$1,600
2/3 page	\$2,200	\$2,000	\$1,500	\$1,350
1/2 page island	\$2,000	\$1,700	\$1,350	\$1,300
1/2 page standard	\$1,850	\$1,500	\$1,200	\$1,050
1/3 page	\$1,300	\$1,100	\$1,000	\$800
1/4 page	\$1,100	\$1,000	\$800	\$650
1/6 page	\$900	\$800	\$650	\$525

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

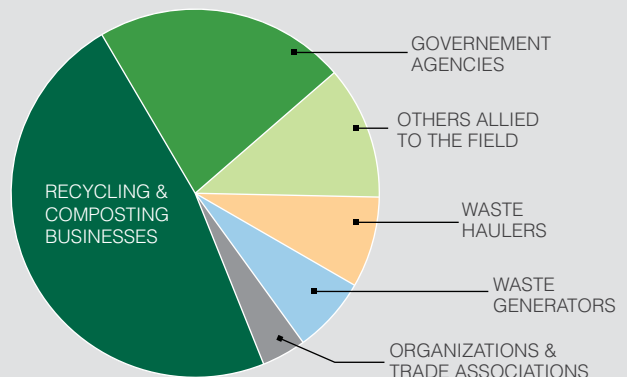
### SUBSCRIBER PROFILE FOR RESOURCE RECYCLING MAGAZINE

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 18,000 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 THE ADVERTISING OFFICE (ADS@RESOURCE-RECYCLING.COM) FOR ALL THE DETAILS.**

### ONLINE ADVERTISING RATES

Display ad	4 weeks	12 weeks	24 weeks	48 weeks
Sponsorship Banner	\$3,300	\$8,500	\$15,900	n/a
Top Banner	\$1,650	\$4,300	\$7,900	n/a
Rectangle	\$1,050	\$2,750	\$4,900	\$9,500
All Story Pages	\$3,900	\$9,750	\$18,000	n/a
Friday Recap Sponsor	\$1,400	\$3,400	\$6,250	n/a

### ONLINE ADVERTISING SIZES AND PLACEMENTS

#### E-NEWSLETTER

**RESOURCE**  
RECYCLING

SPONSORSHIP BANNER /  
FRIDAY RECAP SPONSOR  
590px x 250px

TOP BANNER  
600px x 120px

RECTANGLE  
300px x 250px

#### WEBSITE

**RESOURCE**  
RECYCLING

TOP BANNER  
600px x 120px

RECTANGLE /  
ALL STORY  
PAGES  
300px x 250px

#### 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 **11,000 unique readers each week** through its electronic newsletter and has **6,500 subscribers** to its print magazine.

The 2024 E-Scrap Conference will be held October 1–3 in Orlando. 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 OFFICE

Phone: 503.233.1305

E-mail: [ads@resource-recycling.com](mailto:ads@resource-recycling.com)

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

Insertion date: September 4

Artwork due: September 6

## RATES



Display ads	Full color	Black & white
Full page	\$1,900	\$1,400
1/2 page island	\$1,500	\$1,000
1/2 page standard	\$1,400	\$900
1/3 page	\$1,275	\$650
1/4 page	\$1,150	\$600
1/6 page	\$1,100	\$525

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 11,000 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 THE ADVERTISING OFFICE (ADS@RESOURCE-RECYCLING.COM) FOR ALL THE DETAILS.**

### ONLINE ADVERTISING RATES

Display ad	4 weeks	12 weeks	24 weeks	48 weeks
Sponsorship Banner	\$3,300	\$8,500	\$15,900	n/a
Top Banner	\$1,650	\$4,300	\$7,900	n/a
Rectangle	\$1,050	\$2,750	\$4,900	\$9,500
All Story Pages	\$3,900	\$9,750	\$18,000	n/a
Friday Recap Sponsor	\$1,400	\$3,400	\$6,250	n/a

### ONLINE ADVERTISING SIZES AND PLACEMENTS

#### E-NEWSLETTER

The diagram shows the layout of an 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 contains several blocks of text and images. A 'TOP BANNER' (600px x 120px) is placed above a section of text. At the bottom, a 'RECTANGLE' (300px x 250px) is shown next to another image block.

#### WEBSITE

The diagram shows the layout of a website. At the top is the 'E-SCRAP NEWS' logo. Below it is a 'TOP BANNER' (600px x 120px). The main content area contains several blocks of text and images. A 'RECTANGLE / ALL STORY PAGES' (300px x 250px) is placed to the right of a text block.

#### 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 **15,000 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 OFFICE

Phone: 503.233.1305

E-mail: [ads@resource-recycling.com](mailto:ads@resource-recycling.com)

## ADVERTISE IN THE ANNUAL ISSUE OF PLASTICS RECYCLING UPDATE

Insertion date: February 28

Artwork due: March 1

## RATES



Display ads	Full color	Black & white
Full page	\$1,900	\$1,400
1/2 page island	\$1,500	\$1,000
1/2 page standard	\$1,400	\$900
1/3 page	\$1,275	\$650
1/4 page	\$1,150	\$600
1/6 page	\$1,100	\$525

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 15,000 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 THE ADVERTISING OFFICE (ADS@RESOURCE-RECYCLING.COM) FOR ALL THE DETAILS.**

### ONLINE ADVERTISING RATES

Display ad	4 weeks	12 weeks	24 weeks	48 weeks
Sponsorship Banner	\$3,300	\$8,500	\$15,900	n/a
Top Banner	\$1,650	\$4,300	\$7,900	n/a
Rectangle	\$1,050	\$2,750	\$4,900	\$9,500
All Story Pages	\$3,900	\$9,750	\$18,000	n/a
Friday Recap Sponsor	\$1,400	\$3,400	\$6,250	n/a

### ONLINE ADVERTISING SIZES AND PLACEMENTS

#### E-NEWSLETTER

**SPONSORSHIP BANNER**  
590px x 250px

**TOP BANNER**  
600px x 120px

**RECTANGLE**  
300px x 250px

#### WEBSITE

**TOP BANNER**  
600px x 120px

**RECTANGLE / ALL STORY PAGES**  
300px x 250px

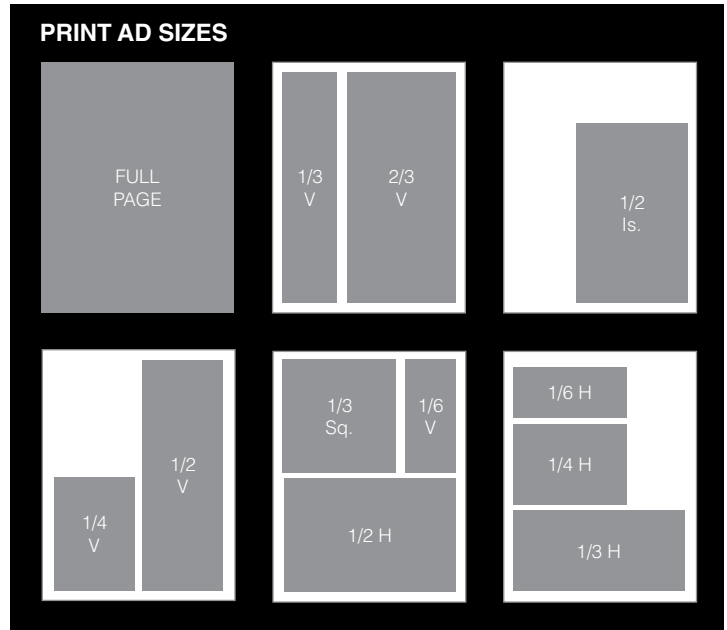
#### DISCOUNTS

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 or PANTONE. All colors must be converted to CMYK (process color). Not converting to CMYK may cause your ad to 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 ads@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 ads@resource-recycling.com.

**DIGITAL AD FILE PREPARATION**

ACCEPTED FILE TYPES: GIF, JPG, PNG

RESOLUTION: 72 ppi

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 ads@resource-recycling.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**

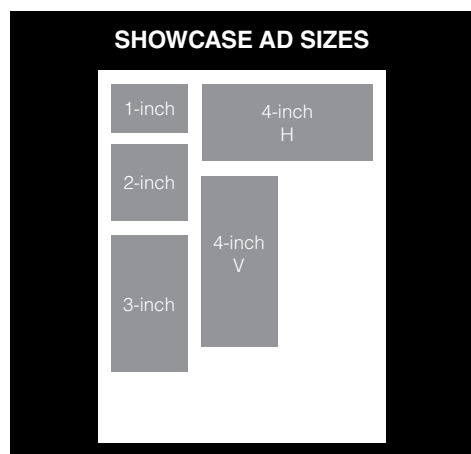
*Text-only ad*

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

To receive a quote, contact [ads@resource-recycling.com](mailto:ads@resource-recycling.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**

**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)*

[ads@resource-recycling.com](mailto:ads@resource-recycling.com)  
503.233.1305

2440 NE Martin Luther King Jr. Blvd. Ste. 202  
Portland, Oregon 97212

**PUBLISHING OFFICE**

*(Send only advertising artwork and press releases)*

[ads@resource-recycling.com](mailto:ads@resource-recycling.com)  
503.233.1305

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