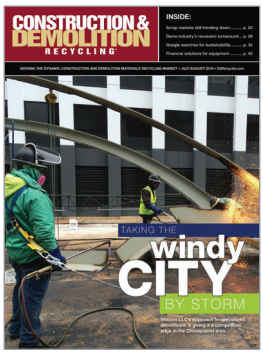
2017 MEDIA PLANNER

recycling today®

POWERFUL ACCESS TO DECISION-MAKERS

PRINT | DIGITAL | MARKETING

UNMATCHED ACCESS
ACROSS THE INDUSTRY



WEBSITES

RecyclingToday.com | RecyclingTodayGlobal.com | CDRecycler.com | WasteTodayMagazine.com

E-NEWSLETTERS

Recycling Today Weekly | Auto Shredder | Plastics Recycling Report | Electronics Recycling Report
Recycling Today Global Edition | Waste Today Weekly | Construction & Demolition Recycling

CONFERENCES

Paper & Plastics Recycling Conference North America | Paper & Plastics Recycling Conferences Europe
Paper Recycling Conference India | Renewable Energy from Waste Conference

WHY ADVERTISE WITH **RECYCLING TODAY?**

Let's keep this simple; your time is valuable.

Times have changed! The recycling industry has changed dramatically in the past year. Commodities took a pummeling, and many companies have had to substantially change their businesses. Years ago I learned that the only constant in business, and in life, is change, and the last year has definitely been proof of that.

In the current environment, finding opportunities and maximizing your return on marketing are more important than ever. **WE CAN HELP.**

It starts with a one-on-one meeting with your account manager—either in person or on the phone—who listens, and we mean really listens, to your sales and marketing objectives for the coming year. From there, we develop a custom marketing program specifically tailored to meet your goals and objectives using the latest cutting-edge opportunities to drive your advertising message across multiple media platforms—print, digital, customized e-newsletters, database development, video production, advertorials and more. The result is a highly targeted, cost-effective, measurable return on your investment.

Partner with *Recycling Today* to see just how far the industry's media market leader can take you in 2017!

James R. Keefe, Group Publisher
216-393-0254 | JKeefe@gie.net

SALES TEAM

JEN MAY
Advertising Director
216-393-0260
JMay@gie.net

MARTY SMITH
Recycling Today and
Recycling Today Global Edition
216-393-0279
MSmith@gie.net

MICHAEL WOJCIECHOWSKI
Recycling Today and
Recycling Today Global Edition
216-393-0259
MWojciechowski@gie.net

JELENA BOGUNOVIC
Recycling Today and
Recycling Today Global Edition
216-393-0316
JBogunovic@gie.net

ED GALLO
Construction & Demolition Recycling and
Waste Today
678-566-7841
EGallo@gie.net

SHELLEY BROWN
Waste Today
216-393-0236
SBrown@gie.net

HARNESS THE **POWER OF PRINT**

Recycling Today **reaches 15,688 decision-makers. That's the deepest reach into North America's scrap and recycling industry. Our circulation is also the highest quality, delivering superior advertising value.**

Recycling Today delivers the largest circulation reach, the most current records and the largest number of personal-direct-request recipients. It stands to reason that decision-makers who personally request a magazine are more engaged readers. Likewise, having an up-to-date file ensures we reach current decision-makers.

Advertising is all about reaching decision-makers, and ***Recycling Today*** simply reaches more!

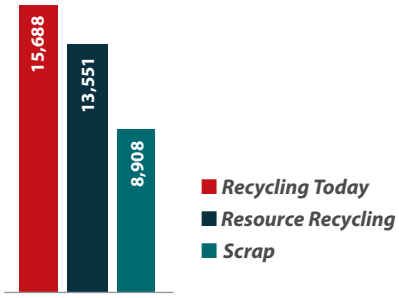
BY THE NUMBERS: CIRCULATION STATS

15,688
Total Reach

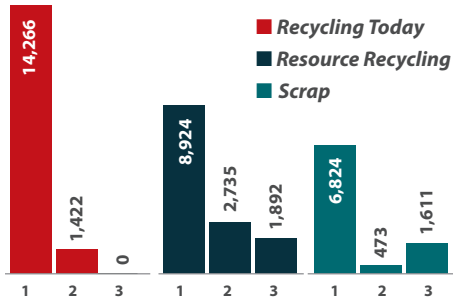
92.7%
Personal Direct Request

90.9%
One-Year Names

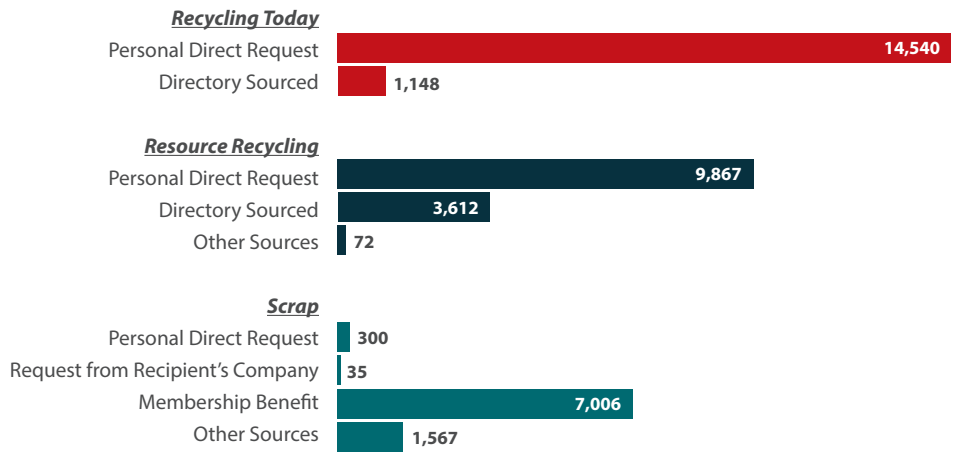
OVERALL CIRCULATION SIZE



FILE AGE (IN YEARS)



RECORD SOURCE



Source: December 2015 BPA audit report

COMMODITY SUPPLEMENTS

- ***Scrap Metals Supplement*** **– January**
  We take a comprehensive look at the ferrous and nonferrous scrap markets. In-depth features provide a unique and powerful advertising environment for equipment suppliers, brokers, traders and sourcing groups.
- ***Paper Recycling Supplement*** **– December**
  From bulk grades to high-grades, we cover it all. It's an excellent advertising opportunity for suppliers to the market and for groups sourcing material to communicate their marketing messages.
- ***Plastics Recycling magazine*** **– February, June and October**
  This magazine is distributed to the readers of *Recycling Today* and *Plastics Machinery Magazine*, providing blanket coverage of the recycling and plastics manufacturing markets—the entire supply chain—for unmatched reach, unmatched value!

All of our supplements enjoy significant distribution at industry events for a full year!

By combining our print and digital channels, advertisers have the opportunity to create a truly integrated, powerful marketing campaign. It's a cost-effective and highly efficient way to maximize market impact.

EXPAND YOUR REACH **WITH DIGITAL**

With 37,000+ monthly visitors to our website, 16,794 e-newsletter recipients and an array of communications options, we can expand your market reach dynamically.

77,862
Page Views

37,143
Unique Visitors

ISRI Convention Product Preview –

Always popular, the product preview is distributed to *Recycling Today* and *Recycling Today Global Edition* e-newsletter lists. It's a powerful way to increase awareness of your products prior to this important annual event.

DIGITAL PRODUCTS

- Website Advertising
- Category Sponsorships
- Lightbox Advertising
- E-Blasts
- Breaking News Alerts
- Custom E-Newsletters
- Digital Edition/Smartphone
- Virtual Conference Sponsorships
- Sponsored Webinars
- Podcasts

WasteExpo Video – In cooperation with our sister publications, *Waste Today* and *Construction & Demolition Recycling*, we'll produce two video products in conjunction with the expo that can supercharge your marketing.

- **Video Product Preview –** Your product will be presented in a professionally produced video. Distributed in advance of the expo, this commercial will highlight why attendees should visit your booth.
- **Video Show Daily –** Each day our editors will report live from the show floor. You can include your video to highlight your exhibit and to reach industry executives who are not at the event.

Each of these video products will be distributed to *Recycling Today*, *Construction & Demolition Recycling* and *Waste Today* e-newsletter subscribers — maximum market reach!

E-NEWSLETTERS

Recycling Today
Distribution: 16,794
Open Rate: 36.7%
Weekly

Auto Shredding
Distribution: 1,286
Open Rate: 55.8%
Monthly

Plastics Recycling Report
Distribution: 28,871
Open Rate: 27.5%
Monthly

Electronics Recycling Report
Distribution: 17,317
Open Rate: 32.1%
Monthly

Recycling Today Global
Distribution: 16,473
Open Rate: 37.6%
Biweekly

HIGH-IMPACT MARKETING SOLUTIONS

In addition to our print and digital products, we develop high-impact marketing tools that meet your needs and objectives.

- Custom magazines
- Custom apps
- Case studies and advertorials
- E-newsletter creation and deployment
- Roundtable or focus group discussions
- Podcast and webinar series
- Brochures and books
- Special events

Buying Intention Soft-Lead Program

If you can identify companies that intend to purchase the product types your firm offers, it gives you a competitive advantage. We deliver that market intelligence! Our soft-lead program provides the purchasing intent of *Recycling Today* readers in 10 major equipment categories. Ask our team for more details.

Target Your Market

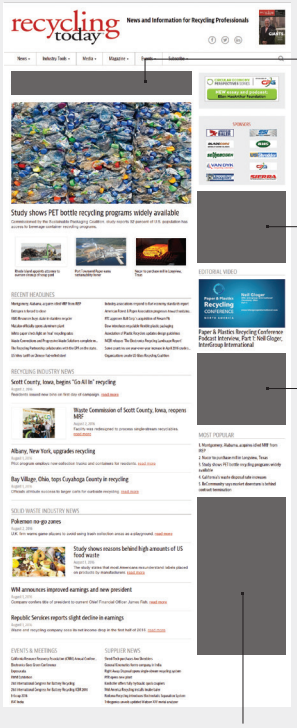
Target Market Intelligence (TMI) is a game-changing sales and marketing tool that your company must have to succeed in today's highly competitive business environment.

TMI is based on three key elements: **dynamic software, meticulous data management and proprietary subscriber information for our 15,000+ readers**. Access to this exclusive information is available on a subscription basis.

TARGET MARKET INTELLIGENCE

WEBSITE ADS

(HOME PAGE)

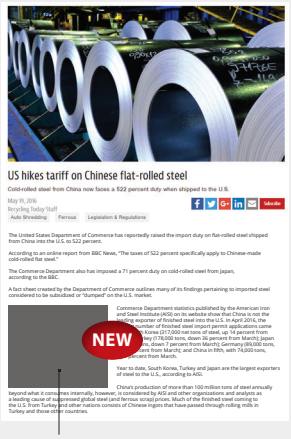


LEADERBOARD AD

CUBE ADS

SUPER CUBE AD

(INTERNAL PAGE)



CATEGORY IN-LINE AD

(HOME PAGE)

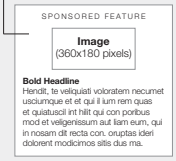
LIGHTBOX AD

NEWSLETTER ADS

LEADERBOARD AD

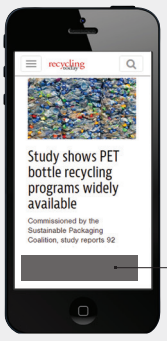
BANNER AD

CUBE ADS



TEXT AD

SMARTPHONE AD



SMARTPHONE STATIC BANNER

Advertising Rates: Frequency discounts are earned within 12 consecutive months by advertising in any combination of *Recycling Today, Construction & Demolition Recycling, Waste Today*, directories, buyers' guides and other GIE Media titles.

2017 Frequency Discounts						
Inside Ads	**1x**	**3x**	**6x**	**12x**	**18x**	**24x**
Full Page	$3,839	$3,493	$3,179	$2,895	$2,634	$2,396
2/3 Page	$3,225	$2,935	$2,670	$2,431	$2,212	$2,012
1/2 Island	$2,676	$2,435	$2,216	$2,018	$1,836	$1,670
1/2 Page Standard	$2,357	$2,145	$1,952	$1,777	$1,617	$1,471
1/3 Page	$1,578	$1,436	$1,306	$1,190	$1,082	$985
1/4 Page	$1,198	$1,090	$992	$903	$822	$747
1/6 Page	$779	$709	$645	$588	$535	$486
Covers						
2nd	–	–	$4,714	$4,257	$3,842	$3,470
3rd	–	–	$4,327	$3,908	$3,527	$3,185
4th	–	–	$5,195	$4,691	$4,234	$3,823

Color Charges		
Single Page	**1x**	**24x or Greater**
Standard two-color, extra	$295	$245
Four-color process, extra	$830	$630
Spread		
Standard two-color extra	$550	$425
Four-color process, extra	$1,450	$1,160

Digital Edition: All print edition advertisers automatically are included in our digital and app editions.

Other Special Positions: For guaranteed positions, add a 10% premium charge to the rate.

Classified Advertising:
- $85 for 1st column inch, $55 each additional inch, noncommissionable
- Standard two-color: $35 additional; four-color: $65 additional

Inserts: Contact the Publisher for pricing and the Production Director for mechanical specifications. (A sample is required.) 100-lb. coated book stock or 80-lb. offset stock maximum.

All inserts should be shipped prepaid to: *Recycling Today*, Publishers Press Inc., 100 Frank E. Simon Ave., Shepherdsville, KY 40165, Attn: Jesse Davis. Please include issue date.

Commissions and General Information: 15% of gross billing allowed to recognized advertising agencies on space, color, special positions and inserts. Net 20 days from date of invoice. Advertisers and advertising agencies assume liability for all content (including text, representation and illustration) of advertisements, printed or electronic, and also assume responsibility for any claims arising therefrom made against the Publisher. Publisher reserves the right to reject advertising he feels is not in keeping with the publication's standards.

Mechanical Requirements: Saddle stitch, three columns to a page. Paper stock: machine coated, 50-lb. recycled body with 100-lb. cover. Colors available: matched, 4-color process (AAAA-MPA). Trim size 7-7/8" x 10-1/2."

Digital Files, Specifications for Print and Mailing Instructions: The preferred file format for all print advertising is high-res, press-ready .pdf, .tif, .jpg and .eps. Ads can be submitted via FTP upload. Progressive proofs or color keys required on all 4C advertising. Ship all advertising artwork, insertion orders, contracts and copy instructions for printed ads to: *Recycling Today*, 5811 Canal Rd., Valley View, Ohio 44125. For information, contact Michelle Wisniewski at 216-393-0296 or at mwisniewski@gie.net.

Non-Bleed Ad Sizes	Width	Depth
Full Page	7"	10"
2/3 Page	4-1/2"	10"
1/2 Page Island	4-1/2"	7-1/2"
1/2 Page Horizontal	7"	4-7/8"
1/2 Page Vertical	3-3/8"	10"
1/3 Page Square	4-1/2"	4-7/8"
1/3 Page Vertical	2-3/16"	10"
1/4 Page Square	3-3/8"	4-7/8"
1/6 Page Vertical	2-3/16"	4-7/8"

Bleed Ad Sizes	Width	Depth
Single-Page	8-1/8"	10-3/4"
Trim Area	7-7/8"	10-1/2"
Live Area	7"	10"
Spread	16"	10-3/4"
Trim Area	15-3/4"	10-1/2"
Live Area	14"	10"

On all bleed advertisements allow 3/8" from any trim edge for live or type matter. Add 1/8" to gutter for each page on spread ads. Supply ruled proof showing crop line. Bleed ads are available at no extra charge.

RecyclingToday.com
We offer leaderboard, cube, super cube and lightbox ads on our site. The cube ad position offers 20 equally rotating spots per month, while the more exclusive leaderboard offers 10 equally rotating spots per month. Advertisers may invest in as many of these individual spots as they wish. Our e-newsletters offer a leaderboard, cube and text ads and up to three banner ads. Rates are per insertion.

Website Ads	Cost Per Month	Width	Depth
Cube Ad	$815	300 pixels	250 pixels
Leaderboard Ad	$994	728 pixels	90 pixels
In-line Cube Ad	$1,223	300 pixels	250 pixels
Super Cube Ad	$1,426	300 pixels	600 pixels
Lightbox Ad	$2,376	500 pixels	500 pixels
Smart Phone Banner	N/A	320 pixels	50 pixels
E-Newsletter Ads	**Cost Per Insertion**	**Width**	**Depth**
Banner Ad	$820	468 pixels	60 pixels
Cube Ad	$943	300 pixels	250 pixels
Leaderboard Ad	$1,056	728 pixels	90 pixels
Text Ad	$1,160	360 pixels	180 pixels

Digital File Specifications for Web Advertisements: The preferred file formats for all Internet ads are .gif, .jpg, and html5. Please email all artwork, copy instructions, insertion orders, contracts and plans to Kala Minor at KMinor@gie.net or call 216-393-0244 for more information. Max file size: 100k.

recycling today
5811 Canal Road
Valley View, OH 44125 USA
+1 216-393-0300 | RecyclingToday.com

2017	Supplement	Equipment Focus	Commodity Focus	Operations Focus	Safety Focus	Recurring Series	Additional Articles	Bonus Distribution	Close Date & Materials Due
January	Metals Recycling		Precious Metals		ANSI MRF Standards	Municipal Recycling Electronics Recycling	Paper Consumer Profile The State of PET Recycling	International Electronics Recycling Congress Paper Recycling Conference India Demolition 2017	Dec. 5, 2016 Dec. 12, 2016
February	Plastics Recycling	Baling Equipment	Copper	Tire Processing		Transportation Focus	Ferrous Scrap Consumer Profile Packaging Design Trends	BMR International Conference ConExpo-Con/Agg	Jan. 5, 2017 Jan. 12, 2017
March			Paper		Distracted Driving	Secure Destruction Sorting Technology Update	Steel Industry Capacity Report Plastics Recycling Technology Equipment Innovations Roundup ISRI Convention Preview	Southeast Recycling Conference & Trade Show Carolina Recycling Association SWANApalooza	Feb. 6, 2017 Feb. 13, 2017
April			Aluminum	Auto Shredder Benchmarking		Electronics Recycling MRF Industry Leaders Q&A International Markets	Special Report: After the Super-Cycle 20 Largest Nonferrous Scrap Processors List Automotive Industry Update Paper Industry Update Design for Recycling Electronics Manufacturing Trends Demolition Sector Report IC&I Focus BIR Convention Preview WateExpo Preview	ISRI Annual Convention Sustainability in Packaging	March 6, 2017 March 13, 2017
May			Ferrous		Correcting Unsafe Behavior		Contracting with Municipalities Legislative Update Recycling Education Aluminum Industry Update Latin American Scrap Market Report	WasteExpo BIR World Recycling Conference Northeast Resource Recovery Association Conference Solid Waste & Recycling Conference CARI Convention	March 30, 2017 April 6, 2017
June	Plastics Recycling	Scrap Handlers	Zorba	Routing		Municipal Recycling Secure Destruction	Shredder Application Focus ISRI Convention Wrapup	Re|Focus ISRI Gulf Coast Chapter Meeting	May 5, 2017 May 12, 2017
July		Sorting Equipment	Tires		Safety Inspections	Transportation Focus	Baler Application Focus Shearing Equipment Update WasteExpo Conference Wrapup BIR Conference Wrapup		June 5, 2017 June 12, 2017
August		Shredding & Granulating Equipment	Stainless/ High-Temp Alloys	Metals Identification		MRF Industry Leaders Q&A Sorting Technology Update	Residential Collection Trucks Automotive Battery Recycling Update Recycling Today Events Preview	ISRI Commodities Roundtable	July 5, 2017 July 12, 2017
September			Brass		Machine Guarding	Electronics Recycling Secure Destruction International Markets	Automotive Recycling Largest MRFs List & Map Recycling Today Events Preview	New Mexico Recycling Conference WasteCon	Aug. 4, 2017 Aug. 11, 2017
October	Plastics Recycling		Paper	MRF Benchmarking			Wire Chopping List Commercial Collection Trucks Glass Recycling Auto Shredding Technology Public Space Recycling	Paper & Plastics Recycling Conference BIR Autumn Round Table Sessions Paper Recycling Conference Europe Plastics Recycling Conference Europe ARA Convention Canadian Waste & Recycling Expo	Sept. 5, 2017 Sept. 12, 2017
November		Material Handling Equipment	Plastics		Cutting Torches	Municipal Recycling	Steel Industry Update Facility Security Stormwater Management	NERC Fall Conference Renewable Energy from Waste Conference	Oct. 5, 2017 Oct. 12, 2017
December	Paper Recycling		Ferrous	Mixed Shredded Metals Production		MRF Sorting Technology Update Industry Leaders Q& Transportation Focus	Market Review Retail Scrap Buying Plastic Consumer Profile Asian Scrap Market Report		Nov. 6, 2017 Nov. 13, 2017

Equipment & Services Buyers' Guide – Close: Jan. 11; Materials: Jan. 18 | **ISRI Conv. Product Preview –** Close: March 13; Materials: March 20 | **WasteExpo Conv. Product Preview –** Close: March 27; Materials: April 3