

RESOURCE

RECYCLING



Resource Recycling Conference
October 26-27, 2010
San Antonio, TX

E-Scrap Conference
September 29-30, 2010
New Orleans, LA

Plastics Recycling Conference
March 2-3, 2010
Austin, TX

Advertising Office
For all advertising orders, sales & service, except artwork:
Rick Downing
Rick Downing & Associates
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Publishing Office
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ads@resource-recycling.com

RESOURCE RECYCLING

When you are looking at a \$37 billion industry, you will want to spend your advertising dollars wisely.

There are a lot of sources providing recycling and composting information, but only one publication is ranked as being the most reliable in the field.⁽¹⁾

For 28 years, *Resource Recycling* has provided its readers with comprehensive information on all things recycling, from markets to research, data, technology and legislation, providing in-depth, educational articles written by the industry's leading professionals. The magazine's multifaceted approach covers all sectors of the recycling industry including C&D material, composting, climate change, electronics recycling, equipment and technology, ferrous and non-ferrous steel, glass, materials collection (e.g., curbside, PAYT, single-stream), multi-family/commercial/industrial recycling, organics, paper, plastics, product stewardship, program education/promotion, rubber, and zero waste, among others.

Each month, *Resource Recycling* is read by executives, owners, operation managers and management professionals at private recycling and composting businesses; by representatives of local, state and federal government; waste haulers; consultants; equipment dealers; waste generators at commercial businesses and institutions; and others allied in the field.

The *Resource Recycling* electronic newsletter is also read each week by nearly 16,000 subscribers, providing the industry's decision-makers with the up-to-date information they need to succeed.

Don't miss your chance to be included in the next issue of

Resource Recycling, the first choice among recycling industry professionals and the definitive source for independent recycling news. For more information on our integrated advertising opportunities contact Rick Downing, advertising director, at (440) 257-6453 or rickdowning@oh.rr.com.

⁽¹⁾ Based on publisher's own survey of paid subscribers

Recycling is Good for your Business

For the six-month period ending June 2009, *Resource Recycling's* distribution was 11,000 (BPA June 2009 circulation statement: 9,475 average qualified and 1,525 average non-qualified circulation).

| | | |
|--------------------------------------|-------|-------|
| Recycling and Composting Businesses | 4,398 | 44.7% |
| Government Agencies | 2,786 | 28.3% |
| Waste Haulers and Others | 1,254 | 12.7% |
| Libraries, Universities and Others | 1,116 | 11.3% |
| Waste Generators | 171 | 1.7% |
| Organizations and Trade Associations | 115 | 1.3% |

Based on the publisher's own survey of paid subscribers, including pass-along readership, *Resource Recycling* reaches 27,500 readers with each issue. This number does not include issues distributed at state association trade shows, or other national conferences conducted throughout North America.

Publisher's survey also revealed that a majority of *Resource Recycling* subscribers are decision makers (e.g., executives, owners, operation managers, management professionals) for their company or organization, with 67 percent stating they use *Resource Recycling* to make business decisions.

The Industry

There are presently more than 10,000 curbside recycling programs in operation throughout the U.S., with that figure increasing almost daily. More than 3,500 municipal (i.e., towns, villages, boroughs, cities and counties) yard trimming composting programs also exist.

The United States' solid waste/resource recovery industry consists of over 56,000 recycling and re-use establishments, which employ approximately 1.1 million people, generate an annual payroll of \$37 billion, and gross \$236 billion in annual revenues.

The average wage earned by those in the recycling and re-use industry is \$32,700, approximately \$3,000 per year more than the national average wage.

The recycling and re-use industry supports 3.1 percent of the paid jobs in the U.S.

Some 2.7 percent of the U.S. gross domestic product is attributable to the recycling and re-use industry, with 0.7 percent provided directly by the industry.

Did You Know*

Excluding composting, the amount of municipal solid waste recycled throughout the U.S. in 2007 improved three percent to 63.3 million tons, an increase of 1.9 million tons from 2006.

The tons recovered for composting rose from 20.8 million tons in 2006 to 21.7 million tons in 2007, a 4.3-percent increase.

Overall, the U.S. recycling rate (including composting) for 2007 was

33.4 percent, up 3.4 percent from the 32.3-percent rate recorded for 2006. This equates to 1.54 pounds being recycled per person, per day. Unfortunately, though, the nation's MSW generation rate also continues to grow, having increased to 4.62 pounds per person, per day, in 2007.

A record-high 57.4 percent of all paper consumed in the U.S. in 2008 was recovered for recycling. This figure, which equals over 51.8 million tons, translates to nearly 340 pounds for each man, woman and child in America.

The average percentage of recycled content used in the production of a U.S.-based newspaper is 35 percent.

54.2 percent of aluminum cans were collected for recycling in 2008, the highest recycling rate of any beverage container. This translates to over 1.5 billion pounds of recovered metal.

The amount of post-consumer PET bottles collected for recycling and sold in the U.S. in 2007 was 1.40 billion pounds, equating to a recycling rate of 24.6 percent. The HDPE bottle recycling rate for 2007 stands at 26 percent.

Approximately 28 percent of all glass containers in MSW were recovered for recycling in 2007.

The overall steel recycling rate in 2007 was 78.2 percent.

* Statistics provided by the Steel Recycling Institute, the American Forest & Paper Association, Newspaper Association of America, National Association for PET Container Resources, Moore Recycling Associates Inc., U.S. Environmental Protection Agency 2007 *Municipal Solid Waste in The United States* report and R.W. Beck Inc.'s 2007 *U.S. Recycling Economic Information Study*.

2010 Resource Recycling Editorial Calendar

| Month | Show Issues/ Special Reports | Features | Bonus Distribution | Insertion | Artwork |
|-----------|--|--|--|-----------|---------|
| January | Organics | Organics, Materials Collection (e.g., single-stream, PAYT), Composting | U.S. Composting Council Conference and Trade Show, Reverse Logistics Conference and Expo, Tennessee Recycling Coalition Conference and Trade Show, SWANA Recycling and Special Waste 2010 Conference | Nov. 25 | Dec. 3 |
| February | Recovered Plastics | Plastics Glass C&D | Plastics Recycling 2010, 2010 Associated Recyclers of Wisconsin / Wisconsin County Solid Waste Managers Association/ Solid Waste Association of North America - Badger Chapter Joint Winter Conference, 23rd Annual Southeast Recycling Conference and Trade Show, The 25th International Widener University Conference on Solid Waste Technology and Management, 20th Annual Carolina Recycling Association Conference and Trade Show, C&D World 2010 | Dec. 28 | Jan. 5 |
| March | Recovered Steel | Ferrous, Non-Ferrous Product Stewardship | Kansas Works! 2010 Recycling and Composting Conference | Jan. 28 | Feb. 5 |
| April | Waste Expo Show Issue | Materials Collection (e.g., single-stream, PAYT), Special Events Recycling, Education/ Promotion | Waste Expo 2010, 2010 ISRI Annual Convention and Exposition, Federation of New York Solid Waste Associations' Solid Waste/Recycling Conference and Trade Show, PA ReMaDe Expo 2010, 17th Annual Maine Recycling & Solid Waste Conference, Colorado Association for Recycling's 21st Annual Recycling Summit, 28th Annual Michigan Recycling Coalition Conference and Trade Show | Feb. 26 | Mar. 5 |
| May | Recovered Paper | Paper Rubber Electronics Zero Waste | 30th Annual Washington State Recycling Association Recycling Conference and Trade Show, 2010 Missouri Recycling Association Annual Conference, 2010 Illinois Recycling and Waste Management Conference, The 6th National Product Stewardship Forum, 21st Annual Indiana Recycling Coalition Conference and Exhibition, From Scrap to Profit: 4th Annual Symposium on Recycled Rubber in Plastics and Rubber Products, New Mexico Recycling Coalition's 2010 Annual Member Meeting & Recycling Workshops, 29th Annual Northeast Resource Recovery Association Recycling Conference and Expo, Recycle Florida Today Annual Conference, 32nd Annual Association of Oregon Recyclers Annual Conference and Trade Show, Recycling Council of British Columbia Annual Zero Waste Conference | Mar. 26 | Apr. 2 |
| June | Processing Trends | Materials Processing (e.g., MRF technology) Organics | 34th Annual California Resource Recovery Association Conference and Trade Show, 20th Annual Professional Recyclers of Pennsylvania Conference, Tennessee Recycling Coalition and Mississippi Recycling Coalition Joint Conference, Arizona Recycling Coalition 2010 AzRC Statewide Conference, 6th Annual Maryland Recycling Network and SWANA Mid-Atlantic Chapter Joint Conference | Apr. 23 | May 3 |
| July | Annual Recycling & Composting Buyers' Guide | Plastics, Equipment and Technology | | May 28 | June 4 |
| August | WASTECON Show Issue | Materials Collection (e.g., single-stream, PAYT), Multi-Family/ Commercial, C&D | WASTECON 2010, Georgia Recycling Coalition 19th Annual Conference and Trade Show, 13th Annual Texas Recycling and Sustainability Summit, 2010 North Dakota Solid Waste and Recycling Symposium | June 30 | July 7 |
| September | Electronics | Electronics Paper Organics | E-Scrap 2010, 2010 Arkansas Recycling Coalition Annual Conference and Trade Show, 20th Annual National Compost Conference 2010, Iowa Recycling and Solid Waste Management Conference, Conference on Canadian Stewardship, Recycling Council of Alberta Waste Reduction Conference, 7th International Computer Refurbishers Summit, GrassRoots Recycling Network 4th Annual Recycling and Zero Waste Conference, Recycling Council of Alberta Waste Reduction Conference, Ohio Department of Natural Resources/Organics Recycling Association of Ohio, Inc. 2010 Annual Conference, 2010 Annual South Dakota Solid Waste Management Association Conference and Trade Show, Saskatchewan Waste Reduction Council Fall '10 Waste Minimization Forum, 20th Annual National Compost Conference 2010, 21st Annual Upper Peninsula Recycling Coalition Conference | July 23 | July 30 |
| October | RR Conference Issue (Materials Recovery) | Materials Collection (e.g., single-stream, PAYT), Materials Processing (e.g., MRF technology) | Northeast Recycling Council Fall Conference, Resource Recycling Conference 2010, Canadian Waste & Recycling Expo, 5th Annual Asphalt Shingle Recycling Forum, Recycling Association of Minnesota/SWANA Annual Conference | Aug. 27 | Sept. 3 |
| November | Education/Promotion | Education/Promotion Plastics Climate Change | | Sept. 24 | Oct. 1 |
| December | Year in Review | Legislative Update Steel | 2011 U.S. Composting Council Conference and Trade Show | Oct. 27 | Nov. 3 |

*Resource Recycling is distributed at all the large trade shows and association conferences. Shows known at press time are listed. Editorial topics and distribution are subject to change due to unforeseen circumstances.

Advertising Director: Rick Downing, 6075 Hopkins Rd., Mentor, OH 44060-2207 Phone: (440) 257-6453 Fax: (440) 257-6459 E-mail: rickdowning@oh.rr.com

Resource Recycling Display 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.

Black-and-white rates

| <u>Display Ads</u> | <u>1x</u> | <u>3x</u> | <u>6x</u> | <u>12x</u> |
|---------------------|-----------|-----------|-----------|------------|
| Full page | \$1,910 | \$1,590 | \$1,315 | \$1,135 |
| 2/3 page | 1,580 | 1,320 | 1,075 | 910 |
| 1/2 page (island) | 1,380 | 1,165 | 950 | 820 |
| 1/2 page (standard) | 1,225 | 980 | 855 | 720 |
| 1/3 page | 870 | 740 | 635 | 550 |
| 1/4 page | 735 | 610 | 515 | 455 |
| 1/6 page | 620 | 500 | 415 | 370 |

| <u>Showcase Ads</u> | <u>1x</u> | <u>6x</u> | <u>12x</u> |
|------------------------------------|-----------|-----------|------------|
| Equipment and Electronics Showcase | \$75 | \$65 | \$55 |
| Plastics Recycling Showcase | 75 | 65 | 55 |
| Professional Services Showcase | 75 | 65 | 55 |

Classifieds \$35 for first 25 words and 75 cents per word thereafter.

All classified and showcase ads are at net rates and are not commissionable to ad agencies.

2-Color rates

| <u>Display Ads</u> | <u>1x</u> | <u>3x</u> | <u>6x</u> | <u>12x</u> |
|---------------------|-----------|-----------|-----------|------------|
| Full page | \$2,205 | \$1,885 | \$1,610 | \$1,430 |
| 2/3 page | 1,875 | 1,615 | 1,370 | 1,205 |
| 1/2 page (island) | 1,675 | 1,460 | 1,245 | 1,115 |
| 1/2 page (standard) | 1,520 | 1,275 | 1,150 | 1,015 |
| 1/3 page | 1,165 | 1,035 | 930 | 845 |
| 1/4 page | 1,030 | 905 | 810 | 750 |
| 1/6 page | 915 | 795 | 710 | 665 |

4-Color rates

| <u>Display Ads</u> | <u>1x</u> | <u>3x</u> | <u>6x</u> | <u>12x</u> |
|---------------------|-----------|-----------|-----------|------------|
| Full page | \$2,590 | \$2,270 | \$1,955 | \$1,815 |
| 2/3 page | 2,260 | 2,000 | 1,755 | 1,590 |
| 1/2 page (island) | 2,060 | 1,845 | 1,630 | 1,500 |
| 1/2 page (standard) | 1,905 | 1,660 | 1,535 | 1,400 |
| 1/3 page | 1,550 | 1,420 | 1,315 | 1,230 |
| 1/4 page | 1,415 | 1,290 | 1,195 | 1,135 |
| 1/6 page | 1,300 | 1,180 | 1,095 | 1,050 |

Special Positions

| <u>Four-color special positions</u> | <u>6x</u> | <u>12x</u> |
|-------------------------------------|-----------|------------|
| Inside front cover | \$2,665 | \$2,325 |
| Page 1 or page 2 | 2,665 | 2,325 |
| Inside back cover | 2,585 | 2,285 |
| Back cover | 2,665 | 2,325 |

Other positions: Plus 10 percent on space and color.

Production Charges

Resource Recycling's advertising rates are based on digital ads (see page 7 for file requirements). Contact us if design assistance is desired.

Reader Service Cards

Each display ad receives a free reader service number. This number allows interested readers to easily request details from advertisers. Responses mailed monthly to advertisers.

Electronic Newsletter Advertising Rates

| | | |
|--------------------------------|-------------------------|--|
| Button | 120 pixels x 120 pixels | \$250/ 4-weeks \$675/ 12-weeks \$1,200/ 24-weeks |
| Embedded Banner or Tower | 600 pixels x 120 pixels | \$375/ 4-weeks \$1,012/ 12-weeks \$1,800/ 24-weeks |

Receive a 20-percent discount on e-newsletters for firms buying at least \$2,500 in print ads in *Resource Recycling*. Sponsors of the Resource Recycling Conference will receive a 10-percent discount on e-newsletter ads.



The Resource Recycling Conference

Resource Recycling will hold its inaugural Resource Recycling Conference October 26-27, 2010 at the Marriott Rivercenter in San Antonio, Texas.

Sponsored by Resource Recycling, Inc., publisher of *Resource Recycling*, *Plastics Recycling Update* and *E-Scrap News*, the conference compliments the company's other two highly-successful annual events, the Plastics Recycling Conference and the E-Scrap Conference. Both events are the largest conferences in the world with regard to their respective fields.

The only major conference in North America focusing solely on the trends and issues affecting municipal waste recycling, below are just some of the responses received by *Resource Recycling* regarding the inaugural event:

"Having been in this business for 32 years now, this is the first conference, that I know of, designed to focus solely on municipal waste recycling," said one potential attendee. "I will definitely be in San Antonio."

Another potential attendee commented, "Let the professional conference people do 'the' national recycling conference, while you do one that we [industry] will all want to attend."

"I support and applaud *Resource Recycling's* move to create the 2010 conference," said a potential exhibitor. "There is a void that must be filled, and the announcement of this conference comes at an opportune time."

A potential sponsor for the inaugural event stated, "*Resource Recycling* brings transparency, professionalism, integrity, innovating thinking, quality research, and even some laughs to the table." "This event looks promising – something I'd want to support."

The Resource Recycling Conference will offer in-depth, comprehensive assessments of MRF technologies, recycling market developments, collection innovations and new public policy and legislative initiatives. In addition, a large exhibit hall will feature the latest recycling equipment and services.

Sponsoring, exhibiting and/or advertising at the Resource Recycling Conference provides your company or organization with the perfect opportunity to reach key industry decision makers, including product manufacturers, federal, state and local government officials, and trade association leaders, among others. In fact, event organizers have already secured a number of corporate and trade association conference sponsors.

For additional information on the Resource Recycling Conference, visit www.rrconference.com, or contact Cara Bergeson, conference manager, at (503) 233-1305, ext. 117, or cara@resource-recycling.com.

Additional Advertising Opportunities

Special Advertising Sections

Small display and business card ads.*

Equipment/Product Showcase

A marketplace for promoting equipment for sale, recovered materials wanted, parts and maintenance services, publications available – you name it.

Electronics Showcase

A section for electronics scrap recycling. Featuring your brokerage or processing services and equipment for this fast-developing recycling industry sector.

Plastics Recycling Showcase

A special section dedicated to plastics scrap recycling. Advertisers include buyers and sellers of scrap plastics, plus equipment manufacturers and dealers that serve processors.

Professional Services Showcase

Market your consulting and professional services to recycling and composting businesses and agencies. Business card ads promote your key services.

* These include free Internet exposure.

ALL SOURCE
SECURITY CONTAINER MFG. CORP.

We get you what you need, when you need it.

Hard Drive & X-Ray Destruction Containers
Lid secured with either an internal or external locking system.

Office & Curbside Recycling Containers

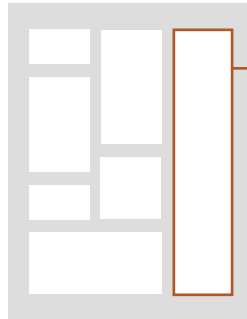
100% Recyclable.
Made with 25% Recycled Content.

All Source is a North American manufacturer and distributor of security containers and office recycling containers. We are continually committed to providing you with the highest quality products, industry leading turnaround times, and superior customer service.

Toll Free: 1-866-526-4579
www.allsourcemfg.com

4-inch (vertical or horizontal)

1x \$300; 6x \$260; 12x (frequently) \$220.



Showcase Rates

(cost per column inch, max 4 column inches)

1x to 5x – \$75

6x to 11x – \$65

12x (frequently) – \$55
(not agency commissionable)

Classified Advertising

Just \$35 for the first 25 words and 75 cents, per word, thereafter. Deadline is the fifth of the month preceding publication month. To receive a quote on your ad, simply fax it to Rick Downing at (440) 257-6459, or send by e-mail to: rickdowning@oh.rr.com

CompuTimeClock

Windows based time & attendance software
Clock in and out easily, quickly and accurately
Prepare P/R data in minutes
Track break time, holiday, vacation and overtime
\$295 including on-line installation and training.
www.CompuTimeClock.com
415-386-6157

3-inch showcase

1x \$225; 6x \$195; 12x (frequently) \$165.

Discover Complete E-Scrap Solutions

STEINERT US
www.SteinertUS.com

727-573-2482

2-inch showcase

1x \$150; 6x \$130; 12x (frequently) \$110.

ECO-POP DESIGNS
RECYCLING CONTAINERS
MADE FROM RECYCLED MATERIALS. MANY DESIGNS
CATALOG & INFO:
® BOX 269, PACIFICA, CA 94044
650-728-9220

1-inch showcase

1x \$75; 6x \$65; 12x (frequently) \$55.

Is Your Dumpster Full of Foam Packaging?
Recycle and Profit with a HEGER!

- HEGER uses: No hydraulics or melting and creates no fumes
- Produces continuous logs using screw compression technology
- 40,000 lb. trailerloads possible with HEGER "ADC" control

Compressed foam log density up to 20 lbs/Ft³

HEGER
Compactors for EPS and Styrofoam™

Foam Equipment + Consulting Co
T: 314.427.4395 • F: 314.427.4398
www.foamequipment.com • info@foamequipment.com

Digital File Preparation



Formats / Media / Software

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

IMPORTANT ADOBE ACROBAT INFORMATION

PDF files in Acrobat 4.0 or higher, all fonts embedded or outlined, based on **high-resolution** artwork **300 ppi** and **CMYK not RGB** generally work well. Full-page PDF **ads that bleed must be 8½" x 11¼"**, which includes ⅛" bleed for the trim.

Supported Programs:

Adobe Creative Suite CS3
(InDesign, Photoshop, Illustrator)
QuarkXPress 7.1

Programs not supported:

Microsoft Word
Microsoft Publisher
Corel Draw

Operating Systems

Macintosh OS X
Media or Internet
CD, e-mail or FTP



Important Graphics Specifications

Graphics / Lineart / Photos / Fonts

Include all graphic files on your disk or in your e-mail:

- ▶ **High-resolution photo EPS or TIFF, at 300 ppi**
- ▶ **High-resolution lineart EPS or TIFF, at 300 ppi**
- ▶ **JPEG at 300ppi and at 100 percent**
- ▶ **CMYK or Pantone (PMS) colors from process**
- ▶ **Include all screen and printer fonts used**
- ▶ **Turn text into outline** in illustrator or Freehand and save as EPS (eliminates need to send fonts)

Note: Web graphics and logos are low resolution and not suitable for offset printing. They will appear fuzzy. Send only high-resolution images.

When sending native files via e-mail, please be sure to include all screen and printer fonts and graphics. The e-mail's subject field should indicate that it is an ad — e.g., "Atlas Co. ad." Please include contact person, phone and fax numbers. At the same time, fax a copy of the ad. For large or four-color ad files, please send us a disk and proof via mail or courier if you encounter difficulties in e-mailing your file. Note that large files sometimes do not transmit well via the Internet.

Advertising Dimensions

Inches – width x height

Advertising space may be used only in the following forms:

| | <u>Vertical</u> | <u>Horizontal</u> | <u>Square</u> |
|---------------------------------|-----------------|-------------------|---------------|
| Full page | 8¼ x 11 | | |
| Full page w/ bleed | 8½ x 11¼ | | |
| 2/3 page | 4⅞ x 10⅞ | | |
| 1/2 page island | 4⅞ x 7⅞ | | |
| 1/2 page standard | 3⅞ x 10⅞ | 7½ x 4⅞ | |
| 1/3 page | 2⅞ x 10⅞ | 7½ x 3⅞ | 4⅞ x 4⅞ |
| 1/4 page | 3⅞ x 4⅞ | 4⅞ x 3 | |
| 1/6 page | 2⅞ x 4⅞ | 4⅞ x 2⅞ | |
| Plastics Showcase* | | 2⅞ x 1¼ | |
| Equipment Showcase* | | 2⅞ x 1¼ | |
| Electronics Showcase* | | 2⅞ x 1¼ | |
| Professional Services Showcase* | | 2⅞ x 1¼ | |

*Height may be increased in 1¼" increments. 4" horizontal ads are 4⅞" x 2⅞".

Sending files to us:

Using ftp software, log on at: **ftp@resource-recycling.com** with username: **design@resource-recycling.com** and password: **design**. Then send an e-mail to ads@resource-recycling.com and we'll retrieve the file.

Smaller files can be attached to an e-mail, or files can be shipped via courier to:

Resource Recycling, Inc.
Attn: Suzette DuCharme
600 S.E. Powell Blvd.
Portland, OR 97202-2623

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 reserves the right to require payment in advance from advertisers who previously 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.

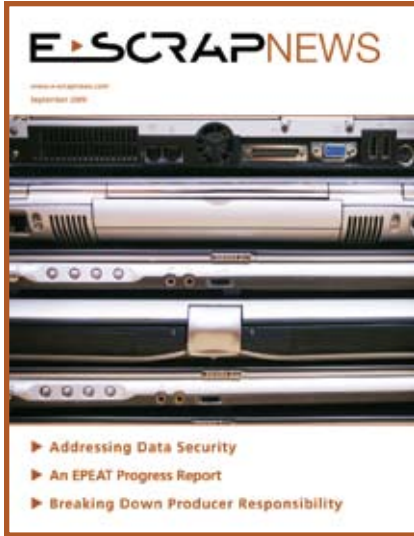
Cancellations: No cancellations accepted after the closing deadline; advertiser must pay full charges for the space.

Publisher's copy protection 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 publications format. Furthermore, the publisher may place the word "advertisement" on copy that could appear to be editorial matter. The publisher reserves the right to reject advertising not in keeping with the publication's standards. The publisher is not liable for delays in delivery and/or nondelivery in the event of any condition beyond the control of the publisher.

E-SCRAP NEWS

Scrap electronics recycling can easily be described as the frontier of the recycling world. From the rapidly increasing pace of technological obsolescence, which is spurring producer responsibility take-back and community collection programs across the globe, to the growing environmental and humanitarian concerns posed by the exportation of used electronics from the U.S. to countries overseas, electronics recycling has plenty of good, bad and ugly issues to go around.

According to U.S. Environmental Protection Agency statistics, consumer electronics presently make up nearly two percent of the nation's municipal solid waste stream, with domestic processors recovering more than 100 million pounds of materials from electronics each year. And, in response to the growing electronic waste trend, 18 U.S. states, New York City, as well as six Canadian provinces, have passed laws mandating the responsible recycling of covered electronics.



For the past decade, *E-Scrap News* has been the definitive source for this fast-paced, burgeoning environment. With nearly 6,000 subscribers throughout North America, *E-Scrap News* is the only publication focused solely on covering the issues affecting the scrap electronics recycling industry.

Published quarterly, with the fall edition also distributed at the annual E-Scrap Conference – North America's premier electronics recycling conference and trade show – each issue features the latest industry, market and legislative news, directories of responsible e-scrap operators and in-depth features written by the industry's leading voices for responsible electronics recycling.

In addition to the quarterly, the *E-Scrap News* electronic newsletter is distributed to nearly 7,500 readers each week.

Don't Miss Out

Don't miss your chance to be included in the next issue of *E-Scrap News*, the first choice among electronics recyclers. Contact us for more information on how our integrated advertising opportunities can give your company an edge over the competition. We are the independent leader in electronics recycling news. Contact Rick Downing, advertising director, at (440) 257-6453 or rickdowning@oh.rr.com.

Advertising Opportunities Abound

Please take a moment to review the various options that best meet your strategic marketing objectives and reach your target audience.

E-Scrap News Display Advertising Rates

| Ad | Width x Height | B/W 1x rate | B/W 4x rate | 2-Color 1x | 2-Color 4x | 4-Color 1x | 4-Color 4x |
|--------------|------------------|-------------|-------------|------------|------------|------------|------------|
| Full Page | 8-½" x 11"* | \$850 | \$725 | \$1045 | \$920 | \$1245 | \$1120 |
| 1/2 island | 4-7/8" x 7-3/8" | 575 | 500 | 770 | 695 | 970 | 895 |
| 1/2 standard | 7-½" x 4-7/8" | 500 | 425 | 695 | 620 | 895 | 820 |
| 1/3 page | 4-7/8" x 4-7/8" | 450 | 375 | 645 | 570 | 845 | 770 |
| 1/4 page | 3-9/16" x 4-7/8" | 395 | 325 | 590 | 520 | 790 | 720 |
| 1/6 page | 2-3/8" x 4-7/8" | 325 | 275 | 520 | 470 | 520 | 670 |

*Full bleed is 8-¾ x 11-¼

Ad rates are commissionable to recognized advertising agencies, at 15 percent.

E-Scrap News Schedule

Due Dates

| Issue | Insertion | Artwork |
|----------------|----------------------|-----------------------|
| March 2010 | Feb. 8 th | Feb. 15 th |
| June 2010 | May 3 rd | May 10 th |
| September 2010 | Aug. 9 th | Aug. 16 th |
| December 2010 | Nov. 8 th | Nov. 15 th |

Electronic Newsletter Advertising Rates

| | | |
|--------------------------|-------------------------|--|
| Button | 120 pixels x 120 pixels | \$250/ 4-weeks \$675/ 12-weeks \$1,200/ 24-weeks |
| Embedded Banner or Tower | 600 pixels x 120 pixels | \$375/ 4-weeks \$1,012/ 12-weeks \$1,800/ 24-weeks |

Receive a 20-percent discount on e-newsletters for firms buying at least \$2,500 in print ads in *E-Scrap News*. Sponsors of the E-Scrap Conference will receive a 10-percent discount on e-newsletter ads.



E-Scrap Conference 2010

The scrap electronics recycling industry is growing at a rapid pace, and there's only one conference that provides professionals with the full spectrum of information needed to succeed in this budding, yet ever-changing, industry.

Held this past September at the Hilton Orlando in Orlando, Florida, nearly 900 industry professionals – representing 21 countries – attended educational sessions conducted by leading industry experts, and visited a trade show floor that featured over 90 companies and organizations representing all facets of the e-scrap landscape, including e-scrap processing firms, both big and small; collectors; refurbishment organizations; original equipment manufacturers; government agencies; and environmental watchdog groups.

"Truly the biggest electronics recycling conference in the world," said one attendee. "I travel the globe to attend e-recycling get togethers, and nowhere have I seen so many attendees come together for an event. I have a feeling it will only get bigger, too, as this industry is only at the infant stage. We will definitely be in New Orleans."

Given the unprecedented success of the 2009 conference, it's no surprise that exhibitor and sponsorship requests have already begun to roll in for the 2010 conference, to be held September 29-30 at the Hilton New Orleans Riverside in New Orleans, Louisiana. The 2010 conference will feature extensive and detailed industry assessments from leading experts, including analyses of stewardship systems and trends witnessed throughout North America; e-scrap collection issues; emerging certification programs; processing techniques; recycling market factors; and legislative policy considerations.



The E-Scrap Conference provides a variety of sponsorship, exhibiting and advertising opportunities to reach executives at original equipment manufacturers; generators of e-scrap; federal, state and local government officials; trade association leaders; e-scrap processors; and buyers of e-scrap parts and materials.

For additional information on The E-Scrap Conference, visit www.e-scrapconference.com, or contact Cara Bergeson, conference manager, at (503) 233-1305, ext. 117, or cara@resource-recycling.com.

PLASTICS

RECYCLING ► UPDATE

As you are well aware of, plastics recycling has emerged as a diverse and technically-demanding field and, in fact, is one of the recycling industry's fastest growing sectors. Data from recent American Chemistry Council surveys reveal that a record-high 2.34 million pounds of plastic bottles were recycled in the United States in 2007, along with 325.44 million pounds of non-bottle rigids and 830.18 million pounds of plastic bags and film.



The increasing volumes of material processed are facilitated by a recent boom in reclamation facility construction, too. For example, the 100-million-pounds-per-year NURRC facility, in Spartanburg, South Carolina, is already processing material, and Clear Path Recycling LLC is on schedule to bring 50 percent of its Fayetteville, North Carolina capacity online this spring. Considered North America's largest processing plant, the other 140-million-pound processing line is schedule to launch in fall 2011. Although markets for recovered plastics are global in scale, rapid expansions in North American processing capacity, and consumer demand for recycled plastic goods, means plenty of business for enterprising firms.

For over a decade, *Plastics Recycling Update* has been the only magazine in North America focusing exclusively on polymer recovery efforts. The industry's authoritative source on plastics recycling market analysis, industry news and views, pertinent legislation, and equipment and technology, the periodical is a superb source for marketing recycling equipment and services, offering an excellent means of sourcing for new suppliers of recovered plastics.

Published quarterly, with the winter edition also distributed at the annual Plastics Recycling Conference, *Plastics Recycling Update* is studied by more than 6,000 readers, of which include such key industry players as non-profits, trade associations and scrap plastic generators, reclaimers and end-users throughout North America. Each issue contains feature-length articles composed by the leading voices in plastics recycling, and has been hailed by readers as "a great resource for experienced professionals and newcomers alike."

In addition to the quarterly, the *Plastics Recycling Update* electronic newsletter is distributed to nearly 6,000 readers weekly.

Don't Miss Out

Don't miss your chance to be included in the next issue of *Plastics Recycling Update*, the first choice among plastics recyclers. Contact us for more information on how *Plastics Recycling Update's* integrated advertising opportunities can give your company an edge over the competition. Plastics make the market, and we know plastics. Contact Rick Downing, advertising director, at (440) 257-6453 or rickdowning@oh.rr.com.

Plastics Recycling Update Display Advertising Rates

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Ad rates are commissionable to recognized advertising agencies, at 15 percent.

Plastics Recycling Update Schedule

Due Dates

| Issue | Insertion | Artwork |
|---------------|----------------------|-----------------------|
| February 2010 | Jan. 4 th | Jan. 11 th |
| May 2010 | Apr. 5 th | Apr. 12 th |
| August 2010 | July 5 th | July 12 th |
| November 2010 | Oct. 8 th | Oct. 15 th |

Electronic Newsletter Advertising Rates

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| Button | 120 pixels x 120 pixels | \$225/ 4-weeks |
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| Embedded Banner or Tower | 600 pixels x 120 pixels | \$350/ 4-weeks |
| | | \$945/ 12-weeks |
| | | \$1,680/ 24-weeks |



Receive a 20-percent discount on e-newsletters for firms buying at least \$2,500 in print ads in *Plastics Recycling Update*. Sponsors of the Plastics Recycling Conference will receive a 10-percent discount on e-newsletter ads.

The Plastics Recycling Conference

With each year, The Plastics Recycling Conference gets bigger, and better.

Held last February at the Disney Coronado Springs Resort and Hotel in Orlando, Florida, a record setting 730 attendees – representing 36 states, five Canadian provinces and 16 countries – took in numerous educational and informational sessions, as well as enjoyed a trade show floor that bustled with over 70 exhibitors. Altogether, The 2009 Plastics Recycling Conference was the most successful to date.

“I’d like to compliment the conference staff, speakers and presenters,” said one attendee. “This past year’s attendance is a testimony to the excellent product the Plastics Recycling Conference produces and presents. As usual, a professional job well done!”

Given the unprecedented success of the show, it’s no surprise that exhibitor and sponsorship requests have already begun to roll in for the 2010 conference, to be held March 2-3 at the Hilton Austin in Austin, Texas. The 2010 conference will feature extensive and detailed industry assessments from leading experts in plastics recovery and utilization in North America, Asia and Europe. Such assessments include analyses of North American trends, plastics collection issues, recycling market factors, and legislative and policy considerations.



Sponsoring, exhibiting and/or advertising at The Plastics Recycling Conference provides your company or organization with the perfect opportunity to reach key industry decision makers, including product manufacturers; plastics generators; federal, state and local government officials; trade association leaders; scrap plastics processors; and buyers of polymer materials.

For additional information on The Plastics Recycling Conference, visit www.plasticsrecycling.com, or contact Cara Bergeson, conference manager, at (503) 233-1305, ext. 117, or cara@resource-recycling.com.



 **2010 Media Kit**
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