

Resource Recycling's e-newsletters

We publish three weekly e-newsletters

- **Resource Recycling** is read by an audience of more than 13,000 and covers all the major issues in recycling, including markets, legislative policies and technology.
- **Plastics Recycling Update** focuses solely on the recovery and utilization of scrap plastics and reaches over 5,000 readers weekly.
- For those involved in electronics recycling, we also publish the acclaimed **E-Scrap News** sent to more than 6,000 subscribers every week.

Advertising options

Advertisers can buy three types of ads in any of the three e-newsletters:

- Button ads, typically your firm's logo and name.
- Embedded banner ads, which can contain your logo, your firm's name and a short sales message.
- Tower ads, which can contain your logo, your firm's name and a short sales message.

All ads can include a hyperlink to the advertiser's Web site or e-mail address.

Ad specifications

Button:

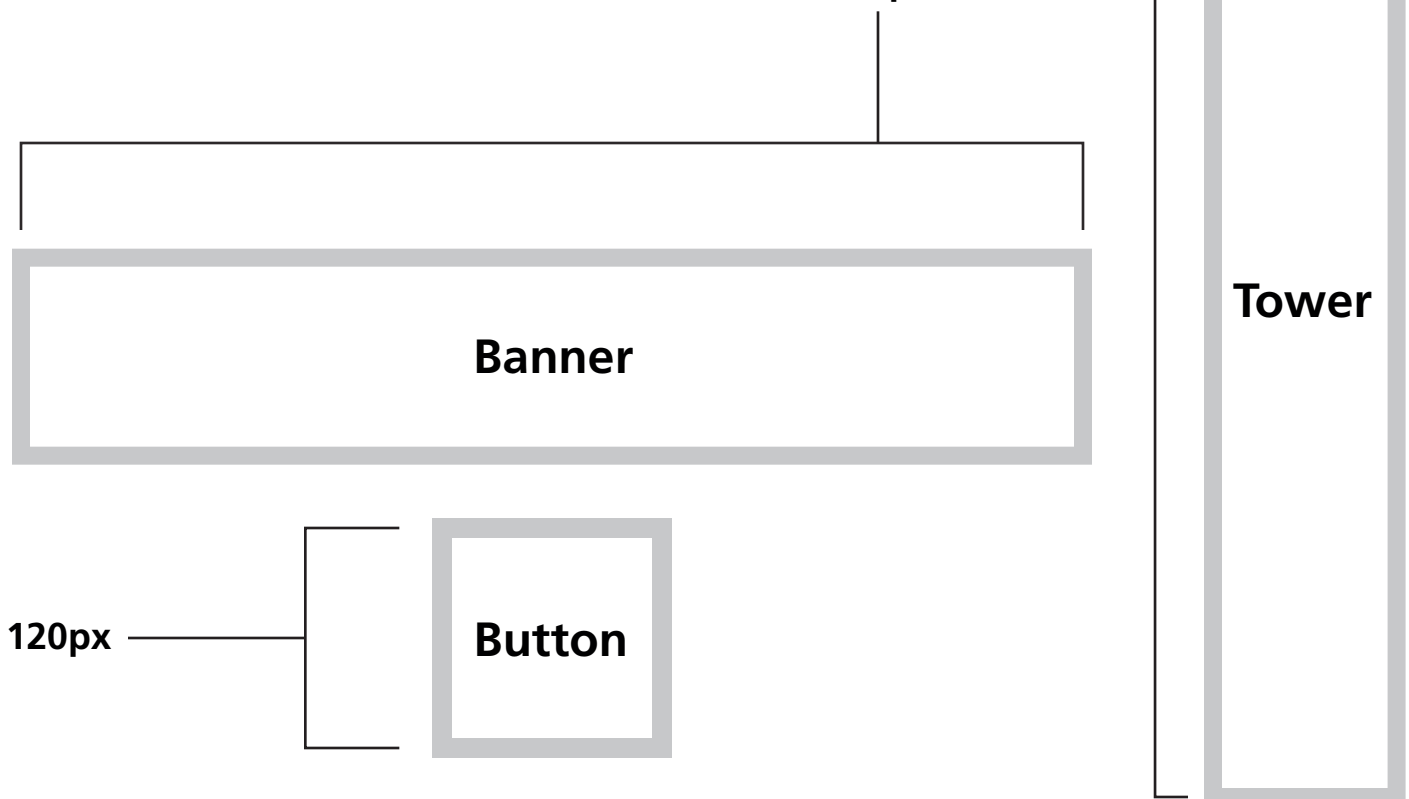
120 pixels by 120 pixels

Embedded banner:

600 pixels wide by 120 pixels high

Tower:

120 pixels wide by 600 pixels high



Dots per inch

Ads should be delivered at a minimum of 72 dpi.

Acceptable file formats

We accept ads as jpg or gif. We do not accept Java or Flash scripts, or animated gifs.

Ad services

Please ask about assistance in preparing an ad.

Minimum order

An ad is guaranteed to run once per week. A minimum order is four weeks.

Guaranteed distribution

The minimum number of annual impressions for each periodical is:

E-Scrap News: 315,000

Plastics Recycling Update: 260,000

Resource Recycling: 715,000

Rates

The following rates are for four ads (one ad per week for four consecutive weeks), 12 ads (one ad per week for 12 consecutive weeks) and 24 weeks (one ad per week for 24 consecutive weeks). Please contact us for runs outside of the ones quoted.

	Four weeks	12 weeks	24 weeks
<i>Resource Recycling</i>			
Button	\$450	\$1,215	\$2,160
Embedded banner / tower	\$600	\$1,620	\$2,880
<i>Plastics Recycling Update</i>			
Button	\$225	\$607	\$1,080
Embedded banner / tower	\$350	\$945	\$1,680
<i>E-Scrap News</i>			
Button	\$250	\$675	\$1,200
Embedded banner / tower	\$375	\$1,012	\$1,800

Price discounts

For Resource Recycling, we offer a 20-percent discount on e-newsletter ads purchased by a firm placing at least \$5,000 in ads in one calendar year of the print edition of the magazine. For the E-Scrap News and Plastics Recycling Update e-newsletters, we offer a 20-percent discount on e-newsletter advertising for those firms buying at least \$2,500 in ads in the print editions of those periodicals. We offer a 10-percent discount on e-newsletter advertising to sponsors of The E-Scrap Recycling Conference and The Plastics Recycling Conference. Orders of 24 weeks or longer are comissionable to independent ad agencies.

Ad deadlines

We accept ads continuously. We guarantee ads will begin running within two weeks of the receipt of the digital artwork.

Sending ads

Send ads to enews@resource-recycling.com