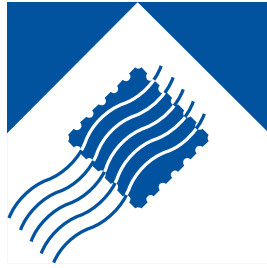


**Let us introduce you to over
42,000 new customers.**



Extensive and detailed mailing lists from *Resource Recycling* make your direct-marketing campaigns effective and profitable.

With more than 42,000 names in 52 categories, we can ensure that you get your sales literature, brochures and other direct-mail materials into the hands of potential buyers.

**Your direct-marketing
resource to the
solid waste, recycling
and composting industries.**

**RESOURCE
RECYCLING**
North America's Recycling and Composting Journal

Features

Resource Recycling maintains separate lists in more than 50 categories of the recycling, composting and solid waste industries. List buyers thus can target specific industry sectors.

Among the categories are:

- ◆ Municipal recycling officials
- ◆ Composting site managers
- ◆ Waste haulers
- ◆ Recycling centers and MRF operations
- ◆ Paper stock dealers and brokers
- ◆ Scrap metal processors
- ◆ Landfill operators

The lists are composed of the premier companies in the industry. And, they include the names of corporate executives, public officials and managers directly responsible for materials recovery and decision making.

Suggested Usage

Our lists have been used successfully for direct marketing, industry surveys, conference announcements and trade book sales campaigns.

List Management

The database is maintained on a daily basis. We guarantee 96 percent or higher deliverability, as we install new orders, renewals and address changes daily from our subscribers. However, no responsibility can be assumed by *Resource Recycling* for shortages or overruns on your material.

The database includes all available nine-digit ZIP codes and is CASS-certified. This allows for lower-cost mailings at automated postage rates.

**Access the industry with
an affordable choice.**

Ordering Details

Orders must be submitted in writing. Payment must accompany all orders from new clients. For continuing customers or for advertisers in our periodicals, our terms are net 30 days. No returns or exchanges are accepted.

Price

The price is \$100 per thousand, with a minimum order of \$200. A second copy of the same list for another mailing, ordered at the same time, is one-half the cost of the first list.

Options

Lists can be sorted and produced to suit your needs, including Nth name, state, ZIP code and category.

Format

We offer labels on disk (available only to approved mailing houses) or four-up Cheshire labels. For pressure-sensitive labels, add \$7.50 per thousand.

Commissions

We offer a 15 percent commission to recognized mailing list brokers, advertising agencies and direct-marketing consultants.

Purchasers must supply one sample of the mailing piece before the order is approved.

To receive an order form, contact Rick Downing at (440) 257-6453, fax (440) 257-6459 or write to:

**RESOURCE
RECYCLING**

P.O.Box 42270
Portland, OR 97242-0270
lists@resource-recycling.com

Target your marketing with pinpoint accuracy.

List Categories

November 2000

	Subtotal	Total		Subtotal	Total
1 Governmental recycling and composting officials		8,884	31 Recovered scrap plastics		2,059
2 Town, city, county, regional	7,894		32 Corporate officials interested in plastics recycling	575	
3 State, federal	517		33 Post-consumer scrap processors	426	
4 Military	207		34 Industrial scrap processors	521	
5 University operations	266		35 Equipment suppliers	150	
6 Waste management		6,407	36 Recycled plastic productmakers	325	
7 Private haulers	5,395		37 Plastic lumber producers	62	
8 Landfill operators	876		38 Scrap tire processors and end users		479
9 Resource recovery plant operators	136		39 Used oil collectors, processors and end users		360
10 Recycling centers		4,198	40 Textile scrap processors		233
11 Collection centers	3,881		41 Waste exchanges		34
12 Materials recovery facilities	317		42 Recycling/composting equipment manufacturers		2,088
13 Composting plant operators and wood waste processors		2,733	43 Beverage industry		1,463
14 Yard debris	2,217		44 Beverage producers and distributors	1,073	
15 Construction/demolition/wood waste	516		45 Beverage distributors operating UBC buybacks	82	
16 Scrap metals		6,555	46 Redemption centers	308	
17 Scrap metal processors	5,477		47 Others		2,595
18 Aluminum can processors	762		48 Environmental groups active in recycling	276	
19 Ferrous scrap end users	194		49 Individuals active in recycling	303	
20 Aluminum scrap end users	122		50 University researchers and educators	364	
21 Recovered paper		2,449	51 Businesses/institutions facility managers (e.g., hotels, factories, hospitals)	251	
22 Dealers and brokers	1,602		52 Waste generators	1,401	
23 End users	847		TOTAL		42,890
24 Recovered glass		207			
25 Processors	96				
26 End users	111				
27 Service and product suppliers		2,146			
28 Consulting firms	1,590				
29 Trade associations	433				
30 Financial institutions	123				

List Sources

Past and present subscribers to leading recycling periodicals

Resource Recycling, Plastics Recycling Update, Container Recycling Report

Firms and governmental agencies listed in recycling directories issued by 31 states

Attendees at more than 50 recent recycling and composting conferences

National Recycling Congress, WasteExpo, SWANA International Exposition

Members of more than two dozen state recycling associations

Members of leading national organizations

National Recycling Coalition, Solid Waste Association of North America, Institute of Scrap Recycling Industries, Association of Postconsumer Plastic Recyclers

Comprehensive listings from national directories

*American Recycling Market Directory
Association of Foam Packaging Recyclers Directory
C&D Debris Recycling Buyers' Guide
Canadian Plastics Recycling Directory
Council for Textile Recycling's Buyers Guide and Directory
Directory of Companies Involved in the Recycling of PVC
Directory of State, County and Municipal Recycling Coordinators
Materials Recovery and Recycling Yearbook
Materials Recovery Facilities Directory
North American Composters Directory
Paper Recycling Markets Directory
Post-Consumer PET Recycling Guide
Post-Lockwood's Directory of Paper and Allied Trades
Recycled Plastic Products Source Book
Scrap Plastics Markets Directory
Scrap Tire Users Directory
Steel Beverage Can Recycling Directory
The Recyclers' Directory
Tire Business' Scrap Tire Recycling Directory
Top Buyers of Metal, Plastic, Glass and Aseptic Containers
U.S. Aluminum Industry Plant Directory
U.S. Landfill Directory*

Comprehensive.

Accurate.

Profitable.