

**Unmatched and efficient access to the international recycling industry.**

**The international scrap and recycling industry is a multi-billion-dollar marketplace, with commodities traded around the world and processing technology and equipment demanded worldwide. *Recycling Today Global* connects with decision-makers across this vast industry.**

The recycled commodities business is fast moving; decision-makers working in the sector are just as fast moving. In keeping pace with the industry, our digital platform allows for faster transmission of industry news and information.

### WORKING HARDER FOR ADVERTISERS

In 2018 we will offer 24 editions of *Recycling Today Global Report*, our popular e-newsletter. Each edition will carry late breaking news and market intelligence. They will be enhanced by feature articles, adding reader interest. Our website and e-newsletter are fully optimized or mobile, tablet and desktop platforms. This ensures that when fast paced executives receive our newsletters, they can quickly identify news and features of interest to them. Clicking through to our website will deliver a wealth of informative features and news, all optimized for easy reading, no matter what device they are using.



### ADVERTISING UNITS

Our e-newsletter and website offer powerful advertising opportunities to build your brand and product awareness while connecting you with industry decision-makers.

#### Ad units:

- Super Cubes
- Cubes
- Banners
- Leaderboards
- Lightboxes
- In-Line, Category Specific
- Text
- Site Sponsorships

#### Sponsored Features:

Each e-newsletter will feature stories on key subjects. We offer advertisers the opportunity to include a banner ad within that story in the e-newsletter and an in-line cube ad in the full website story. It is a powerful way to promote directly to your target audience.

Our team also can work with you to create a range of custom digital communications. These include, but are not limited to:

- E-Blasts
- Breaking News Alerts
- Sponsored Webinars
- Custom E-Newsletters
- Podcasts

**Recycling Today Global Report**  
E-newsletter Distribution: 25,242  
Open Rate: 21.5%  
Frequency: Twice monthly



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### WEBSITE ADS (HOME PAGE)



LEADERBOARD AD  
SITE SPONSORSHIP  
CUBE ADS  
SUPER CUBE AD

### (HOME PAGE)



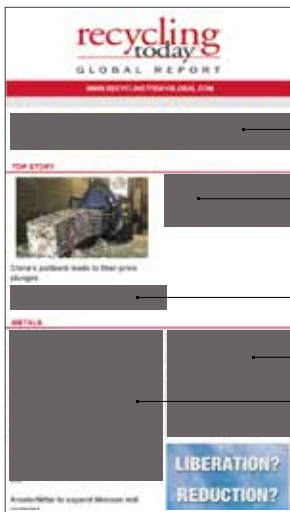
LIGHTBOX AD

### (INTERNAL PAGE)



CATEGORY IN-LINE AD

### NEWSLETTER ADS



LEADERBOARD AD  
SITE SPONSORSHIP  
BANNER AD  
CUBE AD  
SPONSORED FEATURE  
Image (360x180 pixels)  
Bold Headline  
Text Ad



2018	FEATURED EDITORIAL	
	1 <sup>st</sup> Edition	2 <sup>nd</sup> Edition
Jan.	Ferrous Scrap	Metal Shearing and Baling
Feb.	Aluminium	Electronic Scrap/WEEE
March	Recovered Fibre	Wire and Cable Processing
April	Red Metals	ASR Diversion and Recovery
May	Shredding	Shredding
June	Plastic Scrap	Recycling Facility Software
July	Ferrous Scrap	Recovered Fibre Baling
Aug.	Aluminium	Commingled Recyclables Sorting
Sept.	Recovered Fibre	Metals Analyzing/ Identification
Oct.	Red Metals	Plastic Size Reduction
Nov.	Stainless and High-Temp Alloys	Material Handling
Dec.	Plastic Scrap	Mixed Metals Sorting

### SALES TEAM

**Jim Keefe** .....+1 216-393-0254 ..... JKeefe@gie.net  
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### E-NEWSLETTER SPECS & RATES

	1x	12x	24x	52x
Cube Ad	300 x 250	\$990	\$883	\$767
Banner Ad	468 x 60	\$861	\$768	\$668
Leaderboard Ad	728 x 90	\$1,109	\$989	\$859
Text Ad	360 x 180	\$1,218	\$1,086	\$944

### WEBSITE SPECS & RATES

Supercube Ad	300 x 600	\$1,426	Site Sponsorship*	110 x 30	\$486
Cube Ad	300 x 250	\$816	Sponsored Feature	n/a	\$1,340
Leaderboard Ad	728 x 90	\$994	*Requires 3 month minimum		
Light Box Ad	500 x 500	\$2,372			
Category In-Line Ad	300 x 250	\$1,223			