

UNMATCHED  
ACCESS TO THE  
MULTI-BILLION  
DOLLAR

recycling  
today  
GLOBAL

## INTERNATIONAL RECYCLING INDUSTRY.

2019 MEDIA KIT

In this fast-moving business, our digital platform keeps pace with the industry by giving decision-makers 24-hour access to the latest news and information.

### WORKING HARDER FOR ADVERTISERS

*Recycling Today Global Report*, our popular e-newsletter, will be published 24 times in 2019. Each edition carries breaking news, market intelligence and analysis. Our quick-take feature articles add interest for readers and impact for advertisers.

The website and e-newsletter are fully optimized for 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 delivers a wealth of informative features and news, all optimized for easy reading, no matter what device readers are using.



COMMODITIES ARE TRADED GLOBALLY, AND PROCESSING TECHNOLOGY AND EQUIPMENT ARE IN DEMAND WORLDWIDE.

**RECYCLING TODAY  
GLOBAL CONNECTS  
WITH DECISION-MAKERS  
ACROSS THIS VAST INDUSTRY.**

### ADVERTISING UNITS

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

#### AD UNITS:

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

#### SPONSORED FEATURES:

Each e-newsletter features stories on key subjects. Advertisers can include a banner ad within that story in the e-newsletter and an in-line cube ad within the full story on the website. 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: 23,166

Open Rate: 19.3%

Frequency: Twice monthly

CONNECT WITH DECISION-MAKERS ACROSS THE INDUSTRY: PARTNER WITH **RECYCLING TODAY GLOBAL**.

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today  
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# 2019 RATES & SPECIFICATIONS

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

## WEBSITE ADS (HOME PAGE)

**(HOME PAGE)**

- LEADERBOARD AD
- SITE SPONSORSHIP
- CUBE ADS
- LIGHTBOX AD
- SUPER CUBE AD

**(INTERNAL PAGE)**

- CATEGORY IN-LINE AD



## NEWSLETTER ADS

- LEADERBOARD AD
- SITE SPONSORSHIP
- BANNER AD
- CUBE AD
- TEXT AD

2019	FEATURED EDITORIAL	
	1st Edition	2nd Edition
Jan.	Ferrous Scrap	Metal Shearing and Baling
Feb.	Aluminum	Electronic Scrap/WEEE
March	Recovered Fiber	Wire and Cable Processing
April	Red Metals	ASR Diversion and Recovery
May	Shredding	Shredding
June	Plastic Scrap	Recycling Facility Software
July	Ferrous Scrap	Recovered Fiber Baling
Aug.	Aluminum	Commingled Recyclables Sorting
Sept.	Recovered Fiber	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
- Jen May** ..... +1 216-393-0260..... JMay@gie.net
- Marty Smith** ..... +1 216-393-0279... MSmith@gie.net

E-NEWSLETTER SPECS & RATES		WEBSITE SPECS & RATES						
Cube Ad .....	300x250 .....	\$1,043	Supercube Ad .....	300x600 .....	\$1,461	Category In-Line Ad.....	300x250 .....	\$1,253
Banner Ad.....	468x60 .....	\$907	Cube Ad .....	300x250 .....	\$835	Wallpaper Ad .....	n/a.....	\$3,565
Leaderboard Ad.....	728x90 .....	\$1,168	Leaderboard Ad.....	728x90 .....	\$1,019	Site Sponsorship* .....	110x30 .....	\$498
Text Ad.....	360x180 .....	\$1,283	Light Box Ad .....	500x500 .....	\$2,430	Sponsored Feature .....	n/a.....	\$1,407

*\*Requires 3-month minimum*

