

Waste & Recycling News Scrap Report

Waste & Recycling News delivers increased coverage of the scrap and recycling business with the Scrap Report. Fourteen special sections of the Scrap Report will wrap the regular issue of *Waste & Recycling News* throughout the year. Content of the Scrap Report will include news, features and information of interest to scrap processors, brokers and dealers. The Scrap Report will reach an exclusive audience of 13,000 scrap and recycling executives. This concentrated circulation among key decision-makers throughout the industry provides advertisers with targeted market reach.

2009 Rate Card 15-S Gross Rates

2009 Display Full-Color Rates

	1x	6x	12x	18x
Tab	\$4,300	\$4,000	\$3,600	\$3,400
Junior Page	\$3,300	\$3,100	\$2,800	\$2,600
1/2 Tab	\$3,000	\$2,800	\$2,500	\$2,400
1/2 Junior	\$2,400	\$2,200	\$2,000	\$1,900

2009 Display Black & White Rates

	1x	6x	12x	18x
Tab	\$3,500	\$3,200	\$2,800	\$2,600
Junior Page	\$2,500	\$2,300	\$2,000	\$1,800
1/2 Tab	\$2,200	\$2,000	\$1,700	\$1,600
1/2 Junior	\$1,600	\$1,400	\$1,200	\$1,100

2009 Issue Dates & Bonus Distribution

Issue Date

February 2	
February 16	
March 2	
March 16	
April 13	
April 27	
May 25	
June 22	
July 6*	
August 17	
September 28	
October 12	
November 23	
December 7	

Display Ad Closing Dates: 12 days prior to issue date. Classified Ad Closing Dates: 10 days prior to issue date. *Early deadline due to holiday.

Bonus Distribution

ISRI, Apr 26-30, Las Vegas, NV

NRC, Portland, OR

WEFTEC, Oct 10-14, Orlando, FL



Scrap Report Online

**A Biweekly Electronic News Source
Delivered FREE Via Email**

Targeted Audience Reach

This uniquely targeted e-newsletter will be distributed to an exclusive audience of scrap industry decision-makers who need to stay up-to-date on the breaking news, current trends, and the people and businesses influencing change in the scrap industry.

A Must-Read Electronic News Source

Written by the award-winning editorial team of *Waste & Recycling News* and published by Crain Communications, Inc., subscribers can expect the same unbiased reporting in every issue of *Scrap Report Online*. Every online edition will feature timely, breaking news and relevant information about how industry issues will affect companies and how the fact-based stories can help them make more informed business decisions for their organizations.

Unique Marketing Opportunity

This electronic newsletter provides a unique marketing resource for advertisers. With such an exclusive distribution, marketing messages will be seen, read and viewed by key decision-makers throughout the scrap and recycling industries.

Exclusive Sponsorship Opportunities

For advertisers this is an opportunity to maximize your reach and provide targeted messaging about the specialized equipment, products and services essential to the scrap and recycling industries. Advertising options include hotlinks to your company web site:

- Top Banner sponsorship (468 x 60 pixels). Includes maximum 35-word description; link required; non-HTML message must include URL link for text version
- Skyscraper sponsorship ad (160 x 600 pixels)
- Embedded sponsorship ad (440 x 40 pixels)



Advertising rates available upon request. Contact your *Waste & Recycling News* sales representative for details, see back page for contact information.