

2016

MEDIA KIT



POWERFUL ACCESS TO DECISION-MAKERS

PRINT | DIGITAL | MARKETING

UNMATCHED ACCESS ACROSS THE INDUSTRY



WEBSITES

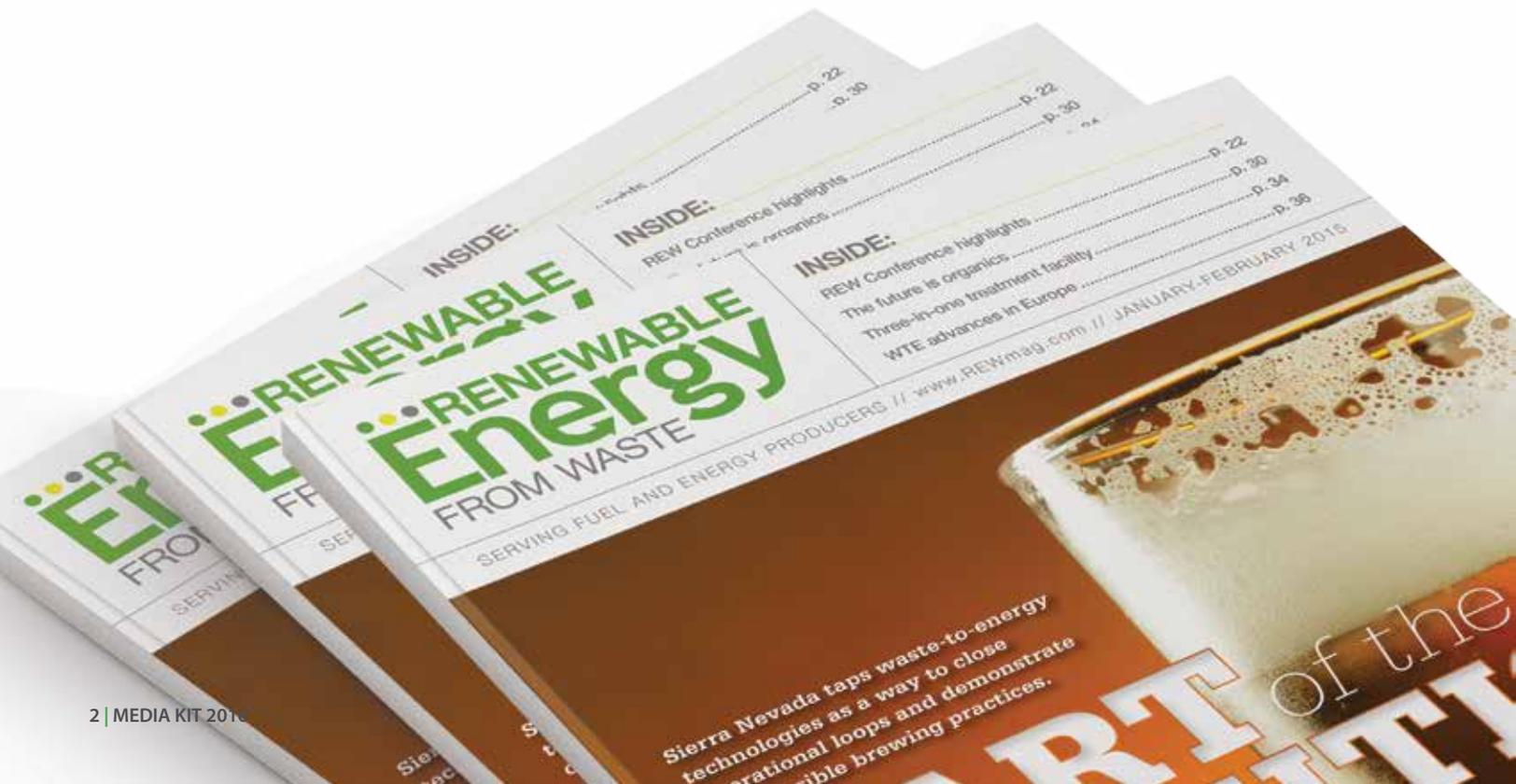
REWMag.com | RecyclingToday.com | RecyclingTodayGlobal.com | CDRecycler.com

E-NEWSLETTERS

[REW E-News](#) | [Anaerobic Digestion](#) | [Solid Waste Report](#) | [Recycling Today Weekly](#) | [Auto Shredder](#)
[Plastics Recycling Report](#) | [Direct Current \(Electronics Recycling\)](#) | [Recycling Today Global Edition](#) | [C&DR E-News](#)

CONFERENCES

[Renewable Energy from Waste Conference](#) | [Paper & Plastics Recycling Conference North America](#)
[Paper Recycling Conference Europe](#) | [Plastics Recycling Conference Europe](#) | [Paper Recycling Conference India](#)



WHY ADVERTISE WITH **RENEWABLE ENERGY FROM WASTE?**



Let's keep this simple.
After all, your time is valuable.

As a marketer you're asked to wear multiple hats: project manager, brand strategist, media buyer, digital engagement guru, creative director. It can be overwhelming. And, unfortunately, there are only 24 hours in a day. What does it mean?

Marketing Is Hard. We Can Help.

It starts with a one-on-one meeting—either in person or on the phone—with your account manager, who listens, and we mean really listens, to your sales and marketing objectives for the coming year. From there, we develop a custom marketing program specifically tailored to meet your goals and objectives that uses the latest cutting-edge opportunities to drive your business success across multiple media platforms—print, digital, customized e-newsletters, database development, video production, advertorials and more. The result is a highly targeted, cost-effective, measurable return on your investment. Partner with *Renewable Energy from Waste* to see just how far the industry's media market leader can take you in 2016!

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**recycling
today**
MEDIA GROUP

HARNESS THE **POWER OF PRINT**

Renewable Energy from Waste reaches **18,160** decision-makers. That's unmatched reach into North America's waste and conversion technology industry, providing powerful advertising value.

Powerful Market Reach

Our circulation of 18,160 has been crafted to reach the broad spectrum of businesses stepping up to serve this market.

We are an independent and established media source with more than five decades of success. This experience gives us unique access to entrepreneurs and startups, those established in the industry as well as those poised to enter it.

This level of market access is simply not available anywhere else. Be sure to put the power and value of *Renewable Energy from Waste* to work for you by capturing market share in this developing industry!

WE REACH:

- Solid waste management companies
- Government waste officials
- Agribusiness firms
- Energy producers
- Recyclers
- Industrial and consumer products companies
- Large energy consumers, such as cement and paper producers



Circular Economy Perspectives Series

Zero waste to landfill is being driven in the context of the Circular Economy movement. We'll feature industry thought leaders who are framing this issue.

Anaerobic Digestion Coverage

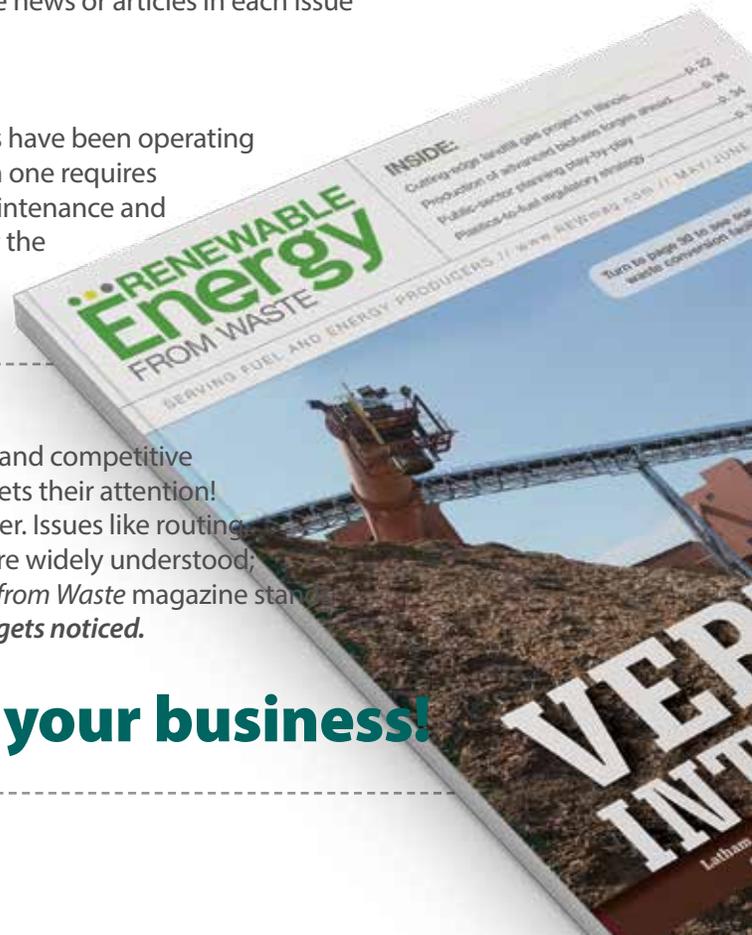
As the fastest growing conversion technology, AD gets regular coverage in our pages. We'll feature news or articles in each issue throughout the year.

Waste-to-Energy Coverage

Large scale waste-to-energy plants have been operating in North America for decades. Each one requires significant ongoing preventive maintenance and investment for efficiency. We cover the subject on an ongoing basis.

Unrivaled Access to Waste Industry Decision-Makers

Getting the attention of decision-makers in the highly developed and competitive waste management field is tough. *Renewable Energy from Waste* gets their attention! The conversion of waste into resources is the industry's new frontier. Issues like routing, landfill management and other solid waste management topics are widely understood; conversion technology is not. That's the reason *Renewable Energy from Waste* magazine stands out to industry managers and executives. *They read it, so your ad gets noticed.*



Leverage that access to **grow your business!**

EXPAND YOUR REACH **WITH DIGITAL**

With **4,000+** monthly visitors to our website, **3,207** e-newsletter recipients and an array of communications options, we can dynamically expand your market reach.



8,210
Page Views



4,021
Unique Visitors



20.06%
Mobile Users

AD Newsletter

Our bimonthly e-newsletter dedicated to anaerobic digestion serves one of the fastest growing market sectors. It provides late-breaking market intelligence and insights on continued development.

WasteExpo Product Preview

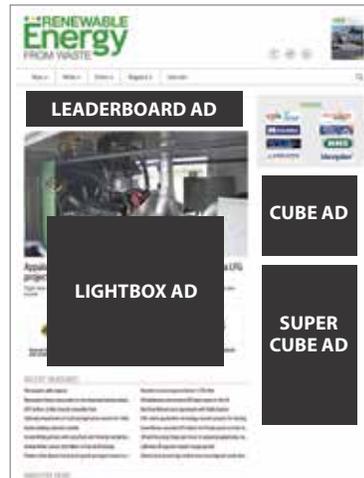
This will drive booth traffic and increases awareness of your products. It's distributed to subscribers of *Renewable Energy from Waste*, *Recycling Today* and *Construction & Demolition Recycling* e-newsletters.



DIGITAL PRODUCTS

- Website advertising
- E-blasts
- REW e-newsletter
- Anaerobic Digestion e-newsletter
- Solid Waste Report – **NEW**
- Breaking news alerts
- Lightbox advertising
- Sponsored webinars
- Custom e-newsletters
- Virtual conference sponsorships
- Digital edition/smartphone
- Industry newsfeed
- Podcasts

Website Ads



REWMag.com

E-newsletter Ads



Bi-weekly E-newsletter



By developing a **360 MARKETING PROGRAM**—featuring a combination of print and digital advertising—you'll reach the entire marketplace with your targeted ad message—and do it in a cost-effective and highly efficient fashion.

HIGH-IMPACT EVENTS AND MARKETING SOLUTIONS

In addition to our print, digital and Web products, we offer events and turnkey marketing services to develop high-impact marketing tools that meet your needs and objectives.



REW Summer School Series

Renewable Energy from Waste (REW) offers a series of webinars to provide interactive learning opportunities for the industry.

The series provides a powerful marketing opportunity for industry suppliers. Sponsors' brands are promoted every time the series is promoted. Sponsors also can include a commercial to open the session, which is archived. Access to the sessions, the registration lists and continual brand building provide tremendous value.

Renewable Energy from Waste Conference

The Renewable Energy from Waste (REW) Conference has become firmly established as the premier event for the rapidly developing and dynamic waste conversion industry. No other conference delves as deeply into the issues or offers the insights that the REW Conference continues to provide each year.

Hosted in different cities, the event offers informative workshops and optional facility tours. As "the" meeting place for the industry, sponsoring and exhibiting are powerful opportunities to put your products and services in front of key industry players and decision-makers.

The event offers a cost-effective forum to connect with an international cross section of R&D managers, policy managers, senior executives from waste generators, the government sector, waste management firms, recycling firms, energy and chemical producers and equipment and technology suppliers.



MARKETING SERVICES

- Custom magazines
- Custom apps
- Case studies and advertorials
- E-newsletter creation and deployment
- Roundtable or focus group discussions
- Podcast and webinar series
- Brochures and books
- Special events



PRINT ADVERTISING

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

2016 Frequency Discounts						
Inside Ads	1x	3x	6x	12x	18x	24x
Full Page	\$4,117	\$3,746	\$3,409	\$3,104	\$2,824	\$2,569
2/3 Page	\$3,458	\$3,147	\$2,863	\$2,608	\$2,372	\$2,158
1/2 Island	\$2,870	\$2,611	\$2,376	\$2,164	\$1,969	\$1,791
1/2 Page Standard	\$2,528	\$2,300	\$2,093	\$1,906	\$1,734	\$1,577
1/3 Page	\$1,692	\$1,540	\$1,401	\$1,276	\$1,161	\$1,056
1/4 Page	\$1,285	\$1,169	\$1,064	\$969	\$881	\$802
1/6 Page	\$836	\$761	\$692	\$630	\$573	\$522
Covers						
2nd	-	-	\$4,922	\$4,445	\$4,011	\$3,623
3rd	-	-	\$4,518	\$4,080	\$3,682	\$3,326
4th	-	-	\$5,424	\$4,898	\$4,421	\$3,992

Color Charges		
Single Page	1x	24x or Greater
Standard two-color, extra	\$295	\$245
Four-color process, extra	\$830	\$630
Spread		
Standard two-color extra	\$550	\$425
Four-color process, extra	\$1,450	\$1,160

Digital Edition: All print edition advertisers are automatically included in our digital and app editions.

Other Special Positions: For guaranteed positions, add a 10% premium charge to the rate.

Classified Advertising:

- \$75 for 1st column inch, \$50 each additional inch, noncommissionable
- Standard two-color: \$25 additional; four-color: \$50 additional

Inserts: Contact the Publisher for pricing and the Production Director for mechanical specifications. (A sample is required.) 100-lb. coated book stock or 80-lb. offset stock maximum.

All inserts should be shipped prepaid to: *Renewable Energy from Waste*, Publishers Press Inc., 100 Frank E. Simon Ave., Shepherdsville, KY 40165, Attn: Jesse Davis. Please include issue date.

Commissions and General Information: 15% of gross billing allowed to recognized advertising agencies on space, color, special positions and inserts. Net 20 days from date of invoice. Advertisers and advertising agencies assume liability for all content (including text, representation and illustration) of advertisements, printed or electronic, and also assume responsibility for any claims arising therefrom made against the Publisher. Publisher reserves the right to reject advertising he feels is not in keeping with the publication's standards.

Mechanical Requirements: Saddle stitch, three columns to a page. Paper stock: machine coated, 50-lb., recycled body with 100-lb. cover. Colors available: matched, 4-color process (AAAA-MPA). Trim size 7-7/8" x 10-1/2".

Digital Files, Specifications for Print and Mailing Instructions:

The preferred file format for all print advertising is high-res, press-ready .pdf, .tif, .jpg and .eps. Ads can be submitted via FTP upload. Progressive proofs or color keys required on all 4C advertising. Ship all advertising artwork, insertion orders, contracts and copy instructions for printed ads to: *Renewable Energy from Waste*, 5811 Canal Road, Valley View, Ohio 44125. For information, contact Michelle Wisniewski at 216-393-0296 or at mwisniewski@gie.net.

Non-Bleed Ad Sizes	Width	Depth
Full Page	7"	10"
2/3 Page	4-1/2"	10"
1/2 Page Island	4-1/2"	7-1/2"
1/2 Page Horizontal	7"	4-7/8"
1/2 Page Vertical	3-3/8"	10"
1/3 Page Square	4-1/2"	4-7/8"
1/3 Page Vertical	2-3/16"	10"
1/4 Page Square	3-3/8"	4-7/8"
1/6 Page Vertical	2-3/16"	4-7/8"

Bleed Ad Sizes	Width	Depth
Single-Page	8-1/8"	10-3/4"
Trim Area	7-7/8"	10-1/2"
Live Area	7"	10"
Spread	16"	10-3/4"
Trim Area	15-3/4"	10-1/2"
Live Area	14"	10"

On all bleed advertisements, allow 3/8" from any trim edge for live or type matter. Add 1/8" to gutter for each page on spread ads. Supply ruled proof showing crop line. Bleed ads are available at no extra charge.

RENEWABLE ENERGY FROM WASTE ONLINE

We offer leaderboard and cube ads on our site. The cube ad position offers 20 equally rotating spots per month, while the more exclusive leaderboard offers 10 equally rotating spots per month. Advertisers may invest in as many of these individual spots as they wish. Our e-newsletters offer a single cube ad, up to three banner ads and text ads. Rates are per insertion.

Website Ads	Per Month	E-Newsletter Ads	Per Insertion
Cube Ad	\$753	Banner Ad	\$829
Leaderboard Ad	\$919	Cube Ad	\$953
Super Cube Ad	\$1,318	Leaderboard Ad	\$1,067
Light Box Ad	\$2,209	Text Ad	\$1,287

Website Ad Sizes	Width	Depth
Cube Ad	300 pixels	250 pixels
Leaderboard	728 pixels	90 pixels
Super Cube Ad	300 pixels	600 pixels
Light Box Ad	500 pixels	500 pixels
Smart Phone Banner	320 pixels	50 pixels

E-Newsletter Ad Sizes	Width	Depth
Banner Ad	468 pixels	60 pixels
Cube Ad	300 pixels	250 pixels
Leaderboard Ad	728 pixels	90 pixels
Text Ad	360 pixels	180 pixels

Digital File Specifications for Web Advertisements: The preferred file formats for all Internet ads are .gif, .jpg, .swf and .fla. Other accepted file formats are .tiff and .psd. Please email all artwork, copy instructions, insertion orders, contracts and plans to John Bennett at jbennett@gie.net or call 216-393-0224 for more information. Max file size: 100k.



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+1 216-393-0300 | REWmag.com

2016	Jan-Feb	March-April	May-June	July-Aug	Sept-Oct	Nov-Dec
Technology Focus	Refuse-Derived Fuel	Anaerobic Digestion	Landfill Gas-to-Energy	Mass Burn	Plastics-to-Fuel	Gasification
Operations Spotlight	Biofuels and Chemicals Production	Mixed-Waste Processing for Waste Conversion	Permitting	Anaerobic Digestion	WTE Equipment Maintenance	Sorting Equipment
Recurring Series	Safety I: Conveyor Safety	Circular Economy Perspectives I	Safety II: Shredder Safety	Circular Economy Perspectives II	Safety III: Material Handling Safety	Circular Economy Perspectives III
Additional Features	Company Profile REW Conference Wrapup Offtake Markets	Company Profile International Case Study NAWTEC Preview	Company Profile RNG Fleets Project Financing	Company Profile REW Conference Preview Industrial Waste Conversion Applications	Company Profile Renewable Energy Legislation Biogas Upgrading Options	Company Profile RDF Boilers Public Relations
Bonus Distribution	World Biofuels Markets Congress & Exhibition Int'l Biomass Conference & Expo ISRI Annual Convention SWANApalooza BIO World Congress on Industrial Biotechnology	NAWTEC WasteExpo C&D World IFAT		WasteCon Waste Conversion Technology Conference & Trade Show	Renewable Energy from Waste Conference Canadian Waste & Recycling Expo Paper & Plastics Recycling Conference	EcoWaste Global Waste Management Symposium
Close Date	Jan. 15, 2016	March 15, 2016	May 16, 2016	July 15, 2016	Sept. 15, 2016	Nov. 15, 2016
Materials Due	Jan. 22, 2016	March 22, 2016	May 23, 2016	July 22, 2016	Sept. 22, 2016	Nov. 22, 2016

Content that engages readers

As the only magazine dedicated to conversion technologies, waste to energy and fuel production, *Renewable Energy from Waste (REW)* stands out.

Decision-makers read *REW* to learn about the field, which means your ad will get noticed. Our award-winning editorial coverage includes:

- Columns and article contributions from industry experts
- In-depth features on technologies and operational issues
- News coverage of new installations and developing projects
- The latest research and developments

Renewable Energy from Waste

One brand with multiple outlets to deliver your message:

- Print and digital magazine
- Anaerobic Digestion e-newsletter
- REWmag.com
- REW Summer School Series webinars
- REW e-newsletter
- The REW Conference

Unmatched access to industry decision-makers.

