

Delivering unmatched access to industry decision-makers through print, electronic and face-to-face media | REWMag.com

UNRIVALED ACCESS



The Cutting Edge of Waste Management

Unlocking the carbon value of waste streams and putting it to use in the production of energy is an industry with unusually strong growth potential. Energy demand continues to increase while at the same time the sustainability movement is pushing for landfill alternatives. Both trends make producing renewable energy from waste an appealing proposition for communities and corporations across North America.

A wide range of conversion technologies are being developed to provide energy and fuel alternatives while capturing as much value from the waste stream as possible. A variety of businesses and numerous municipalities are employing and exploring these technologies using various waste feedstocks.

The conversion of residual carbon from municipal solid waste (MSW) into second-generation fuels (advanced biofuels using thermal or catalytic synthesis

processes to distill syngas) is widely underway. Other developing sectors, such as cellulosic ethanol production from wood waste streams or process-engineered fuels also are gaining traction. Of course, more developed segments such as anaerobic digestion, refuse-derived fuel (RDF) production and mass burn, continue to develop, and all of these sectors are hungry for information.

Renewable Energy from Waste (REW) magazine provides unmatched coverage of this sector, thereby providing systems, technology and waste handling equipment suppliers with access to decision-makers you won't get anywhere else. Our readers make the purchasing choices driving this industry. We give you access to capitalize on today's immediate opportunities and those that are developing for tomorrow!

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 reach the largest solid waste management companies, government waste officials, agribusiness firms, energy producers, recyclers and large energy consumers, such as cement and paper producers.

We are an independent and established media source with a five-decade track record of success. This experience gives us unique access to entrepreneurs and start-ups, those established in the industry as well as those poised to enter it over the next several years.

This level of market access is simply not available through any other venue. Be sure to put the power and value of *REW* to work for you by capturing market share in this developing industry!

Unrivalled Access to Waste Industry Decision-Makers

Reaching Decision-Makers

If you need to reach decision-makers in the waste management industry, you need to advertise with *Renewable Energy from Waste* magazine!

In the highly competitive and developed waste management field, getting the attention of decision-makers is tough. *REW* gets their attention because the conversion of waste into resources is the industry's new frontier.

The fact is issues like routing, landfill management and other solid waste management topics are widely understood. Conversion technology is not. That's the reason *REW* magazine stands out to industry managers and executives.

**Put the readership and market reach of
REW to work capturing market share!**



REACHING YOUR BUSINESS PROSPECTS



Unique Industry Access

It's estimated that the energy production value of the waste discarded across North America could well exceed 315 million barrels of oil or 158 million tons of coal. That is serious energy, and serious money! It explains why there are a myriad of conversion technologies being deployed today to capture that value.

It also explains why when *REW* reaches industry decision-makers they take notice, stop and read. Our magazine, app, digital edition, e-newsletter and website combine to provide powerful access to the solid waste management business and rapidly developing conversion technology sector.

The proprietary circulation list for *Renewable Energy from Waste* magazine has been crafted to help industry suppliers tap into this evolving market.

A.D. Newsletter

In 2015 we will introduce an e-newsletter dedicated to anaerobic digestion. As one of the most rapidly developing conversion technologies being applied to convert waste to energy this new newsletter will provide late breaking market intelligence and thoughtful insights on continued development.

NEW

If you're active in selling digesters or the technology surrounding them, you'll want to be certain that your ad is included.

Renewable Energy from Waste magazine is delivered in print, Web and app platforms.

In Print and Online

Our digital edition is available through an online interface and through an app ideal for mobile devices. The digital edition allows readers to share articles, reference back issues and watch video advertisements.

Our bimonthly magazine is complemented by a robust and resourceful website and an e-newsletter published 18 times per year. Our advertisers have the opportunity to include their marketing messages in both of these digital platforms to extend and reinforce their reach.

As a contract advertiser you'll also have access to our unique buying-intentions lead system. As *REW* requalifies our readers, we'll ask them about their purchasing and project intentions. This exclusive data will be shared with our advertisers to help fuel your sales development efforts.



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*, *Storage & Destruction Business*, directories, buyers' guides and other GIE Media titles.

2015 Frequency Discounts						
Inside Ads	1x	3x	6x	12x	18x	24x
Full Page	\$4,017	\$3,655	\$3,326	\$3,029	\$2,756	\$2,507
2/3 Page	\$3,374	\$3,071	\$2,794	\$2,544	\$2,315	\$2,106
1/2 Island	\$2,800	\$2,548	\$2,318	\$2,111	\$1,921	\$1,747
1/2 Page Standard	\$2,466	\$2,244	\$2,042	\$1,860	\$1,692	\$1,539
1/3 Page	\$1,651	\$1,502	\$1,367	\$1,245	\$1,133	\$1,030
1/4 Page	\$1,253	\$1,141	\$1,038	\$945	\$860	\$782
1/6 Page	\$815	\$742	\$675	\$615	\$559	\$509
Video Spotlight	\$1,100	–	–	–	–	–
Covers						
2nd	–	–	\$4,802	\$4,336	\$3,914	\$3,534
3rd	–	–	\$4,408	\$3,981	\$3,593	\$3,244
4th	–	–	\$5,292	\$4,778	\$4,313	\$3,895

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: Val Hamlett. 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, .tiff, .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.

Ad Sizes (Non-Bleed):

Specifications.....	Width	Depth
Full Page (non-bleed)	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 (Available at no extra charge):

Specifications.....	Width	Depth
Single-Page Bleeds	8-1/8"	10-3/4"
Trim Area	7-7/8"	10-1/2"
Live Area	7"	10"
Spread Bleeds	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.)

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 3 banner ads and text ads. Rates are per insertion.

Website Cube Ad	\$717/month
Website Leaderboard Ad	\$876/month
Website Banner Ad	\$459/month
Website Light Box	\$2,510/month
E-Newsletter Cube Ad	\$908/insertion
E-Newsletter Banner Ad	\$784/insertion
E-Newsletter Leaderboard Ad	\$1,019/insertion
E-Newsletter Text Ad	\$1,112/insertion

- Cube ads: Units running on the right side of each page, 300 x 250 pixels
- Leaderboard ads: Units running horizontally across the top of page, 728 x 90 pixels
- Banner ads: Units running horizontally across the page, 468 x 60 pixels
- Light box ads: Units overlaying the center of the screen, 500 x 500 pixels
- Text ads: Units running inline with newsletter content, 180 x 90 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.

RENEWABLE ENERGY FROM WASTE SALES TEAM:

Jim Keefe | +1-216-393-0254 | JKeefe@gie.net
Diana DiRienzo | +1-216-393-0236 | DDirienzo@gie.net
Ed Gallo | +1-678-566-7841 | EGallo@gie.net
Marty Smith | +1-216-393-0279 | MSmith@gie.net
Jen May | +1-216-393-0260 | JMay@gie.net

2015	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	Facility Safety	Pollution Control	Biofuels and Chemicals Production	Anaerobic Digestion	Engines & Generators	Separation Technologies
Additional Features	Solid Waste Management Series International Case Study Renewable Energy Outlook Company Profile	Biogas to RNG Feedstock Preparation EPA Rules Company Profile	Solid Waste Management Series Energy Systems Funding Options Conversion Technology Facilities List & Map Company Profile	Shredding REW Conference Preview Industrial RDF Applications Company Profile	Solid Waste Management Series Renewable Energy Legislation Corporate Sustainability Company Profile	Boilers Public Relations Organics Company Profile
Bonus Distribution	World Biofuels Markets Congress & Exhibition	Int'l Biomass Conference & Expo NAWTEC WasteExpo ISRI Annual Convention	Waste to Bio: Energy, Fuels, Gas & Chemicals Summit	WasteCon MSW to Biofuel & Bioproducts Summit Waste Conversion Technology Conference & Trade Show	Renewable Energy from Waste Conference Canadian Waste & Recycling Expo Paper & Plastics Recycling Conference	
Video Spotlight		Anaerobic Digestion Equipment		Shredding Equipment		Conversion Technologies
Close Date	Jan. 15, 2015	March 16, 2015	May 15, 2015	July 15, 2015	Sept. 15, 2015	Nov. 16, 2015
Materials Due	Jan. 22, 2015	March 23, 2015	May 22, 2015	July 22, 2015	Sept. 22, 2015	Nov. 23, 2015

IN EVERY ISSUE

REW's Newsworthy department provides segmented coverage of waste conversion technologies, including:

- Refuse-derived fuel (RDF)
- Anaerobic digestion
- Mass-burn waste-to-energy systems
- Plastics-to-fuel technologies
- Gasification
- Landfill gas reclamation



WASTEEXPO CONVENTION PRODUCT PREVIEW

Our unique Product Preview provides tremendous exposure as it will be distributed to the subscribers of *Renewable Energy from Waste*, *Construction & Demolition Recycling* and *Recycling Today* e-newsletter subscribers. Market reach will be in excess of 16,000 industry decision-makers! We'll distribute the Product Preview twice, three weeks before the convention and then again one week before the convention.

Close date: April 21; Materials due date: April 30.