

RENEWABLE Energy

FROM WASTE

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SERVING FUEL AND ENERGY PRODUCERS // www.RewMag.com // SUMMER 2012



A POWERFUL STATEMENT

Lancaster County's waste-to-energy facility is just one way the Pennsylvania community is achieving a high landfill diversion rate and creating renewable energy.

2013 MEDIA PLANNER



The Publisher

REW is a business magazine dedicated to the burgeoning waste-to-energy field. Produced by the Recycling Today Media Group, the team behind this magazine has nearly five decades of experience in reporting on the business of creating value from secondary or discarded materials.

Throughout our history, the Recycling Today Media Group has developed other magazines and conferences based on the progression of markets. Meeting the needs of an evolving industry based upon feedback from our advertising customers, readers and other industry contacts is what has driven our business. For 50 years, we have been connecting buyers and sellers by providing access for those offering equipment and services to those in need of them.

In Print and Online

REW is produced as a print and digital magazine, providing added reach and value for advertisers. All advertisers in the print edition will have the option to include their ads in the digital edition for a small premium to the advertising rate. As a digital edition advertiser, you'll also be included in 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 customers to help fuel your sales development efforts.

Our bi-monthly print magazine is complemented by a robust and resourceful website and an e-newsletter we publish 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.

Energy demand continues to increase, and the call for **renewable and domestic sources** to meet those demands is tremendous.

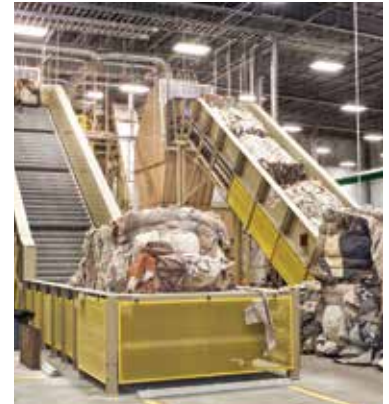
Renewable Energy from Waste magazine

The production of renewable energy from waste is a dynamic field. A wide range of conversion technologies are being used, a variety of businesses are both in and entering the field and numerous types of feedstock are being used and tested.

The conversion of residual carbon from municipal solid waste (MSW) into second-generation fuels (advanced liquid biofuels using thermal or catalytic synthesis processes to distill syngas) is widely underway. This new frontier does not mitigate other developing sectors, such as cellulosic ethanol production from wood waste streams or process-engineered fuels from a wide range of wastes for use by industrial energy consumers. Of course, more developed segments, such as anaerobic digestion, refuse-derived fuel (RDF) production and mass burn, continue to develop as well.

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, and the call for renewable and domestic sources to meet those demands is tremendous.

Renewable Energy from Waste (REW) magazine is designed to provide unmatched coverage of this sector, thereby providing system and technology suppliers with unmatched access to the decision makers who make the purchasing choices driving this industry. Our publishing strategy is designed for you to reach both today's market and tomorrow's!



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; and
- Landfill gas reclamation.

Video Marketing

Video marketing is powerful. Your video will be promoted in our print edition and e-newsletters and streamed in our digital edition and on our website. Our video spotlights offer tremendous marketing value and reach for your advertising message.

REW will feature three spotlights in 2013 paired with specific editorial coverage. We'll spotlight RDF systems, shredding equipment and separation equipment, as noted on our editorial calendar. Be sure your company is included. A limited number of spaces are available, so reserve your video spotlight today!





Our Reach

Our circulation of 18,452* 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.

As the result of our decades of market experience, we also have been able to develop unique access to startups and entrepreneurs in this field. It allows us to reach both those who are established in the industry and those poised to enter it in the next several years.

This level of market access is simply not available through any other venue. It ensures that, as a supplier to this market, you'll have unique and powerful access to the decision makers shaping this industry. It also comes to you from an independent and established media source with a five-decade track record of success. Be sure to put the power and value of *REW* to work for you by capturing market share in this developing industry!

**June 2012 Publishers Circulation Statement*

This **level of market access** is simply not available through any other venue. It ensures that, as a supplier to this market, you'll have unique and powerful access to the **decision makers** shaping this industry.

2013 Editorial Calendar

JANUARY/FEBRUARY	MARCH/APRIL	MAY/JUNE
<p>Technology Focus: RDF Systems</p> <p>Spotlight:</p> <ul style="list-style-type: none"> • Transportation Fuel Production <p>Equipment Focus: Generators and Engines</p> <p>Additional Features:</p> <ul style="list-style-type: none"> • Biomass Case Study • EPA Rules Update <p>Bonus Distribution: Int'l Biomass Conference & Expo; Waste to Energy Development & Finance Summit; NAWTEC</p> <p>Video Spotlight: RDF Systems</p> <p>Close Date: Jan. 15, 2013</p> <p>Materials Due: Jan. 18, 2013</p>	<p>Technology Focus: Anaerobic Digestion</p> <p>Spotlight:</p> <ul style="list-style-type: none"> • Municipal WTE Installation Profile <p>Equipment Focus: Pollution Control</p> <p>Additional Features:</p> <ul style="list-style-type: none"> • Feedstock Preparation Options • State Landfill Diversion Goals Roundup • Waste Conversion Glossary <p>Bonus Distribution: WasteExpo; Biogas East & Midwest</p> <p>Close Date: March 15, 2013</p> <p>Materials Due: March 19, 2013</p>	<p>Technology Focus: Landfill Gas-to-Energy</p> <p>Spotlight:</p> <ul style="list-style-type: none"> • Industrial Boiler Installation Profile <p>Equipment Focus: Pelletizers</p> <p>Additional Features:</p> <ul style="list-style-type: none"> • Renewable Energy Legislative Report • Spring Conferences Wrap-up <p>Close Date: May 15, 2013</p> <p>Materials Due: May 20, 2013</p>
JULY/AUGUST	SEPTEMBER/OCTOBER	NOVEMBER/DECEMBER
<p>Technology Focus: Mass-Burn Systems</p> <p>Spotlight:</p> <ul style="list-style-type: none"> • AD System Installation Profile <p>Equipment Focus: Shredders</p> <p>Additional Features:</p> <ul style="list-style-type: none"> • International Case Study • Alternative Energy • Investment Outlook <p>Bonus Distribution: WasteCon (SWANA), C&D Recycling Forum; Waste-to-Fuels Conference & Trade Show</p> <p>Video Spotlight: Shredding Equipment</p> <p>Close Date: July 15, 2013</p> <p>Materials Due: July 18, 2013</p>	<p>Technology Focus: Plastics-to-Fuel Systems</p> <p>Spotlight:</p> <ul style="list-style-type: none"> • Biogas to CNG Installation Profile <p>Equipment Focus: Boilers</p> <p>Additional Features:</p> <ul style="list-style-type: none"> • Energy Systems Funding Options • Corporate Sustainability Report <p>Bonus Distribution: Canadian Waste & Recycling Expo</p> <p>Close Date: Sept. 16, 2013</p> <p>Materials Due: Sept. 19, 2013</p>	<p>Technology Focus: Gasification Systems</p> <p>Spotlight:</p> <ul style="list-style-type: none"> • MRF with Fuel Product Installation Profile <p>Equipment Focus: Separation Technologies</p> <p>Additional Features:</p> <ul style="list-style-type: none"> • Waste Conversion Technology Comparison • Emissions Control Roundup • Separation Equipment <p>Video Spotlight: Separation Equipment</p> <p>Close Date: Nov. 15, 2013</p> <p>Materials Due: Nov. 19, 2013</p>

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*, *Storage & Destruction Business*, *Construction & Demolition Recycling*, *Waterways Today*, directories and other GIE Media titles.

Frequency Discounts	1x	2x	4x	12x
Full Page.....	\$3,579	\$3,257	\$2,964	\$2,697
2/3 Page.....	\$3,006	\$2,736	\$2,490	\$2,266
1/2 Island	\$2,495	\$2,271	\$2,066	\$1,880
1/2 Standard	\$2,196	\$1,998	\$1,818	\$1,655
1/3 Page.....	\$1,471	\$1,339	\$1,218	\$1,109
1/4 Page.....	\$1,118	\$1,017	\$926	\$843
1/6 Page.....	\$727	\$661	\$602	\$548
Video Spotlight.....	\$1,100			

Covers	1x	2x	4x
2nd Cover.....	\$4,279	\$3,864	\$3,489
3rd Cover.....	\$3,928	\$3,547	\$3,203
4th Cover.....	\$4,714	\$4,257	\$3,844

Color Charges

Full color.....	\$830
2-color.....	\$295

Digital Edition: All print edition advertisers have the option to include their ads in the digital edition for an 8% premium to their gross earned frequency space and color rates.

Other Special Positions: For guaranteed positions, add a 10% premium charge to the black-and-white display rate and indicate the special position on your insertion order.

Classified Advertising:

- \$75 for 1st column inch, \$50 each additional inch, noncommissionable
- Standard two-color: \$25 additional
- Standard 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 there-from 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*, 4020 Kinross Lakes Parkway, Suite 201, Richfield, Ohio 44286. For information, contact Michelle Wisniewski at 330.523.5379 or at mwisniewski@gie.net.

Ad Sizes (Nonbleed):

Specifications	Width	Depth
Full Page (nonbleed).....	7"	10"
1/3 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.....	16-1/4"	10-3/4"
Trim Area	15-3/4"	10-1/2"
Live Area	14"	10"

(On all bleed advertisements allow 3/16" 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.)

REW Online: We offer Leaderboard and Cube ads on our site. The Cube Ad position offers 10 equally rotating spots per month while the more exclusive Leaderboard offers 5 equally rotating spots per month. Advertisers may invest in as many of those individual spots as they wish. Rates are:

Cube Ad	\$650/month
Leaderboard Ad.....	\$794/month

Our E-Newsletters offer a single Cube ad and up to 3 Banner ads per issue. Rates are per insertion.

E-Newsletters.....Per Insertion

Cube.....	\$824
Banner.....	\$711

- 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

Digital File Specifications for Web Advertisements: The preferred file formats for all Internet advertisements are .gif, .jpg, .swf and .fla. Other accepted file formats are .tiff and .psd. Please e-mail all artwork, copy instructions, insertion orders, contracts and plans to Aaron Shrider at ashrider@gie.net or call 330-523-5331 for more information.



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