

# 2011-12 Advertising Rates for Professional Recyclers of Pennsylvania



## Deadlines for Ads

Monthly Electronic Newsletter: 5th of each month

Winter 2012 Magazine: November 18, 2011

Summer 2012 Magazine: April 23, 2012

2012 Conference Booklet: July 6, 2012



\*For multiple Newsletter ad costs, please call 1-800-769-7767, or email prop@proprecycles.org. All ads based on single insertion.

Size	Magazine Only (per insertion)	Magazine Discount: @ 15% @ 20%	Annual Conference Booklet Only	Booklet Discount: @ 15% @ 20%	PROPeller Newsletter Only (per insertion)	Newsletter Discount: @ 15% @ 20%
Back Cover	\$475.00	\$403.75 \$380	\$250.00	\$212.50 \$200	n/a	na
Inside Back or Front Cover	\$500.00	\$425 \$400	\$225.00	\$191.25 \$180	n/a	na
Full Page	\$400.00	\$340 \$320	\$200.00	\$170 \$160	n/a	na
1/2 Page	\$245.00	\$208.25 \$146	\$130.00	\$85 \$80	n/a	na
1/4 Page	\$130.00	\$110.50 \$10	\$80.00	\$68 \$64	n/a	na
*1/8 page (Business Card) combo	\$100.00	\$85 \$80	\$50.00	\$42.50 \$40	\$50.00	\$42.50 \$40

Save 15% off the total advertising cost when you agree to advertise in two publications. \*PROPeller based on 1/8 page ad

Size	Magazine & Conference Booklet @15% off	Magazine & Conf. Bklt @Full Price	Magazine & PROPeller* @ 15% off	Magazine & PROPeller @ Full Price	Conference Booklet & PROPeller* @ 15% off	Bklt&PROPeller @ Full Price
Back Cover	\$616.00	\$725.00	\$446.00	\$525.00	\$255.00	\$300.00
Inside Back or Front Cover	\$616.00	\$725.00	\$468.00	\$550.00	\$234.00	\$275.00
Full Page	\$510.00	\$600.00	\$382.00	\$650.00	\$212.00	\$250.00
1/2 Page	\$319.00	\$375.00	\$251.00	\$425.00	\$153.00	\$180.00
1/4 Page	\$179.00	\$210.00	\$153.00	\$180.00	\$111.00	\$130.00
*1/8 page (Business Card) combo	\$128.00	\$150.00	\$128.00	\$150.00	\$85.00	\$100.00

Save 20% off the total advertising cost when you agree to advertise in all three publications. \*PROPeller based on 1/8 page ad

Size	All 3 Publications* without Discount	All 3 Publications* with 20% Discount	Total Savings
Back Cover	\$775.00	\$620.00	\$155.00
Inside Back or Front Cover	\$775.00	\$620.00	\$155.00
Full Page	\$650.00	\$520.00	\$130.00
1/2 Page	\$425.00	\$340.00	\$85.00
1/4 Page	\$260.00	\$208.00	\$52.00
1/8 page (Business Card)	\$200.00	\$160.00	\$40.00