

2011-12 Advertising Rates for Professional Recyclers of Pennsylvania



Deadlines for Ads

Electronic Newsletter: 5th of each month
 Winter 2012 Magazine: November 18, 2011
 Summer 2012 Magazine: April 23, 2012
 2012 PROP Conference Booklet: July 6, 2012



*For multiple Newsletter ad costs, please call the PROP office 800-769-7767 or email prop@proprecycles.org

All ads based on single insertion.

Size	Magazine Only (per insertion)	Annual Conference Booklet Only	PROPeller Newsletter Only (per insertion)
Back Cover	\$475.00	\$250.00	n/a
Inside Back or Front Cover	\$500.00	\$225.00	n/a
Full Page	\$400.00	\$200.00	n/a
1/2 Page	\$245.00	\$130.00	n/a
1/4 Page	\$130.00	\$80.00	n/a
*1/8 page (Business Card) combo	\$100.00	\$50.00	\$50.00

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	Magazine & PROPeller*	Conference Booklet & PROPeller*
Back Cover	\$616.00	\$446.00	\$255.00
Inside Back or Front Cover	\$616.00	\$468.00	\$234.00
Full Page	\$510.00	\$382.00	\$212.00
1/2 Page	\$319.00	\$251.00	\$153.00
1/4 Page	\$179.00	\$153.00	\$111.00
*1/8 page (Business Card) combo	\$128.00	\$128.00	\$85.00

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

Size	All 3 Publications* without Discount	All 3 Publications* with 20% Discount	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

