

2011-12 RATE CARD & ADVERTISING CONTRACT

Ad Specifications

Camera-ready slicks or laser-printed copies are acceptable. Negatives are also acceptable and should be right-reading emulsion down. Line screens can be either 133 or 150, with 150 being preferred. Ads are also accepted in electronic format. If submitting electronically, please save as a high resolution (300 dpi) tif (preferred method) or in Illustrator, or Photoshop as an eps, jpg or gif file. **(No Publisher or MS Word files please.)** Ads submitted in .pdf format will not be accepted. Ads submitted electronically should be emailed to prop@proprecycles.org.

Graphic design costs incurred for ads submitted that are not camera-ready or that are not in a compatible format or are low resolution (less than 300 dpi) must be passed on to the advertiser. An electronic copy of the final version of the ad will be provided to the advertiser upon receipt of final payment.

Copy and Contract Regulations

Publisher reserves the right to reject any advertisements not in keeping with the publication's standards. Advertising and advertising agencies assume liability for all content, including text, representation and illustration of ads. Advertisers and advertising agencies also assume responsibility for any claims rising from ad content brought against the publisher. Publisher reserves the right to place the word "advertisement" with copy which represents "editorial" type advertising in the publisher's opinion. Contracts may be discontinued by publisher or agency upon 30 days written notice.

Short Rates and Rebates

Advertisers will be short-rated if, within the 12 month period from date of insertion, they do not use the number of insertions contracted for upon which their billings have been based. Advertisers will be rebated if, within the 12 month period, they have used sufficient additional inserts to warrant a lower billing.

Billing

All advertising invoices are due upon receipt. A penalty of 1 1/2 percent per month will be levied on all accounts delinquent past 30 days from the date of the original invoice.

Other Costs

Artwork submitted that does not conform to the proper dimensions described in this rate card will have a 15 percent addition added to the space charge. A 25 percent charge will be added to any account that is taken to a collection agency.

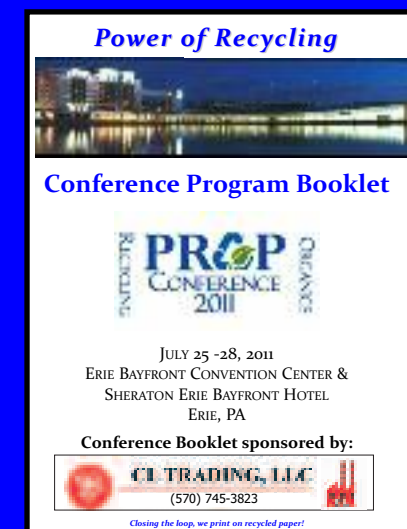
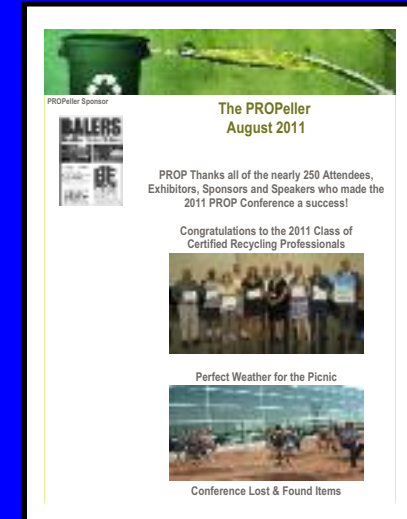
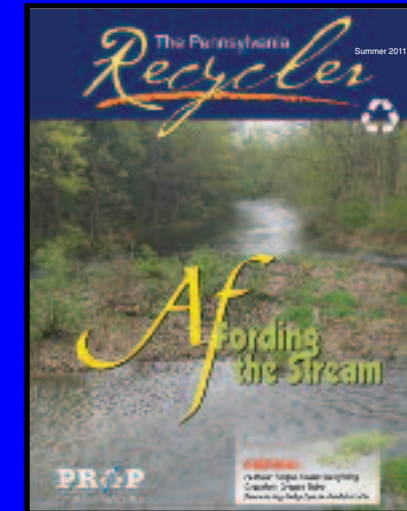
Questions and Mailing Information

Questions or concerns may be directed to Jill Reigh at (814) 742-7777. All advertising contracts, advertising material, correspondence and payments should be sent to: The Pennsylvania Recycler, c/o PROP, ATTN: Jill Reigh, P.O. Box 25, Bellwood, PA 16617, (814) 742-7777, (814) 742-8838 (fax).

Editorial Statement

The Pennsylvania Recycler and PROPeller are publications of the Professional Recyclers of Pennsylvania (PROP). They are intended to serve as resources for PROP's general membership, recycling, organics and solid waste professionals in Pennsylvania and state, county and municipal officials. These publications aim to provide the latest news and information pertaining to the recycling and solid waste field with an emphasis on issues affecting Pennsylvania public and private sector organizations.

The Pennsylvania Recycler and PROPeller are the official publications of the Professional Recyclers of Pennsylvania (PROP). They reach over 1,000 people, including state legislators, county and municipal officials and public and private sector solid waste, organic and recycling professionals. They are owned by the Professional Recyclers of Pennsylvania (PROP).



Advertise in PROP Publications for Year-Round Coverage that Produces Results

Pennsylvania Recycler Magazine

Published twice annually with Winter & Summer issues featuring timely topics and in-depth reporting from industry professionals across the United States and Canada.



PROPeller Electronic Newsletter

Customized each month with the latest news on upcoming Professional Certification classes, PROP committee meetings and roundtables, recycling and composting events, as well as the latest reports to keep you in the loop on innovations and activities throughout the recycling and composting industries.



Annual PROP Conference Booklet

PROP members refer to their conference booklet from the July conference all year long. It's a great desk resource for vendors and other recycling and compost professionals to keep your network humming.



Contract for all three publications and save 20% or two publications for a 15% discount!

PROP PUBLICATIONS - YOUR ADVERTISING LINK

2011-12 Pennsylvania Recycler Advertising Contract

Advertiser Information

Organization Name: _____
 Address: _____
 Phone: _____ Fax: _____
 Contact Person: _____ Title: _____
 Contact Person's Signature: _____ Date: _____
 Email: _____ Website: _____

Agency Information

Agency Name: _____
 Address: _____
 Phone: _____ Fax: _____
 Agency Representative: _____ Title: _____
 Agency Representative's Signature: _____ Date: _____
 _____ Bill Agency _____ Bill Advertiser

Space Reservation (Required)

Ad Size: _____ Orientation: _____
 Color: _____ Cost: _____
 Publications (please indicate): Summer Magazine Winter Magazine
 e-Newsletter (PROPeller) Conference Booklet
 Preferred Position: _____ Agency Discount: _____
 Ad Copy Attached Ad Copy Being sent by Deadline
 Total Amount Due: _____
 Authorized Signature: _____

To reserve your ad space, please complete this form and return it to PROP, Attn: Jill Reigh, P.O. Box 25, Bellwood, PA 16617 or via fax (814) 742-8838. Questions may also be sent via email to jreigh@proprecycles.org or by phone to (814) 742-7777 or 800-769-7767.

2011-12 Advertising Rates

All Winter 2012 **PA Recycler Magazine** ads must be received by November 18, 2011.
 All Summer 2012 **PA Recycler Magazine** ads must be received by April 23, 2012.
 All 2012 Conference Booklet ads must be received by July 6, 2012.
 Monthly Electronic Newsletter (**PROPeller**) ads must be received by the 5th of each month.

Please Note: All charges are per insertion.

	Magazine	Annual Conference Booklet	PROPeller Newsletter - per Issue (up to 12 issues/year)	SAVE UP TO*
Preferred Positions (4 color process)				
Back Cover (1/2 page)	\$475	\$250	\$50 (1/8 page ad)	\$155
Inside Back or Front Cover (full page)	\$500	\$225	\$50 (1/8 page ad)	\$155
Full Page (7" wide x 9" deep)	\$400	\$200	\$50 (1/8 page ad)	\$130
1/2 Page (Vertical: 3.437" wide x 9" deep) (Horizontal: 7" wide x 4.437" deep)	\$245	\$130	\$50 (1/8 page ad)	\$85
1/4 Page (Vertical: 3.437" wide x 4.437" deep) (Horizontal: 7" wide x 2.156" deep)	\$130	\$80	\$50 (1/8 page ad)	\$52
1/8 Page (Business Card) (3.437" wide x 2.156" deep)	\$100	\$50	\$50	\$40

*You save 20% when you agree to advertise in all three publications at the same time. Save 15% with two publications. Simply complete, sign and submit the Advertising Contract on the page to the left.

Graphic design costs incurred for ads submitted that are not camera-ready or that are not in a compatible format will be passed on to the advertiser at the rate of \$60 per hour billed in 10 minute increments. An electronic copy of the final version of the ad will be provided to the advertiser upon receipt of final payment.

Color and Bleed Charges

Color (other than black) is charged at \$150 per additional color per page. Color separations must be provided. Please add an additional 15 percent for special positions other than covers. Bleeds are acceptable on full pages only. Bleed per page is an additional 15 percent of space charge.

Approximate Size and Page Magazine Ad Layout

The **Pennsylvania Recycler** is published semi-annually and is delivered the first week of the month of publication. Closing date for the magazine is approximately six weeks prior to the issue date. The **PROPeller** is sent electronically approximately each month. Previous advertisements will be repeated according to contract or insertion order when new copy is not received. No cancellations are accepted after the closing date.

