

www.recyclinginternational.com

Every day, recyclinginternational.com reflects developments in the global recycling industries, including: business news, product news, technology trends, legislation and research. Furthermore, the website contains a comprehensive database of published articles as well as a conference and trade show calendar and photo galleries.



Target group: recycling companies/centres, recycling machinery manufacturers, brokers, dealers, scrap producers/generators/consumers, research institutes and government agencies.

Website advertising: various advertising possibilities, flexible costs to suit every budget, superior performance. Website advertising is an effective way to create brand awareness and develop measurable engagement. Recycling International offers a wide range of high-impact online advertising opportunities to meet your objectives, including leaderboards, skyscrapers, full banners, etc.

Leaderboard

A leaderboard is a large, almost page wide ad and is one of the most common formats. A leaderboard is displayed directly below the navigation bar (the header)

Purpose

- Thematic
- Action / conversion / leads

Advantages

- High attention value because of position and format
- Creative freedom to communicate the message
- Many possibilities a.o. streaming of video

Specifications

- 728 x 90 pixels, max. 49 Kb

Rate

€ 1280,- per month

Full banner

A full banner is a horizontal ad format almost over the full width of the page. Its displayed directly below the news block or the product news block.

Purpose

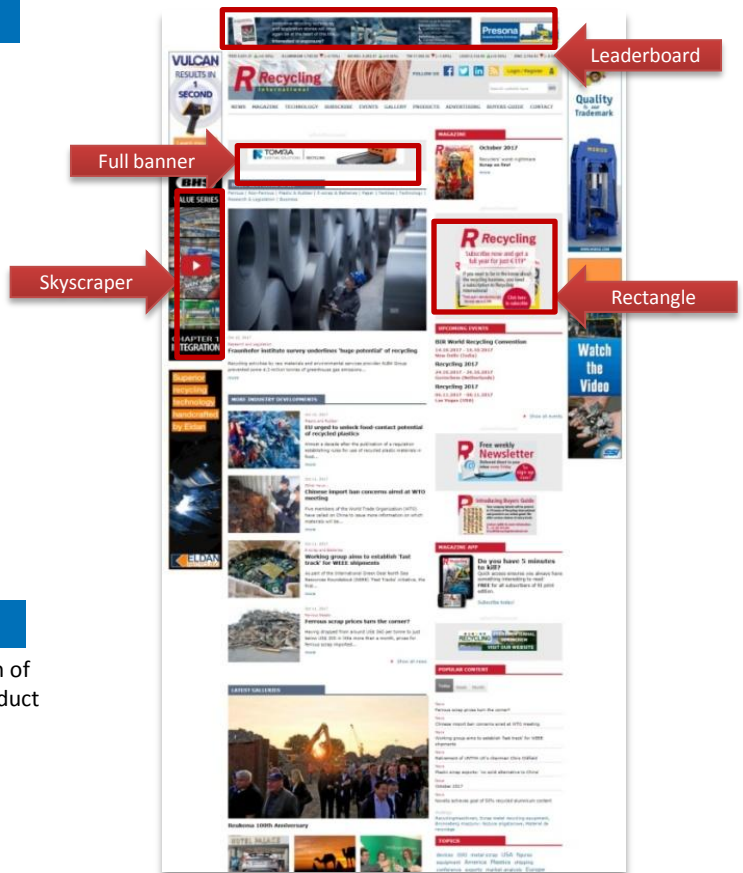
- Action / conversion
- Creating brand awareness
- Good position (in the heart of the content)
- Space enough for text and image (horizontal animation)

Specifications

- 468 x 60 pixels, max 49 Kb

Rate

€ 1000,- per month



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Skyscraper

A skyscraper is a vertical, almost page-high banner with a relatively high attention value.

Specifications

- 160 x 600 pixels, max. 49 Kb

Rate

€ 1300,- per month

Rectangle

A rectangle is a striking large ad format, always on the right side of the page above the “fold”. The format is ideal for the communication of different types of messages, including video.

Specifications

- 336 x 280 pixels, max. 49 Kb

Rate

€ 600,- per month

Online advertorial (native advertising)

An online advertorial at recyclinginternational.com enables you to accurately communicate your advertising message using both text and images in the recyclinginternational.com editorial section. You can address our readers in their familiar reading environment, generating an outstanding level of awareness and breadth of communication within our high-quality target group.

Specifications

- 500 words including characters
- 3 images max. 300 pixels wide

Rate

€ 950,- per month

For more information contact:

Judith Wanjala

E j.wanjala@eisma.nl T+31 - 655 689 947

Delivery online material

Technical requirements for the banners

- File formats: jpg, .gif, animated .gif, HTML5
- HTML code
- Javascript code
- HTML5 selfcontained

Delivery address: traffic.industrie@eisma.nl

with a copy to: j.wanjala@eisma.nl

Stating website or newsletter, period and URL-address

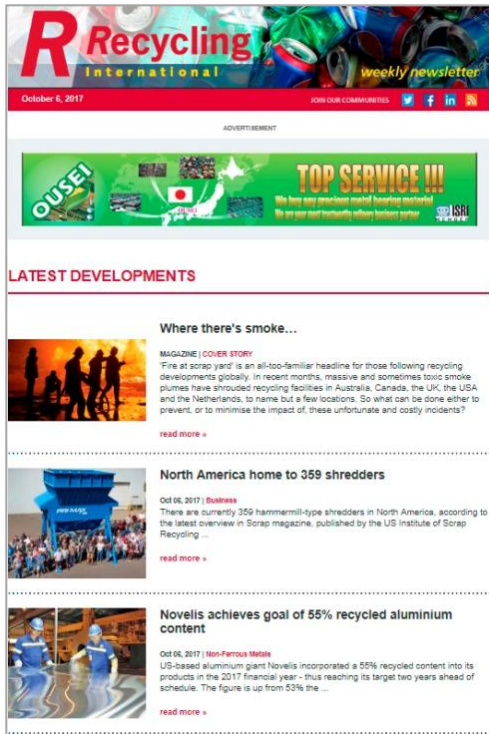
Packages Buyers Guide

Package	Name & address	Categories	Logo	Social media	Company profile	Price
	Telephone/Fax	Categories		Google maps	Photo	
					PDF brochure	
	Email	Keywords	Website (active)	Company tweets		
	Website	Brands		Print listing		
Basic	Yes	1x				Free
Bronze	Yes	3x	Yes			€ 500
Silver	Yes	5x	Yes	Yes	Yes	€ 995
Gold	Yes	10x	Yes	Yes	Yes	€ 1295

Newsletter Recycling International

Recycling International's weekly newsletter reports on the latest developments and trends in recycling around the globe. It provides the main business, market and product news and informs subscribers on conferences and tradeshows as well as leaders and personalities in the industry.

Target group: decision-makers and business leaders, entrepreneurs, managers, scientists, suppliers.



Blockbuster

A blockbuster is at the top of the editorial content in the newsletter. This ad format is prominent in the image, across the full width of the page.

Specifications

- 550 x 150 pixels, max. 99 Kb

Rate

€ 180,- per mailing
€ 1980,- per year (x12)

Advertorial

An advertorial is text ad with photo, including click through links to the advertiser's website. The advertorial in a newsletter positioned between the editorial content and is therefore not be missed for the reader. The basic implementation of the advertorial consist of an image to the left or right of the text.

Specifications

- Image: 600 x 400 pixels
- File size: max. 99 Kb
- Head, body, pay-off: 400 characters spaces included.
- URL to which the advertorial links
- Supporting formats (material) jpg., gif or .png.

Rate

€ 160,- per mailing
€ 1760,- per year (x12)

Full banner

A full banner is a horizontal ad format, that almost runs over the full width of the page.

Specifications

- 468 x 60 pixels, max. 99 Kb

Rate

€ 150,- per mailing
€ 1650,- per year (x12)

Frequency

Sent out twice a week on Tuesdays and Thursdays.

Subscribers

4510 subscribers

Delivery specifications

Technical requirements of the banners

- File formats: .jpg, .gif, animated gif
- HTML code

Delivery address: traffic.industrie@eisma.nl with a copy to j.wanjala@eisma.nl at least 3 days before publication. Stating newsletter, publication date and URL address

Newsletter The Plastic Post

Next to our weekly newsletter, Recycling International offers The Plastic Post. Read the most important and impactful plastics developments delivered for free straight to your inbox.



How 'future-proof' is the PVC recycling industry?

Mar 16, 2017 | Plastic and Rubber
More than 3 million tonnes of PVC has been recycled in Europe thanks to the voluntary VinylPlus programme since 2000. Its latest annual report cites a total of 514 913 tonnes of PVC waste were ...

[read more »](#)



Honduras raises PET recycling profile thanks to Herbold Meckesheim

Mar 15, 2017 | Plastic and Rubber
Honduras now has a 90%+ collection rate for PET bottles, reports German manufacturer Herbold Meckesheim, which helped boost the country's recycling efforts by installing a new PET bottle recycling ...

[read more »](#)



Better start for US plastic scrap exports in 2017

Mar 14, 2017 | Economy
Having fallen by more than 100 000 tonnes across the whole of 2016 to 1.937 million tonnes, America's plastic scrap exports made a very positive start to 2017. In the opening month of this year, a ...

[read more »](#)

Frequency

Sent out twice per month on Wednesdays.

Ad formats, pricing and delivery specs

The ad formats, pricing and delivery specifications are the same as the regular newsletter. For more details, please see on page 6.

More information

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