

Delivering unmatched access to industry decision-makers through print, electronic and face-to-face media channels.

The **LEADING** **INDUSTRY** Resource

CONSTRUCTION & DEMOLITION RECYCLING

Our reach of 10,305 readers boasts the largest audited circulation reaching decision-makers in this market. We also deliver the largest number of personal direct request recipients and the most current records. It stands to reason that those who personally ask to receive a magazine are engaged readers. As well, our up-to-date circulation ensures readers remain in their decision-making capacity.

Our readers find the magazine so useful that more than 70% pass it along to two or more colleagues. They also rate it as the #1 magazine in helping them do their job! Further, it's ranked as having the best overall coverage of the industry and as the most important source for information on products and services.

SOFT-LEAD PROGRAM

C&DR's contract advertisers are automatically enrolled in our soft-lead program. Soft leads provide the purchasing intent of C&DR readers in 10 major equipment categories. These leads, which are compiled and sent to you quarterly, provide strong market insight and opportunities to enhance your sales initiatives.

CDRECYCLER.COM

CDRecycler.com delivers tremendous user interaction providing advertisers with powerful access to decision-makers. Google Analytics reports that some 3,000 users visit the site monthly creating an advertising platform you cannot afford to ignore!

E-NEWSLETTER

Our e-newsletters represent a powerful opportunity for industry suppliers and those sourcing material to promote their businesses!

DIGITAL EDITION AND APP

We are the only publisher that delivers our magazine in print, Web and iPad platforms. Our digital edition is available through an online interface and through an app ideal for mobile devices. The digital edition allows readers to share articles, reference back issues and watch video advertisements.

Advertisers can include special "blow-in" ads to appear upon opening the issue or within specific editorial, offering a unique and powerful way to target your advertising message.

Leaderboard
728x90 pixels

Cube
300x250 pixels

Banner
468x60 pixels

E-newsletter Weekly Distribution: 6,300+

Reaching **YOUR** **BUSINESS** Prospects

To successfully compete in today's marketplace, a single advertising platform is not enough. Recycling and demolition professionals rely upon more than one medium for information and market insight.

As technology evolves, your marketing efforts need to adapt to the ways decision-makers access information. Our 360° marketing program allows you to leverage a range of media tools to fit your budget, giving you more choices, better solutions and superior access to industry decision-makers.

Our print titles are the leading publications in the industry. What's more, we are the only publisher that delivers them in print and on Web and iPad platforms. We provide video marketing, e-newsletters and advertising on our highly visible websites.

We will even collaborate with you on custom projects. Our award-winning design team can help create marketing tools tailored to your specific business needs.

In today's rapidly moving business world, our range of products allows you to deliver your message to more decision-makers more effectively.

It's all about access, and *Construction & Demolition Recycling* delivers more access to more decision makers!



Construction & Demolition Recycling was selected as the...

- #1 INFLUENCE** on purchasing decisions;
- #1 COVERAGE** of new products and equipment; and
- #1 OVERALL COVERAGE** of the C&D recycling industry.

OUR UNIQUE 360° MARKETING PROGRAM PACKAGES THIS POWER IN AFFORDABLE PROGRAMS TO MAXIMIZE YOUR MARKETING ROI.

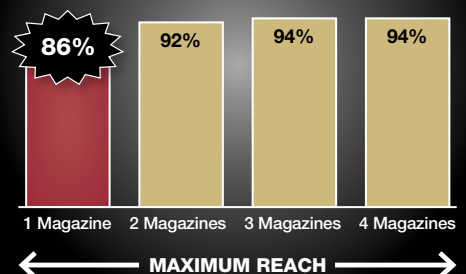
GETTING More for Your **INVESTMENT**

In today's world, marketers cannot deny the power of concentrating advertising in the leading trade magazine serving their target markets. Since the 1950s, research has documented that concentrated advertising yields a maximum return on investment.

According to American Business Media, the leading publication in a given market reaches approximately 86% of the available audience. That number increases just 6% when another magazine is added, a marginal gain requiring a significant investment not a particularly effective ROI.

It's far better to concentrate with the industry's leading magazine, packaging print and Internet advertising for maximum impact.

THE LAW OF DIMINISHING RETURNS:
One Leading Publication covers
86% of the Market



PRINT ADVERTISING

Advertising Rates: Frequency discounts are earned within 12 consecutive months by advertising in any combination of *Construction & Demolition Recycling*, *Recycling Today*, *Recycling Today Global Edition*, *Renewable Energy from Waste*, *Storage & Destruction Business*, directories, buyers' guides and other GIE Media titles.

| Frequency Discounts | | | | | | |
|---------------------|---------|---------|---------|---------|---------|---------|
| Inside Ads | 1x | 3x | 6x | 12x | 18x | 24x |
| Full Page | \$2,718 | \$2,473 | \$2,251 | \$2,049 | \$1,865 | \$1,696 |
| 2/3 Page | \$2,283 | \$2,078 | \$1,890 | \$1,721 | \$1,566 | \$1,425 |
| 1/2 Island | \$1,894 | \$1,724 | \$1,569 | \$1,428 | \$1,300 | \$1,182 |
| 1/2 Page Standard | \$1,669 | \$1,519 | \$1,382 | \$1,258 | \$1,145 | \$1,041 |
| 1/3 Page | \$1,117 | \$1,017 | \$925 | \$842 | \$766 | \$697 |
| 1/4 Page | \$848 | \$772 | \$702 | \$639 | \$582 | \$529 |
| 1/6 Page | \$552 | \$502 | \$457 | \$416 | \$379 | \$344 |
| Video Spotlight | \$1,100 | N/A | N/A | N/A | N/A | N/A |
| Covers | | | | | | |
| 2nd | N/A | N/A | \$4,040 | \$3,648 | \$3,293 | \$2,973 |
| 3rd | N/A | N/A | \$3,709 | \$3,349 | \$3,023 | \$2,730 |
| 4th | N/A | N/A | \$4,452 | \$4,020 | \$3,628 | \$3,277 |

| Color Charges | | |
|---------------------------|---------|----------------|
| Single Page | 1x | 24x or Greater |
| Standard two-color, extra | \$295 | \$245 |
| Four-color process, extra | \$830 | \$630 |
| Spread | | |
| Standard two-color extra | \$550 | \$425 |
| Four-color process, extra | \$1,450 | \$1,160 |

Digital Edition: All print edition advertisers are automatically included in our digital and app editions.

Other Special Positions: For guaranteed positions, add a 10% premium charge to the rate.

Classified Advertising:

- \$75 for 1st column inch, \$50 each additional inch, noncommissionable
- Standard two-color: \$25 additional; 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: *Construction & Demolition Recycling*, 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 therefrom 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 – 45-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: *Construction & Demolition Recycling*, 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 (Non-Bleed):

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

(On all bleed advertisements allow 3/8" 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.)

C&DR 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:

| | |
|------------------------|-------------|
| Website Cube Ad | \$371/month |
| Website Leaderboard Ad | \$525/month |

Our E-newsletters offer a single cube ad and up to 3 banner ads per issue. Rates are per insertion.

| | |
|------------------------|-----------------|
| E-newsletter Cube Ad | \$698/insertion |
| E-newsletter Banner Ad | \$492/insertion |

- 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 ads are .gif, .jpg, .swf and .fla. Other accepted file formats are .tiff and .psd. Please email all artwork, copy instructions, insertion orders, contracts and plans to Heidi Clevinger at hclevinger@gie.net or call 330.523.5348 for more information. Max file size: 100k.

Construction & Demolition Recycling Sales Team

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| 2014 | Jan./Feb. | March/April | May/June | July/Aug. | Sept./Oct. | Nov./Dec. |
|---------------------------|--|---|---|--|--|---|
| Equipment Focus | Breakers & Hammers | Crushing & Screening Equipment | Wheel Loaders & Skid Steers | Shredding & Grinding Equipment | Excavators & Material Handlers | Processing Attachments |
| Operations Focus | Mixed C&D Material Handling | Materials Size Classification | Dust Control | Wear Parts | Crushing & Screening Attachments | C&D Facility Upgrades |
| Other Features | Highway Project Recycling Trends Contaminants Removal Focus Scrap Metals Update Spring Conventions Preview Company Profile | Shingle Recycling Focus 2013 Construction Industry Analysis Job Site Security Report Biomass Report Company Profile | Largest Mixed C&D Recycling Facilities List and Map Growing Markets Series: Gypsum Drywall Recycled Aggregates Market Report Personnel Management Focus Company Profile | LEED 101: Planning for Success Growing Markets Series: Flooring International C&D Recycling Perspective Spring Conventions Wrap-up Company Profile | LEED 101: Scoring Points for Recycling Growing Markets Series: Plastics Wood Recycling Focus Refrigerant Recovery Report Company Profile | Largest Demolition Contractors List Growing Markets Series: Carpet Company Profile Concrete/Asphalt Recycling Focus 2014 Regulation & Compliance Review |
| Video Spotlight | | Crushing & Screening Equipment | | Shredding & Grinding Equipment | | Mixed C&D Sorting Systems |
| Bonus Distribution | National Demolition Association Convention Southeast Recycling Conference | Biomass Conference ISRI Annual Convention ConExpo WasteExpo | Solid Waste & Recycling Conference NRRRA | WasteCon CRRRA | Paper Recycling Conference Renewable Energy from Waste Conference | Canadian Waste & Recycling Expo |
| Close Date | Dec. 16, 2013 | Jan. 31, 2014 | April 15, 2014 | June 16, 2014 | Aug. 15, 2014 | Oct. 15, 2014 |
| Materials Due | Dec. 20, 2013 | Feb. 5, 2014 | April 21, 2014 | June 20, 2014 | Aug. 21, 2014 | Oct. 21, 2014 |

2015 Equipment & Services Buyers' Guide – Close Date: Nov. 13, 2014; Materials Due: Nov. 19, 2014

EQUIPMENT LOCATORS: CONEXPO; WASTE EXPO

Produced expressly for attendees at the 2014 expos these publications provide exhibitors, and those not exhibiting, a unique opportunity to reach industry decision-makers. Distributed on-site, the locators feature listings of recycling equipment suppliers by category. Each full-page ad placement is accompanied by an additional full-page company or product profile. Advertisers also receive bold listings as well as a company logo, booth number and web address in the ad index.

The locators also provide broad industry distribution in advance of each event as electronic publications. They are distributed to the full e-mail databases of *Recycling Today*, *Construction & Demolition Recycling*, *Storage & Destruction Business (SDB)* and *Renewable Energy from Waste* magazines. **Be sure to include your Locator ads with your advertising schedule!**



Close: Jan. 31
Materials: Feb. 5



Close: March 28
Materials: April 3

CUSTOM-MARKETING TOOLS

Designing a custom communications project with C&DR is easy, as we provide turn-key solutions. Our team of experienced writers, designers and sales professionals collaborate with you to develop tools specifically to meet your needs and objectives. We've been doing it for decades.

Custom packages can include, but are not limited to:

- Custom magazines;
- Custom-designed apps;
- Case studies and advertorials;
- E-newsletter creation and deployment;
- Roundtable or focus-group discussions;
- Podcast and webinar series;
- Brochures and books; and
- Special events



POWERFUL VIDEO MARKETING

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

Three spotlights in 2014 will be paired with specific editorial coverage. We'll spotlight crushing & screening equipment, shredding & grinding equipment and mixed C&D sorting systems, as noted on our editorial calendar. A limited number of spaces is available, so reserve your video spotlight today.

The remaining three issues will feature video advertising opportunities that are open to all suppliers, regardless of equipment category.

