American Recycler

NewsVoice of Salvage, Waste and Recycling











THE MOST WIDELY READ NEWSPAPER COVERING THE SCRAP AND RECYCLING INDUSTRIES

MEDIA KIT 2027

PRINT • DIGITAL • ENEWS • EDITORIAL

28300 Kensington Lane | Suite 500 | Perrysburg, OH 43551 | 877-777-0043 | www.AmericanRecycler.com

PREMIUM PLACEMENTS

Own the first impression.

Premium placements pair prominent print positions with digital reach and lasting visibility.



PRINT + DIGITAL

Featured Company

Lead the issue with a full-color, front-page position for up to two featured advertisers, plus a 5" x 5.5" inside ad and a linked 900 x 200px homepage placement on AmericanRecycler.com.



PREMIUM PLACEMENT

Equipment Spotlight

Pair exclusive print exposure with a 10.5" x 1.5" placement, permanently embedded in the digital article, extending visibility well beyond the issue date.



HIGH VISIBILITY

Cover Positions

Command attention with a 10.5" x 2.5" Focus Section cover ad or full-color 10.5" x 14.25" back cover ad. Add the 1366 x 100px site-wide anchor position for continuous digital presence.



JANUARY ISSUE

Annual Buyers' Guide

Choose from 1/2 page and 1/4 page advertising opportunities to showcase your brand, products and services. Enhanced company listings are also available, with full-color logo and company description upgrades for year-round visibility.

Premium inventory is limited. Reserve early for preferred issues and categories.

WHY PRINT MATTERS

Trusted. Targeted. Tangible.

In today's fast-paced media landscape, successful advertising means reaching the right audience rather than simply generating impressions. While digital marketing plays an important role, print continues to deliver credibility, lasting visibility and meaningful engagement.

Print advertising in American Recycler News reaches readers in a trusted environment where your message isn't competing with pop-ups, notifications or endless scrolling. It creates a memorable impression and keeps your brand in front of decision-makers long after a digital ad has disappeared.

Trusted

Print advertising is among the most trusted ad formats. A 2025 News Media Canada study found that 60% of people trust ads in printed newspapers, compared with just 28% for Facebook and Instagram ads.

Memorable

Research shows print boosts recall and consideration. Research summarized by International News Media Association cites studies showing that print ads create a more lasting impact than digital ads, while newspaper advertising (print and digital combined) outperformed social media advertising by as much as four times in effectiveness.

Action

Print drives action. The News/Media Alliance reports that up to 83% of news media consumers take action after seeing a printed newspaper advertisement, including visiting websites, researching products or making purchases.

Long-Lasting

Newspapers are read, shared, referenced and often kept for months, extending the life of your advertising investment.

PRINT + DIGITAL: A SMARTER ADVERTISING STRATEGY

To maximize your reach, we also offer digital advertising opportunities, including website advertising, weekly ENewsVoice and online promotions. Together, our integrated print and digital solutions help reinforce your message across multiple touchpoints, while print continues to provide the credibility and staying power that builds lasting brand recognition.

REACH MORE. BE REMEMBERED.

Whether your goal is generating leads, launching a new product or strengthening your brand, American Recycler News delivers the targeted audience, trusted environment and multi-platform exposure to help your advertising work harder.

Print creates the first impression. Digital reinforces it. Together, they deliver lasting results.

PRINT RATES

Frequency lowers your cost per issue.

Flexible sizes and frequency discounts make it easy to stay visible throughout the buying cycle.

SIZE	DIMENSIONS (WxH in.)	1x	3x	6x	12x	18x
Full Page	10.5" x 14.25"	$2,643	$2,508	$2,445	$2,243	$2,180
3/4	10.5" x 9.75" / 7.834" x 14"	$2,298	$2,186	$2,073	$1,960	$1,845
2/3	10.5" x 8.5" / 7.834" x 11.25"	$1,989	$1,873	$1,799	$1,754	$1,615
1/2	10.5" x 6.25" / 5.167" x 14"	$1,614	$1,537	$1,459	$1,381	$1,337
1/3	7.834" x 7.25" / 5.167" x 9.75"	$1,238	$1,197	$1,117	$1,060	$1,037
1/4	2.5" x 14" / 5.167" x 6.25"	$ 933	$ 859	$ 834	$ 792	$ 772
1/6	5.167" x 4" / 2.5" x 8"	$ 664	$ 635	$ 598	$ 563	$ 552
1/8	5.167" x 3.25" / 2.5" x 6.5"	$ 498	$ 477	$ 436	$ 427	$ 416
1/16	2.5" x 4"	$ 274	$ 258	$ 241	$ 228	$ 220
Featured Company	10.5" x 1.5"	$2,346	n/a	n/a	n/a	n/a
Focus Section Cover	10.5" x 2.5"	$2,145	$2,083	$1,981	$1,882	$1,852
Equipment Spotlight	10.5" x 1.5"	$1,226	$1,197	$1,122	$1,051	$1,036

COLOR

Full Color $465
Black + 2 $330
Black + 1 $195

PLACEMENT

Specific position: +10%
Contact us for back cover and centerfold availability.

CLASSIFIEDS

$85 per column inch
$80 under 50 words
$1 each additional word

Classified upgrades

- Bold, caps or frame: +$10 each or all for $25
- One color + featured placement: +$95
- Full color + featured placement: +$195

Recognized agencies accepting direct invoicing receive a 15 percent discount, excluding color.

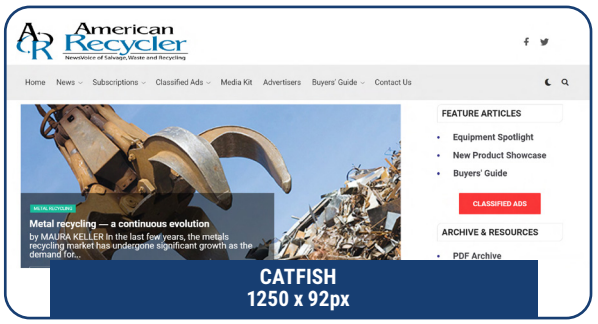
THE FIRST SENTENCE IN A TEXT CLASSIFIED AD WILL APPEAR IN BOLD CAPITALS and remaining text in standard 10 pt. font. Classified ads are displayed on American Recycler's website and include a link to e-mail or website address if included in the text. Call 419-931-0737 or visit www.americanrecycler.com.

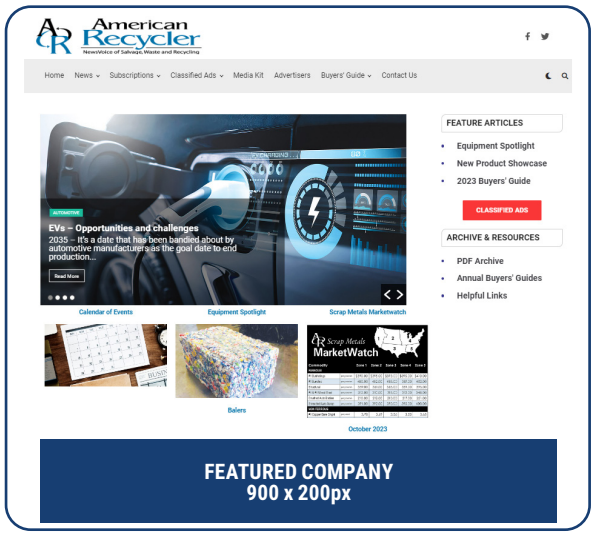
DIGITAL INTERACTIVE MARKETING: WEBSITE

Build brand awareness with our online audience

Reach an engaged audience alongside the latest industry news on AmericanRecycler.com.

FORMAT	MONTH	YEAR
Home Page Catfish • 1250 x 92px	$1,569	$16,958
Featured Company • 900 x 200px	$1,045	$11,283
Large Leaderboard • 970 x 250px	$ 788	$ 8,505
Small Leaderboard • 728 x 90px	$ 656	$ 7,088
Large Tower • 225 x 425px	$ 604	$ 6,527
Small Tower • 180 x 325px	$ 473	$ 5,103
Large Rectangle • 225 x 275px	$ 536	$ 5,796





OUR DIGITAL AUDIENCE AT A GLANCE

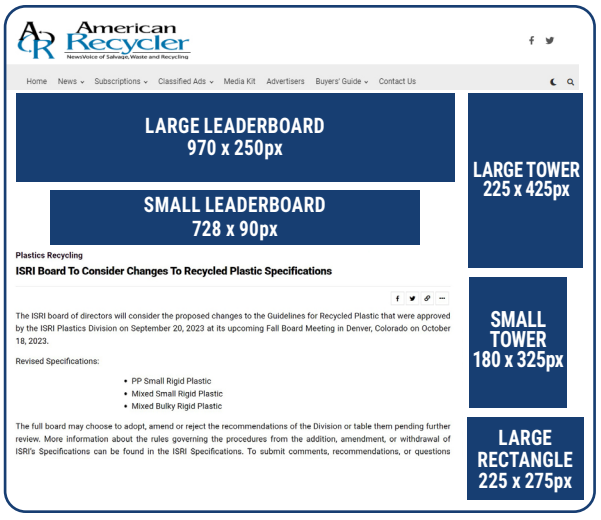
121,728 Unique Visitors

191,414 Average Monthly Visits

28.6% ENewsVoice Open Rate

8,060 ENewsVoice Subscribers

Your digital ad delivers your marketing message directly to your target audience through strategically placed content on American Recyclers' website.



See Print + Digital Package Options on page 7.

DIGITAL INTERACTIVE MARKETING: E-NEWSVOICE

Reach key decision makers with news they trust.

E-NewsVoice delivers timely industry reporting — and your message — directly to an opted-in audience **weekly**.

FORMAT	1x	3x	6x	12x
Inline Billboard 600 x 200px	$1,097	$1,045	$998	$971
Inline Divider 600 x 150px	$ 995	$ 940	$908	$877
Large Rectangle 250 x 300px	$ 895	$ 840	$813	$761
Small Rectangle 250 x 150px	$ 450	$ 420	$389	$362

Rates shown per insertion.



E-NewsVoice – Weekly Digital Brand Exposure

Connect with an engaged audience through E-NewsVoice's **weekly** digital advertising platform. Your message is delivered directly to readers who have chosen to receive news updates, creating a valuable opportunity to build brand awareness and drive action.

- Targeted Audience Reach: Reach an audience **that has opted in to receive news and information**, providing a receptive environment for your advertising message.
- High Engagement: Benefit from strong email open rates and click-through performance designed to maximize visibility and audience interaction.
- Consistent Brand Visibility: Maintain top-of-mind awareness with recurring, weekly exposure to a loyal and engaged readership.
- Measurable Performance: Track campaign results through your analytics platform or utilize our reporting tools to measure engagement and effectiveness.

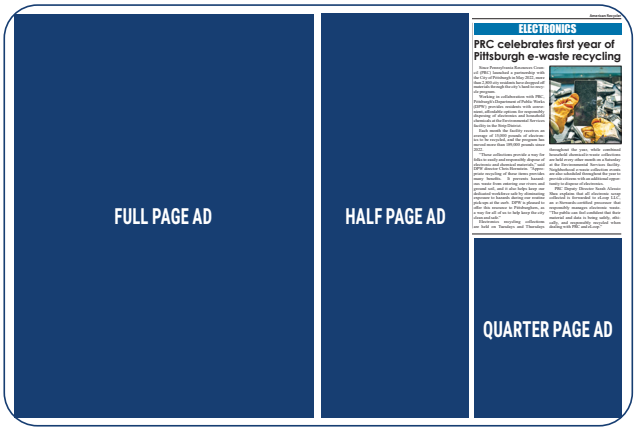
RESERVE YOUR SPACE EARLY — PREMIUM POSITIONS ARE LIMITED

PRINT AND DIGITAL PACKAGES

Print + Digital = Smarter Advertising

Bundled print, digital and classified placements deliver more touchpoints **at a lower combined rate**.

PRINT ADS



DIGITAL ADS



PACKAGES		3 ISSUES	6 ISSUES
1	• Print Full Page Ad 10.5" x 14.25" • Digital Large Leaderboard Ad 970 x 250px • Print Classified Display Ad 2.5" x 2"	$2,653 PER ISSUE	$2,538 PER ISSUE
2	• Print Half Page Vertical Ad 5.167" x 14" • Digital Large Rectangle Ad 225 x 275px • Print Classified Display Ad 2.5" x 2"	$1,782 PER ISSUE	$1,701 PER ISSUE
3	• Print Quarter Page Ad 5.167" x 6.25" • Digital Small Leaderboard Ad 728 x 90px • Print Classified Display Ad 2.5" x 2"	$1,529 PER ISSUE	$1,408 PER ISSUE
4	• Print Quarter Page Ad 5.167" x 6.25" • Digital Small Tower Ad 180 x 325px • Print Classified Display Ad 2.5" x 2"	$1,079 PER ISSUE	$ 974 PER ISSUE
5	• Digital Small Leaderboard Ad 728 x 90px • Digital Small Tower Ad 180 x 325px • Print Text Classified Ad <50 words	$ 859 PER ISSUE	$ 824 PER ISSUE

We recognize that every marketing budget has parameters while the need for meaningful brand exposure continues to grow. Our integrated advertising packages are designed to deliver maximum value by combining print advertising, digital placements and trade show distribution to help you reach your target audience across multiple channels.

SPONSORED CONTENT

Public Relations + Advertising = Powerful Marketing Opportunities

Build Credibility. Increase Visibility. Drive Results.

Sponsored Content goes beyond traditional advertising by positioning your company as a trusted industry resource while delivering your message in an informative, editorial-style format.

By developing a relationship with American Recycler News, your organization gains valuable exposure and increased opportunities to be recognized as a reliable source for news, commentary and feature stories. As part of a comprehensive marketing strategy, sponsored content serves as an effective public relations tool that enhances your brand's credibility and visibility.

Your advertising gets you noticed. Trusted editorial coverage builds credibility. Together, they make a strong impact.

Sponsored Content allows you to communicate your company's story in a compelling, informative format that resonates with readers. By presenting valuable insights, company news, product information, or industry expertise, advertorials help establish trust and influence purchasing decisions.

Whether highlighting company milestones, new products, customer success stories, Q&As, or industry trends, sponsored content provides a powerful platform for connecting with readers while strengthening your reputation with current and prospective customers.

Sponsored Content Opportunities



Full-Page
$2,800 Black & White
$3,354 Full Color



Half-Page
$1,680 Black & White
$2,234 Full Color

RESERVE YOUR SPACE TODAY!

2027 EDITORIAL CALENDAR

ISSUE	COVER NEWS	FOCUS	IN EVERY ISSUE*	EQUIPMENT SPOTLIGHT	SHOW DISTRIBUTION**
Jan 2027 Close Date Dec 15, 2026	**Organics/ Waste**	**Buyers' Guide**	Automotive, C&D, Electronics, Glass, Metals, Organics, Paper, Plastics, Rubber, Waste	**Trommels**	CDRA Conf. & Tradeshow, COMPOST 2027
Feb 2027 Close Date Jan 15, 2027	**Plastics Recycling**	**Auto Recycling**	Automotive, C&D, Electronics, Glass, Metals, Organics, Paper, Plastics, Rubber, Waste	**Auto Processors**	Southeast Recycling Conf. & Tradeshow/ SERC
Mar 2027 Close Date Feb 15	**E-Waste**	**Rubber/Tire Recycling**	Automotive, C&D, Electronics, Glass, Metals, Organics, Paper, Plastics, Rubber, Waste	**Tire Processing Equipment**	Textiles Recycling Expo
Apr 2027 Close Date Mar 16	**Auto Recycling**	**Metals Recycling**	Automotive, C&D, Electronics, Glass, Metals, Organics, Paper, Plastics, Rubber, Waste	**Auto Loggers/Balers**	ReMA 2027, Aluminum Association Spring Meeting, United Recycler's Group, AISTech 2027, Solid Waste Authority Spring Training
May 2027 Close Date Apr 15	**Waste**	**C&D Recycling**	Automotive, C&D, Electronics, Glass, Metals, Organics, Paper, Plastics, Rubber, Waste	**Landfill Compactors**	WasteExpo, The Federation of N.Y. Solid Waste & Recycling Conf., CARE Annual Conf.
Jun 2027 Close Date May 14	**Metals Recycling**	**Plastics/Paper Recycling**	Automotive, C&D, Electronics, Glass, Metals, Organics, Paper, Plastics, Rubber, Waste	**Granulators**	ReMA regional/ Great Lakes
Jul 2027 Close Date Jun 15	**Glass Recycling**	**E-Waste**	Automotive, C&D, Electronics, Glass, Metals, Organics, Paper, Plastics, Rubber, Waste	**Size Reduction Equipment**	
Aug 2027 Close Date Jul 15	**Plastics Recycling**	**Auto Recycling**	Automotive, C&D, Electronics, Glass, Metals, Organics, Paper, Plastics, Rubber, Waste	**Shredders**	Waste Conversion Technoogy Conf., The 9th Agricultural Plastics Recycling Conf., ReMA regional/Gulf
Sep 2027 Close Date Aug 16	**Recycling Regulations**	**Waste**	Automotive, C&D, Electronics, Glass, Metals, Organics, Paper, Plastics, Rubber, Waste	**Tub Grinders**	NERC's Rethink Resource Use Conf., PFAs Forum '27, SWANA's RCon
Oct 2027 Close Date Sep 15	**Auto Recycling**	**Metals Recycling**	Automotive, C&D, Electronics, Glass, Metals, Organics, Paper, Plastics, Rubber, Waste	**Catalytic Converter**	Automotive Recyclers Assoc. Convention, Litter Control and Solid Waste Mngmt. Edu. Conf.
Nov 2027 Close Date Oct 15	**Nonferrous Metals**	**Paper/Plastics Recycling**	Automotive, C&D, Electronics, Glass, Metals, Organics, Paper, Plastics, Rubber, Waste	**Shredders**	2027 ENFINITE Conference & Trade Show
Dec 2027 Close Date Nov 15	**Municipal Programs**	**Auto Recycling**	Automotive, C&D, Electronics, Glass, Metals, Organics, Paper, Plastics, Rubber, Waste	**Magnets**	Stretch & Shrink Film North America

Additional coverage rotates across metals, automotive, paper, plastics, C&D, waste, rubber, glass, organics and electonics.

** Topics are subject to news availabilty and editorial space.*
*** Show distribution is subject to final arrangements.*

THE AR DIFFERENCE: EXPERIENCE, AUDIENCE & REACH

29+ Years as the NewsVoice of Recycling

For more than 29 years, American Recycler News (AR) has been a trusted and influential NewsVoice for the recycling industry, helping industry professionals stay informed while providing advertisers with a direct connection to a highly relevant and engaged marketplace.

AR delivers the news, business insights, market trends, equipment developments and industry information that matter to recycling professionals across the country.

For advertisers, it's an opportunity to put your brand in front of the decision-makers who drive the salvage, waste and recycling industries.

As American Recycler News celebrates its 30th anniversary in 2027, its longstanding reputation, industry expertise and dedicated readership make AR a powerful platform for companies looking to build visibility, strengthen brand recognition and grow their presence within the recycling marketplace.

OVERALL CIRCULATION

14,151 Print Circulation

191,414 Average Website Visitors Monthly

121,728 Unique Monthly Visitors

8,060 ENewsVoice Subscribers

AMERICAN RECYCLER DELIVERS THE NEWS THAT MATTERS TO RECYCLING PROFESSIONALS ACROSS THE COUNTRY.

ADVERTISING PARTNERS