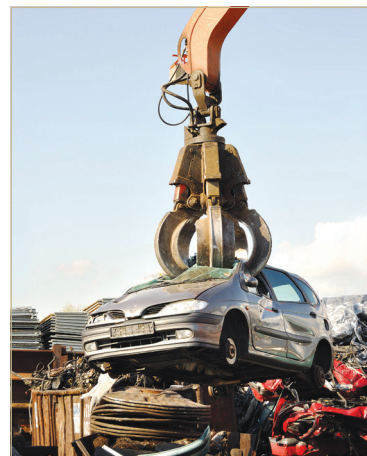


American Recycler

NewsVoice of Salvage, Waste and Recycling



THE MOST WIDELY READ NEWSPAPER COVERING THE SCRAP AND RECYCLING INDUSTRIES

MEDIA KIT 2026

DIGITAL | PRINT | INFORMATIVE

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

PRINT ADVERTISEMENTS

AD TYPE	DIMENSIONS		FREQUENCY DISCOUNT RATES				
	WIDTH"	HEIGHT"	1x	3x	6x	12x	18x
Full	10.5	14.25	\$2,360	\$2,239	\$2,183	\$2,003	\$1,946
3/4	10.5" 7.834"	9.75" 14"	2,052	1,952	1,851	1,750	1,647
2/3	10.5" 7.834"	8.5" 11.25"	1,776	1,672	1,606	1,566	1,442
1/2	10.5" 5.167"	6.25" 14"	1,441	1,372	1,303	1,233	1,194
1/3	7.834" 5.167"	7.25" 9.75"	1,105	1,069	997	946	926
1/4	2.5" 5.167"	14" 6.25"	833	767	745	707	689
1/6	5.167" 2.5"	4" 8"	593	567	534	503	493
1/8	5.167" 2.5"	3.25" 6.5"	445	426	389	381	371
1/16	2.5"	4"	245	230	215	204	196
Section B Cover	10.5"	2.5"	1,915	1,860	1,769	1,680	1,654
Equipment Spotlight	10.5"	1.5	1,095	1,069	1,002	938	925
Featured Company	10.5"	1.5"	2,095	n/a	n/a	n/a	n/a

COLOR RATES		DISCOUNT (18X)
Full Color	\$465	\$425
Black + 2	330	310
Black + 1	165	155

PLACEMENT
■ For specific ad placement add 10 percent
■ Contact AR for Back Covers and Center Fold rates.

CLASSIFIEDS

Display Classified	\$85 per column inch. Column width 2.5"
Text Classified	\$80 per ad <50 words. \$1 each word over 50

CLASSIFIED UPGRADES

Bold, Caps or Frame Text	+\$10 each or all for \$25
Add One Color plus Optional Featured Placement	+\$95
Add Full Color plus Optional Featured Placement	+\$195

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 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.

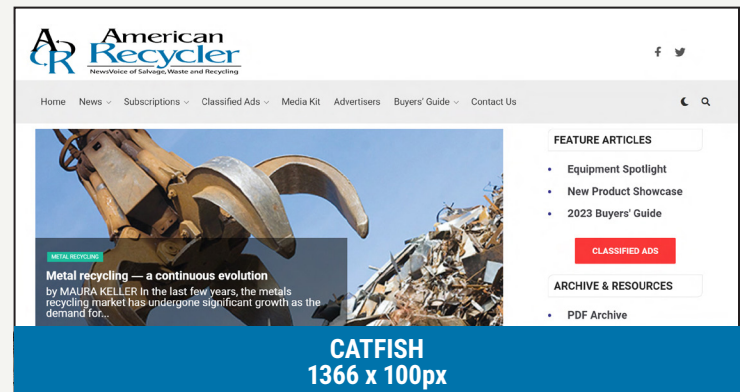
Recognized agencies accepting direct invoicing receive a 15 percent discount, excluding color.



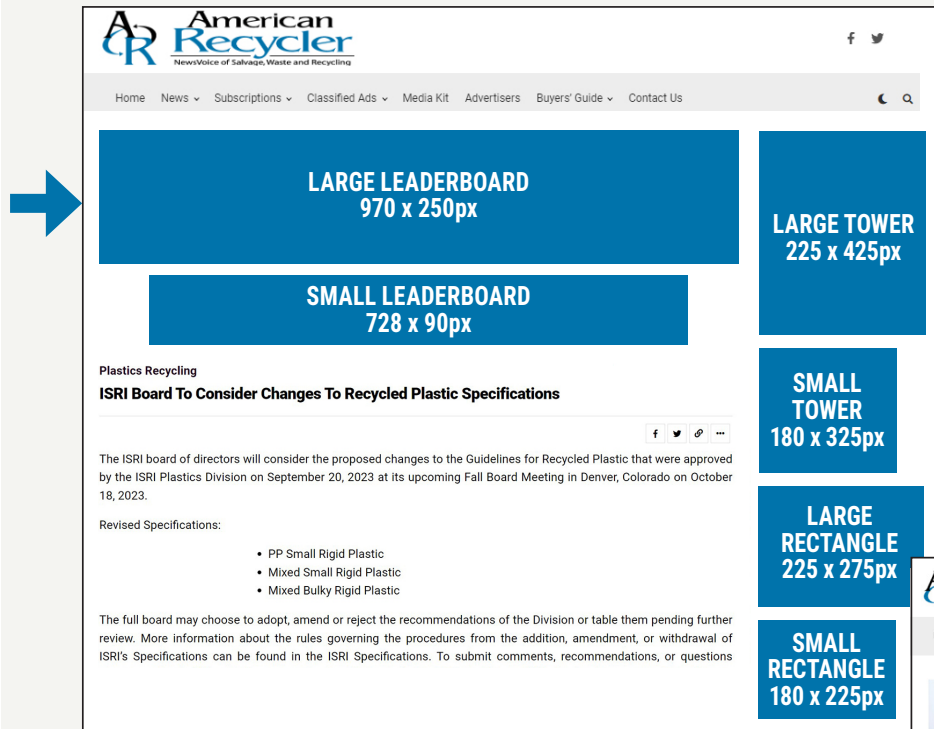
DIGITAL ADVERTISEMENTS

on **AmericanRecycler.com**

AD TYPE	DIMENSIONS	MONTH	YEAR
Home Page Catfish	1366 x 100px	\$1,495	\$16,150
Featured Company	900 x 200px	995	10,746
Small Leaderboard	728 x 90px	625	6,750
Large Leaderboard	970 x 250px	750	8,100
Small Tower	180 x 325px	450	4,860
Large Tower	225 x 425px	575	6,216
Small Rectangle	180 x 225px	395	4,270
Large Rectangle	225 x 275px	510	5,520



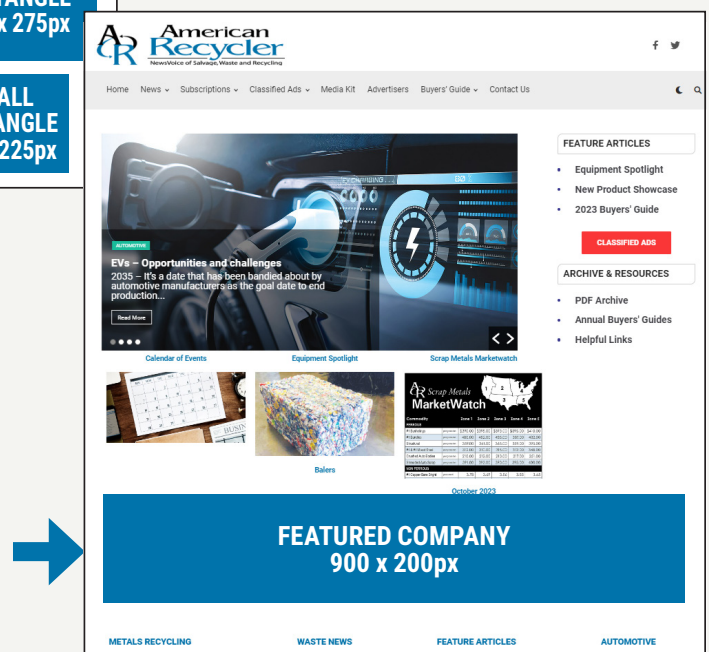
An anchor ad on American Recycler News' home page appears across full width of the browser window and remains in view through visitor scrolling.



Your digital ad will send an effective marketing message – via information skillfully presented directly to the consumer.

- A multitude of advertising opportunities provides the tools to create a customized digital plan on AmericanRecycler.com.
- For the best **VALUE**, consider a print/digital combo package.*

*See Digital/Print options on Advertising Packages page 6.



E-NEWSVOICE DIGITAL ADS

AD TYPE DIMENSIONS	3x PER INSERTION	6x PER INSERTION	12x PER INSERTION
Inline Billboard 600 x 200px	\$995	\$950	\$925
Inline Divider 600 x 150px	895	865	835
Large Rectangle 300 x 250px	800	775	725
Small Rectangle 250 x 150px	395	370	345

E-NEWSVOICE: WEEKLY EFFECTIVE ADVERTISING

- **Targeted:** Audience has chosen to receive news updates - which also includes your advertising message.
- **Higher engagement rate:** E-NewsVoice offers high open and click rates.
- **Sustained exposure:** Your brand is top-of-mind.
- **Measured results:** Ads can be tracked in real time via your host or ours.

RESERVE YOUR SPACE TODAY!

**American
Recycler**



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NewsVoice of Salvage, Waste and Recycling

E-NewsVoice
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ADVERTISEMENT

**INLINE BILLBOARD
600 x 200px**

Latest News

UBC collections skyrockets with robot use
The Can Manufacturers Institute (CMI) is utilizing an innovative financing model to fund a robot at a California material recovery facility (MRF) owned by Caglia Environmental that sorts single stream recyclables.

Blue Whale Materials selects Oklahoma for a battery recycling facility
In the last few years, the metals recycling market has undergone significant growth as the demand for both recycled ferrous and nonferrous metals continues to rise.

Rubicon launches holiday recycling campaign to divert discarded candy wrappers
Rubicon Technologies Inc., a Lexington, Kentucky-based software provider for waste, recycling and fleet operations, has launched Trash or Treasure, a program designed to help divert candy wrappers that accumulate around holidays, starting with Halloween.

ADVERTISEMENT

**INLINE DIVIDER
600 x 150px**

Trending Articles

Chicago Teamsters ratify five year contract with WM
Members of Teamsters Local 731 at Waste Management, Inc. (WM) in Chicago have voted by an overwhelming 2-1 margin for a strong new contract.

ISRI board to consider changes to recycled plastic specifications
The ISRI board of directors will consider the proposed changes to the Guidelines for Recycled Plastic that were approved by the ISRI Plastics Division on September 20, 2023 at its upcoming Fall Board Meeting in Denver, Colorado on October 18, 2023.

**LARGE
RECTANGLE
300 x 250px**

**SMALL
RECTANGLE
250 x 150px**

ADVERTISING PACKAGES

PRINT ADS

Read by thousands, AR is sure to hit your target audience.



DIGITAL ADS

Digital ads appear on article pages, including most feature articles.



PACKAGES		3 ISSUES	6 ISSUES
PACKAGE 1	10.5" x 14.25" Full Page Ad 728 x 90px Digital Leaderboard Ad 2" x 2.5" Classified Display Ad	\$2,369 PER ISSUE	\$2,266 PER ISSUE
PACKAGE 2	5.167" x 14" Half Page Vertical Ad 180 x 225px Digital Rectangle Ad <50 words Text Classified Ad	\$1,591 PER ISSUE	\$1,519 PER ISSUE
PACKAGE 3	5.167" x 6.25" Quarter Page Ad 728 x 90px Digital Leaderboard Ad	\$1,365 PER ISSUE	\$1,257 PER ISSUE
PACKAGE 4	5.167" x 6.25" Quarter Page Ad 3" x 2.5" Classified Display Ad 180 x 325px Digital Tower Ad	\$963 PER ISSUE	\$870 PER ISSUE
PACKAGE 5	728 x 90px Digital Leaderboard Ad 180 x 225px Digital Rectangle Ad	\$767 PER ISSUE	\$736 PER ISSUE

Items are bundled at a discount. All pricing reflects a per month rate.

We understand that advertising budgets have limits while your advertising needs do not, so we provide comprehensive packages that include print ads, digital ads and trade show distribution.



2026 EDITORIAL CALENDAR

DATE	COVER NEWS	FOCUS	NEWS COVERAGE*	EQUIPMENT SPOTLIGHT	SHOW DISTRIBUTION*
Jan 26 Close Date Dec 15, 2025	Organics/ Waste	Buyers' Guide	Metals, Automotive, Paper, C&D, Plastics, Alt Energy, Waste, Rubber, Glass, Electronics	Tub Grinders	CDRA Conference & Tradeshow, Polyethylene Films, COMPOST2026
Feb 26 Close Date Jan 16, 2026	Plastics	Automotive	Metals, Automotive, Paper, C&D, Waste, Rubber, Glass, Organics, Electronics	Shredders	SE Recycling Conf. & Tradeshow/ SERC, CONEXPO-CON/AGG
Mar 26 Close Date Feb 13	Ferrous Metals	Waste	Metals, Paper, Plastics, Alt Energy, C&D, Waste, Rubber, Organics, Electronics	Granulators	
Apr 26 Close Date Mar 16	Nonferrous	Metals	Automotive, Paper, Plastics, Alt Energy, Rubber, C&D, Glass, Organics, Electronics	Magnets	ReMA 2026, Aluminum Association Spring Meeting, Textiles Recycling Expo USA, AISTech
May 26 Close Date Apr 16	Automotive	Electronics	Metals, Automotive, Paper, C&D, Alt Energy, Waste, Glass, Organics, Electronics	Size Reduction	CARE 24th Conf., United Recycler's Group, PFAs Forum VI, The Federation of N.Y. Solid Waste & Recycling Conf.,
Jun 26 Close Date May 15	C&D	Rubber	Automotive, Paper, Plastics, Alt Energy, Waste, Rubber, Glass, Organics, Electronics	Rubber Shredders	
Jul 26 Close Date Jun 16	Metals	C&D	C&D, Paper, Plastics, Alt Energy, Waste, Rubber, Glass, Organics, Electronics	Material Handlers	
Aug 26 Close Date Jul 15	Automotive	Metals	Metals, Automotive, Paper, Plastics, Alt Energy, C&D, Glass, Organics, Electronics	Attachments	
Sep 26 Close Date Aug 17	Glass	Plastics	Metals, Automotive, C&D, Alt Energy Electronics	Pelletizers	
Oct 26 Close Date Sep 15	Metals	Automotive	C&D, Paper, Plastics, Alt Energy, Waste, Rubber, Glass, Organics, Electronics	Fluid Recovery	NERC's Rethink Resource Use, Auto Recyclers Assoc. Convention, 2026 Litter Control & Solid Waste Mngmt. Edu. Conf., Shingle Recycling Forum
Nov 26 Close Date Oct 15	Municipal Programs	Paper	Metals, Automotive, Paper, Plastics, Alt Energy, Waste, Rubber, Glass, Organics, C&D	Balers	SWANA's RCon
Dec 26 Close Date Nov 13	Automotive	Metals	Metals, Automotive, Paper, Plastics, Alt Energy, Waste, Rubber, Glass, Glass, Organics, Electronics	Eddy Currents	Stretch & Shrink Film
Jan 27 Close Date Dec 15, 26		Buyers' Guide	Metals, Automotive, Paper, C&D, Plastics, Alt Energy, Waste, Rubber, Glass, Electronics		

*Subject to news availability, editorial space and pending show arrangements.

PUBLISHER'S STATEMENT

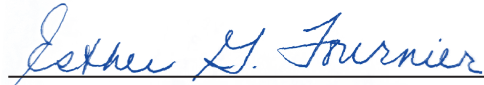
OVERVIEW

American Recycler, the NewsVoice of Salvage, Waste and Recycling, is mailed monthly. Geographical coverage includes the United States and Canada with a number of international subscribers.

American Recycler's mission is to serve the information needs of businesses involved in the ever-changing environmental arena. The scope of coverage changes continually, and encompasses all phases of the recovery and re-use of materials.

The information at right reflects American Recycler's circulation by business classification. While many companies are involved in multiple facets, each are categorized within their main business focus.

The numbers set forth in this statement are from the July 2024 edition of American Recycler. As with any publication, numbers can vary on a daily basis, as recipients are being added or removed from the circulation list.



Esther G. Fournier
Editor and Publisher

8/31/2025

1,050	Government Agencies
978	Equipment Mfg/Distributor
70	Organizations/Associations
74	Auction Houses
2,614	Recycling Facilities
5,190	Auto Salvage/Dismantlers/Parts
695	Landfills/Transfer Stations
415	Professional Service Providers
2,615	Waste Haulers
753	Construction/Demolition
5,424	Materials Dealers/Processors/Brokers
851	Alternative Energy
389	All Others

SOME OF THE BRANDS THAT TRUST US

