

Recyclers **POWER SOURCE**

The **HEARTBEAT** of
the Auto Recycling
Industry ...
Often Imitated,
but **NEVER**
Duplicated!

2015 MEDIA KIT

1-800-336-5614

rps@rpowersource.com • www.rpowersource.com

P.O. BOX 556 • SPIRIT LAKE, IA 51360



**ADVERTISER
TESTED -
AUTO RECYCLER
APPROVED!**



**ADVERTISER
TESTED -
AUTO RECYCLER
APPROVED!**

I'D RATHER BE
ABOUT RPS
AUTO RECYCLING!




WHAT YOU GET:


- Up-To-Date Articles for the Recycling Industry!
- **FREE** Graphic Design 
- Sent **FREE** to Key Decision Makes in the Auto Recycling Industry **WORLDWIDE!**
- Industry Event Updates/Information
- **FREE** Quick Response Bar codes 
- Products and Services from Industry Leaders

**Free Online
Version!**

A digital online version, with turning pages and links to advertiser's websites, are emailed **WORLDWIDE!**
Bring us to your desktop by simply logging on to: <http://www.rpowersource.com/online/magazine.cfm>
In the middle of the page, you will see "Get Notified When A New Issue is Out!"
CLICK HERE TO DOWNLOAD!

PROVEN RESULTS:



TESTIMONIAL
The *Recyclers POWER SOURCE* is a proven winner concerning my advertising dollars. I am in every issue for one reason and one reason only - because the advertising works!
I make sales every month that are a direct result of my ad in the *Recyclers POWER SOURCE*. The magazine gets in the hands of the decision makers. I will be a customer for life!
John Kitchens, Vice President

www.ironax.com

*Over 100
Advertisers
Each Month!*

*Viewed
Worldwide!*



22 YEARS OF WORKING TO MEET THE NEEDS OF THE RECYCLING INDUSTRY!

We use the *Recyclers POWER SOURCE* for most of our advertising because of the consistent quality, great attitude and Julie's constant follow-up of our needs. Julie is always available with new ideas, helpful hints and has a constant concern for bettering our ads. Our advertising in the *Recyclers POWER SOURCE* has generated a great deal of new calls each month, in turn, leading to more sales and new customers. They have helped our growth over the past few years, and we look for a long continued relationship.

Bud Roberts, President Bud Roberts Company, Inc. Buford, GA

BRco
BUD ROBERTS COMPANY, INC.

Have a question? Call the Recyclers POWER SOURCE!

Available 24 hours a day, 7 days a week! We're here to **WORK** for YOU!

**The Coverage you Want. The Service you NEED!
The Publication that Delivers BOTH!**

I'D RATHER BE
SHOW HIGHLIGHTS
AUTO RECYCLING!

JANUARY 2015 ISSUE

HIGHLIGHTS:

Colorado Automotive Recyclers Expo

➤ **MATERIAL DEADLINE: DECEMBER 5, 2014**

Mail Date: December 22, 2014

FEBRUARY 2015 ISSUE

HIGHLIGHTS:

SUSTAIN Summit;
2015 CAR Training Class & Trade Show

➤ **MATERIAL DEADLINE: JANUARY 9, 2015**

Mail Date: January 26, 2015

MARCH 2015 ISSUE

HIGHLIGHTS:

Anniversary Issue; GMARE; Automotive Recyclers Industry of Nebraska Convention & Trade Show; Hollander Training Summit; ARA 2015 Board Mtg., Leg. Summit & Hill Day Event; Auto TECH Expo; 30th International Conference on Solid Waste Technology and Management; FADRA Leg. Days/Hill Visits; IARC 2015; 2015 OARA Convention & Trade Show

➤ **MATERIAL DEADLINE: FEBRUARY 6, 2015**

Mail Date: February 23, 2015

APRIL 2015 ISSUE

HIGHLIGHTS:

Florida Tow Show; ISRI; Earth Day; 2015 Michigan Road Show; ARC B-CAR Mid-Year Meeting; URG Training Conf.; TEAM PRP

➤ **MATERIAL DEADLINE: MARCH 6, 2015**

Mail Date: March 24, 2015

MAY 2015 ISSUE

HIGHLIGHTS:

AARDA 2015 Annual Meeting; Team PRP Nt'l Meeting; Upper Midwest Show; ARAAC 2015 Mid-Year Meeting; IAR Show 2015

➤ **MATERIAL DEADLINE: APRIL 10, 2015**

Mail Date: April 24, 2015

JUNE 2015 ISSUE

HIGHLIGHTS:

Crush Cancer Car & Motorcycle Show; New England Regional ARA Trade Show; ARM & Friends 15th Annual Ken Utter, Jr. Memorial Scholarship Golf Outing

➤ **MATERIAL DEADLINE: MAY 8, 2015**

Mail Date: May 26, 2015

JULY 2015 ISSUE

HIGHLIGHTS:

2015 FADRA Convention & Trade Show; Industry Week 2015

➤ **MATERIAL DEADLINE: JUNE 5, 2015**

Mail Date: June 23, 2015

AUGUST 2015 ISSUE

7th Annual Car-Part.com Training Conference; New Mexico Recycling Summit & Training; ARI Summit & Training

➤ **MATERIAL DEADLINE: JULY 10, 2015**

Mail Date: July 27, 2015

SEPTEMBER 2015 ISSUE

HIGHLIGHTS:

Pre-ARA/SCADA Convention 2015; 2015 ARPAC Congress

➤ **MATERIAL DEADLINE: AUGUST 7, 2015**

Mail Date: August 24, 2015

OCTOBER 2015 ISSUE

HIGHLIGHTS:

PARTS; Texas Auto Recyclers Trade Show; 72nd Annual ARA Conv. & Expo; ARAAC 2015 Annual Meeting

➤ **MATERIAL DEADLINE: SEPTEMBER 4, 2015**

Mail Date: September 23, 2015

NOVEMBER 2015 ISSUE

HIGHLIGHTS:

Post-ARA/AAPEX/ARANY/America Recycles Day; MATR

➤ **MATERIAL DEADLINE: OCTOBER 9, 2015**

Mail Date: October 26, 2015

DECEMBER 2015 ISSUE

HIGHLIGHTS:

Holiday/End of Year Tax Savings

➤ **MATERIAL DEADLINE: NOVEMBER 6, 2015**

Mail Date: November 23, 2015

JANUARY 2016 ISSUE

HIGHLIGHTS:

Colorado Automotive Recyclers Expo

➤ **MATERIAL DEADLINE: DECEMBER 4, 2015**

Mail Date: December 22, 2015

I'D RATHER BE
**2015 MATERIAL
DEADLINES**
AUTO RECYCLING!

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MATERIAL DEADLINES

JANUARY ISSUE
➤ DECEMBER 5, 2014

FEBRUARY ISSUE
➤ JANUARY 9, 2015

MARCH ISSUE
➤ FEBRUARY 6, 2015

APRIL ISSUE
➤ MARCH 6, 2015

MAY ISSUE
➤ APRIL 10, 2015

JUNE ISSUE
➤ MAY 8, 2015

JULY ISSUE
➤ JUNE 5, 2015

AUGUST ISSUE
➤ JULY 10, 2015

SEPTEMBER ISSUE
➤ AUGUST 7, 2015

OCTOBER ISSUE
➤ SEPTEMBER 4, 2015

NOVEMBER ISSUE
➤ OCTOBER 9, 2014

DECEMBER ISSUE
➤ NOVEMBER 6, 2014

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Material deadline
Mail date
Holidays



Ask about our
2-page layout discount
and Internet coverage.

BLACK AND WHITE AD RATES

	1 Time	Multiple
Full Page	\$1,095	\$955
2/3 Page	865	735
1/2 Page	675	555
1/3 Page	535	455
1/4 Page	415	360
1/6 Page	335	275
1/8 Page	230	200

COLOR

Full, 2/3 and 1/2 Page Ads. \$125 per color
 2-Color (Black + 1 Std. PMS) \$125 per ad; 3-Color (Black + 2 Std. PMS) \$250 per ad; 4-Color (Black + 3 Std. PMS) \$375 per ad
 1/3 and 1/4 Page Ads \$75 one color; \$150 full color
 1/6 and 1/8 Page Ads \$50 one color; \$100 full color

AD SIZE SPECIFICATIONS

Full Page 7-1/4 W x 9-3/4 H	1/2 Page Vertical 3-1/2 W x 9-3/4 H	1/2 Page Horizontal 7-1/4 W x 4-3/4 H
1/3 Page Horizontal 7-1/4 W x 3-1/3 H 1/3 Page Vertical 3-1/2 W x 6-1/4 H	1/8 Page 3-1/2 W x 2-1/4 H 1/6 Page 3-1/2 W x 3-1/8 H 1/4 Page 3-1/2 W x 4-3/4 H	

FRONT COVER

Full color with black and white 1/2 page article/ad. **\$1,800**
 Includes exclusive Internet coverage.

FRONT COVER TEASER/BLURB

Teaser: 2-5/8" W x 1-1/4" H Blurb: 1-3/4" W x 1-3/8" H **\$200**

BACK PAGE

Full color, full page ad **\$1,500**

PLACEMENT

There will be a 10% extra charge for specified position. (Restrictions will apply if color is used.)
 Positions of ads will change from month to month at publisher's discretion if placement is not specified.

Worldwide
Coverage!

BULLETIN BOARD SECTION

\$65 per space. \$125 per 2-space.
 Must be prepaid.
 For an additional \$10 per month, your ad can be placed in our Web Classifieds.

CLASSIFIEDS

\$40 per ad (120-word maximum).
 25¢ per word over 120.
 Must be prepaid.

For an additional \$10.00 per month, your ad can be placed in our Web Classifieds.

ONLINE BANNER ADS

Small: \$25 per month
 Large: \$35 per month

DISPLAY AD COPY REQUIREMENTS

You may submit handwritten or typed copy and let our art consultants design your ad at no additional charge to be used only in the POWER SOURCE. Please furnish any clean, original photos, artwork or logos desired. They may be mailed or sent electronically.

... or ...

You may submit digital files prepared to the correct size. Digital files accepted: High-resolution .pdf with fonts embedded. Color mode: CMYK for 4-color ads; grayscale for black and white ads. When possible, convert black text built of CMYK to 100 percent K for 4-color ads.

Download the Recyclers POWER SOURCE
to your desktop at

www.rpowersource.com/online/magazine.cfm



Please complete and fax to: 712-336-5617

Company: _____

Address: _____

Order placed by: _____ Phone: _____ Ext#: _____

AD PROOF

Email (where proofs are to be sent): _____ Fax: _____

ISSUE SELECTION

Please select the issue(s) you'd like to join us with. We are a monthly **WORLDWIDE** publication!

Jan Feb Mar Apr May Jun Jul Aug Sept Oct Nov Dec

AD SIZE CHOICE

Please select the ad size(s) you are interested in (see price sheet on page 5).

Full Page _____ 2/3 Page _____ Half Page _____ 1/3 _____ 1/4 _____ 1/6 _____ 1/8 _____

Bulletin Board _____ Classified _____ Online Banner Ad _____

AD MATERIAL/ARTWORK

Recyclers POWER SOURCE will design ad **FREE OF CHARGE!**

Customer will provide artwork/ad information to Julie@rpowersource.com

VERIFICATION

Your reservation is not secured until we receive this signed verification. Please sign. Thank you!

☐ This ad is an exact re-order. No proof necessary.

☐ This order **IS CORRECT** as described. Please send proof for art verification.

☐ This order **IS NOT CORRECT** as described. Please make the following change(s):

☐ Please call me before proceeding with this ad. My number is: _____

Please note: In signing this form, you agree that if for any reason you need to cancel your order, there will be a minimum cancellation fee of \$50 for time spent on your ad as well as any graphic design or setup work that has been done. Thank you for your cooperation.

Signed: _____ Date: _____



2015 FRONT COVER RESERVATIONS

MONTH	FRONT COVER TEASER	FRONT COVER BLURB	FRONT COVER
JANUARY Colorado Automotive Recyclers Expo	Car-Part.com	Power Plus Products	Alpha Recycling
FEBRUARY 2015 CAR Training Class & Trade Show	Power Plus Products	Ken Christensen Auto Scrap Recycling	Bud Roberts Company
MARCH Anniversary Issue; GMARE; Automotive Recyclers Industry of Nebraska Convention & Trade Show; ARA 2015 Board Mtg., Leg. Summit & Hill Day Event; Auto TECH Expo; 30th International Conference on Solid Waste Technology and Management; FADRA Leg. Days/Hill Visits; IARC 2015; 2015 OARA Convention & Trade Show	Car-Part.com	Ken Christensen Auto Scrap Recycling	SAS Forks
APRIL Florida Tow Show; ISRI; Earth Day; 2015 Michigan Road Show; B-CAR Mid-Year Meeting; URG & CCC Training Conf.; TEAM PRP	American Weigh Scales, Inc.	Ken Christensen Auto Scrap Recycling	Car-Part.com
MAY AARDA 2015 Annual Meeting; Upper Midwest Auto & Truck Recyclers Convention & Trade Show; ARAAC 2015 Mid-Year Meeting; IAR Show 2015	Power Plus Products		Alpha Recycling
JUNE Crush Cancer Car & Motorcycle Show; New England Regional ARA Trade Show; ARM & Friends 15th Annual Ken Utter, Jr. Memorial Scholarship Golf Outing	Bud Roberts Company		Ken Christensen Auto Scrap Recycling
JULY 2015 FADRA Convention & Trade Show; Industry Week 2015			Alpha Recycling
AUGUST 7th Annual Car-Part.com Training Conference; New Mexico Recycling Summit & Training; ARI Summit & Training		Ken Christensen Auto Scrap Recycling	Car-Part.com
SEPTEMBER Pre-ARA; SCADA Convention 2015	American Weigh Scales, Inc.	Alpha Recycling	SAS Forks
OCTOBER 72nd Annual ARA Annual Conv. & Expo; Texas Auto Recyclers Trade Show; ARAAC 2015 Annual Meeting	American Weigh Scales, Inc.	Alpha Recycling	Car-Part.com
NOVEMBER Post-ARA; AAPEX; ARANY; America Recycles Day	Car-Part.com		Alpha Recycling
DECEMBER Holiday/End of Year Tax Savings			Bud Roberts Company

Ad spaces go quickly, please call TODAY to reserve your space! Thank you!