



AN ASSOCIATION OF RESPONSIBLE RECYCLERS

2016 Advertising & Sponsorship Opportunities

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# PRINT ADVERTISING

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NORA offers advertising in eight professionally printed publications each year: an annual membership directory, a book customized for each of NORA's three annual meetings, and four issues of *Liquid Recycling* magazine.

Each of these publications is distributed to the most targeted group of leaders and decision makers in the liquid recycling industry. These materials are kept and referenced throughout the year.

# 2016 MEMBERSHIP DIRECTORY

## DESCRIPTION



The 2016 Membership Directory will be printed in early 2016 and mailed to over 1,000 contacts in NORA member companies. The directory is also available for purchase by non-members. This publication, the most comprehensive directory in the liquid recycling industry, is a full-color professionally produced directory with detailed contact information for each member company and its personnel.

See pages 8-9 for dimensions, deadlines, and submission information.

## RATES

	BACK COVER	INSIDE COVER	FULL PAGE	1/2 PAGE VERTICAL/HORIZONTAL
<b>Color</b>	<input type="checkbox"/> \$2700	<input type="checkbox"/> \$1400 Back <input type="checkbox"/> \$1525 Front	<input type="checkbox"/> \$900	<input type="checkbox"/> \$600
<b>Black &amp; White</b>	<input type="checkbox"/> N/A	<input type="checkbox"/> N/A	<input type="checkbox"/> \$675	<input type="checkbox"/> \$400
	1/3 PAGE HORIZONTAL	1/4 PAGE	LOGO BY COMPANY LISTING	BUSINESS CARD
<b>Color</b>	<input type="checkbox"/> \$550	<input type="checkbox"/> N/A	<input type="checkbox"/> \$250	<input type="checkbox"/> N/A
<b>Black &amp; White</b>	<input type="checkbox"/> \$315	<input type="checkbox"/> \$250	<input type="checkbox"/> \$175	<input type="checkbox"/> \$175

## NOTES

There is only one ad available for the back cover, inside front cover, and inside back cover. A lottery will be held on August 7, 2015 for premier ad locations. To enter into the lottery, please contact [nora@noranews.org](mailto:nora@noranews.org).

You may also purchase ads or enter the lottery using the "Make a Purchase" link at [www.noranews.org](http://www.noranews.org).

# 2016 LIQUID RECYCLING MAGAZINE

## DESCRIPTION



*Liquid Recycling*, NORA's official magazine, is a full-color magazine printed four times a year. This magazine is the only publication being mailed to all known companies - over 2,000 industry leaders - in every sector of the liquid recycling industry.

## Upcoming Magazine Issues

March 2016 Issue: "Wastewater Issue"  
 July 2016 Issue: "Parts Cleaning Issue"  
 August 2016 Issue: "Pre-Conference Issue"  
 December 2016 Issue: "Lab/Testing Issue"

## RATES

	BACK COVER	INSIDE COVER	FULL PAGE	1/2 PAGE VERTICAL/HORIZONTAL
<b>Member</b>	<input type="checkbox"/> \$860	<input type="checkbox"/> \$760 Front <input type="checkbox"/> \$730 Back	<input type="checkbox"/> \$650	<input type="checkbox"/> \$350
<b>Non-Member</b>	<input type="checkbox"/> \$2000	<input type="checkbox"/> \$1800 Front <input type="checkbox"/> \$1780 Back	<input type="checkbox"/> \$1700	<input type="checkbox"/> \$1400
	1/3 PAGE HORIZONTAL	1/4 PAGE	BUSINESS CARD	LOGO IN SUPPLIER/VENDOR LISTING
<b>Member</b>	<input type="checkbox"/> \$315	<input type="checkbox"/> \$250	<input type="checkbox"/> \$150	<input type="checkbox"/> \$150
<b>Non-Member</b>	<input type="checkbox"/> \$1300	<input type="checkbox"/> \$1200	<input type="checkbox"/> \$1000	<input type="checkbox"/> N/A

## NOTES

There is only one ad available for the back and inside covers, based on first right of refusal. See pages 8-9 for dimensions, deadlines, and submission information.

You may also purchase ads or enter the lottery using the "Make a Purchase" link at [www.noranews.org](http://www.noranews.org).

2016

# WINTER & MID-YEAR EVENT BOOKS

## DESCRIPTION



NORA Event Books are professionally produced soft cover books, published and distributed to all attendees at the NORA Winter Meeting and the NORA Mid-Year Meeting. Winter and Mid-Year Event Books are also mailed to hundreds of non-attending companies and given to new members when they join. Members who receive this book retain it for future reference as it contains valuable information including attendee contact information, industry resource documents, past meeting minutes and more. These books are also posted on the NORA website and fully accessible to members for viewing and reference.

See pages 8-9 for dimensions, deadlines, and submission information.

## RATES

	BACK COVER	INSIDE FRONT COVER	INSIDE BACK COVER	FULL PAGE
<b>Color</b>	<input type="checkbox"/> \$1100	<input type="checkbox"/> \$750	<input type="checkbox"/> \$725	<input type="checkbox"/> \$575
<b>Black &amp; White</b>	<input type="checkbox"/> N/A	<input type="checkbox"/> N/A	<input type="checkbox"/> N/A	<input type="checkbox"/> \$390

	1/2 PAGE VERTICAL/HORIZONTAL	1/3 PAGE HORIZONTAL	LOGO IN COMPANY INDEX
<b>Color</b>	<input type="checkbox"/> \$390	<input type="checkbox"/> \$315	<input type="checkbox"/> \$150
<b>Black &amp; White</b>	<input type="checkbox"/> \$225	<input type="checkbox"/> \$200	<input type="checkbox"/> N/A

## NOTES

Premier advertising spots - back cover, inside front cover, and inside back cover are available by lottery as follows:

- Winter Event Book: January 8, 2016
- Mid-Year Event Book: April 22, 2016

To enter the lottery, contact [nora@noranews.org](mailto:nora@noranews.org). You may also purchase ads or enter the lottery using the "Make a Purchase" link at [www.noranews.org](http://www.noranews.org).

# 2016 CONFERENCE BOOK

## DESCRIPTION



The NORA Conference Book is a professionally produced book, published and distributed to all attendees at the NORA Annual Conference & Trade Show. Members who receive this book retain it for future reference as it contains valuable information such as attendee contact information, industry resource documents, past meeting minutes and more. This book is also posted on the NORA website and fully accessible to members for viewing and reference.

See pages 8-9 for dimensions, deadlines, and submission information.

## RATES

	BACK COVER	INSIDE FRONT COVER	INSIDE BACK COVER	FULL PAGE
<b>Color</b>	<input checked="" type="checkbox"/> Included with Premier Sponsorship	<input type="checkbox"/> \$1100	<input type="checkbox"/> \$950	<input type="checkbox"/> \$625
<b>Black &amp; White</b>	<input type="checkbox"/> N/A	<input type="checkbox"/> N/A	<input type="checkbox"/> N/A	<input type="checkbox"/> \$475
	1/2 PAGE VERTICAL/HORIZONTAL	1/3 PAGE HORIZONTAL	LOGO IN COMPANY/EXHIBITOR INDEX	
<b>Color</b>	<input type="checkbox"/> \$475	<input type="checkbox"/> \$375	<input type="checkbox"/> \$150	
<b>Black &amp; White</b>	<input type="checkbox"/> \$260	<input type="checkbox"/> \$200	<input type="checkbox"/> N/A	

## NOTES

Non-Members add \$1,000 to purchase price. Premier advertising spots - the inside front cover and inside back cover - are available via lottery August 15, 2016. To enter into the lottery, please contact [nora@noranews.org](mailto:nora@noranews.org). The back cover ad is included with premier sponsorship only.

You may also purchase ads or enter the lottery using the "Make a Purchase" link at [www.noranews.org](http://www.noranews.org).

# PRINT DIMENSIONS

<b>COVERS</b>	Bleed: 8.75" by 11.25" Non-Bleed/Live: 7.5" by 10"	<b>1/3 PAGE HORIZONTAL</b>	7.5" by 3.5"
<b>FULL PAGE</b>	Bleed: 8.75" by 11.25" Non-Bleed/Live: 7.5" by 10"	<b>QUARTER PAGE</b>	3.75" by 5"
<b>HALF PAGE HORIZONTAL</b>	7.5" by 5"	<b>BUSINESS CARD</b>	3.25" by 2"
<b>HALF PAGE VERTICAL</b>	3.75" by 10"	<b>LOGO</b>	Books: 1" high Magazine: .5" high

# DEADLINES

	<b>AD DEADLINE</b>	<b>PRINT DATE</b>	<b>PREMIER AD LOTTERY</b>
<b>MEMBERSHIP DIRECTORY</b>	January 18, 2016	February 2016	August 7, 2015
<b>MAGAZINE</b>	Issue 1: March 16, 2016 Issue 2: July 13, 2016 Issue 3: August 15, 2016 Issue 4: November 30, 2016	Early April 2016 Late July 2016 Late August 2016 Mid December 2016	
<b>EVENT BOOKS</b>	Winter: January 25, 2016 Mid-Year: June 1, 2016 Conference: October 11, 2016	February 2016 June 2016 November 2016	January 8, 2016 April 22, 2016 August 15, 2016

# ARTWORK SUBMISSION

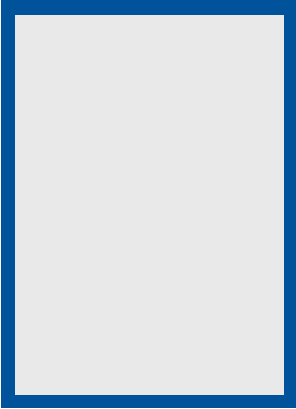
Email ad artwork to [communications@noranews.org](mailto:communications@noranews.org). The preferred file format is "press/print optimized" Adobe Acrobat PDF or Adobe Illustrator Files. Full page and back/inside covers may be submitted full bleed. NORA provides members with free ad design services. Please email [communications@noranews.org](mailto:communications@noranews.org) if you would like an ad designed.



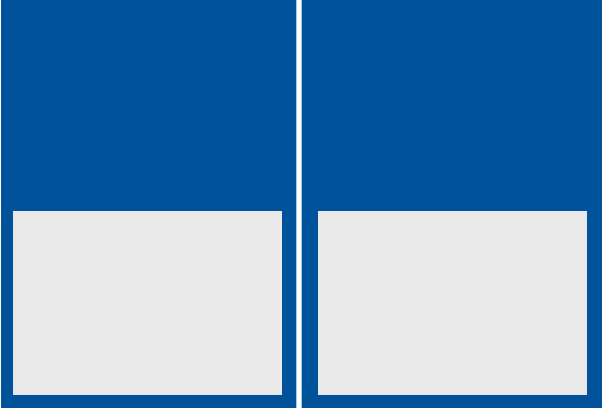
# SIZES



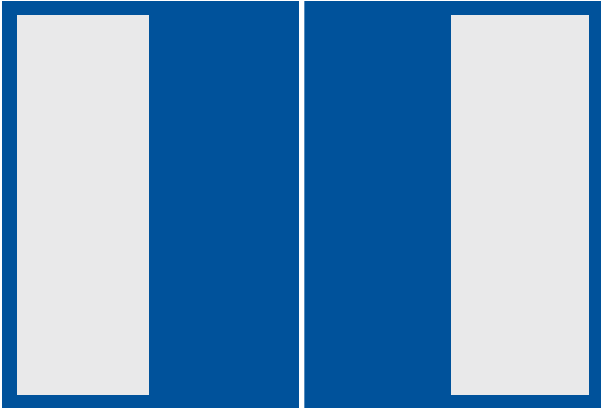
FULL PAGE WITH BLEED



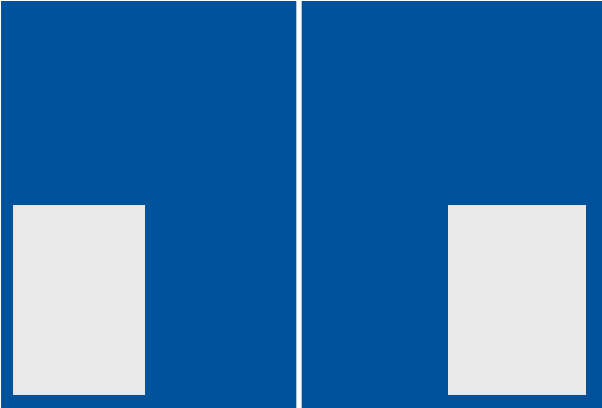
FULL PAGE NON-BLEED



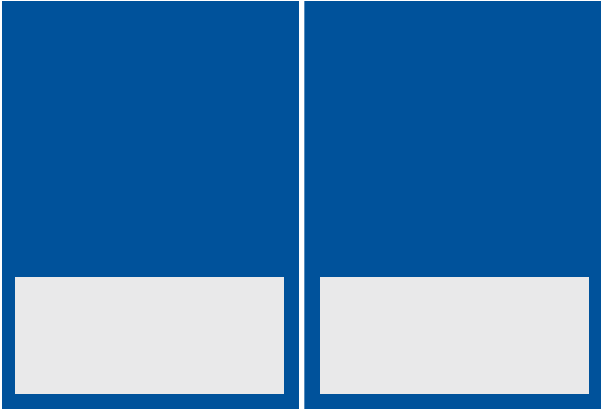
HALF PAGE HORIZONTAL



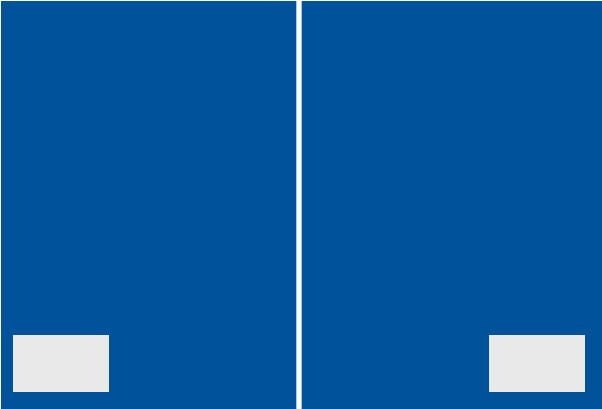
HALF PAGE VERTICAL



QUARTER PAGE



1/3 PAGE HORIZONTAL



BUSINESS CARD

# EVENT SPONSORSHIPS

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Gain exposure for your company at NORA's premier events in the liquid recycling industry. Even those who do not attend the event may sponsor.

Sponsorship of a NORA event supports your industry and promotes your business. All sponsors will be thanked on the NORA website with a link to your company's website, in Liquid Recycling magazine which is distributed to 2,000 industry leaders, in the event book which is distributed at each event and posted online, and on signage at the event.

Contact [casey@noranews.org](mailto:casey@noranews.org) with any questions.

## **Event Calendar**

2016 NORA Winter Meeting  
February 17-19, 2016  
San Antonio, Texas

2016 NORA Mid-Year Meeting  
June 27-29, 2016  
Boston, Massachusetts

2016 NORA Conference & Trade Show  
November 9-12, 2016  
Kohala Coast, Hawaii

## 2016 SPONSORSHIPS

# WINTER MEETING & EH&S FORUM

SAN ANTONIO, TEXAS | FEBRUARY 17-19, 2016

- Lanyard Sponsor\*** **\$1400**  
Only one available. Your company logo will be printed on the lanyard handed to all attendees. Offered via lottery.
- Key Card Sponsor\*** **\$1400**  
Only one available. Your company logo and message will be printed on all room key cards given to attendees staying at The Hyatt Regency San Antonio. Offered via lottery.
- Notebook Sponsor\*** **\$1250**  
Only one available. Your logo will be on the notebook placed at each seat at the beginning of the Winter Meeting. Offered via lottery.
- Audio/Visual Sponsor\*** **\$1000**  
Only one available. Your logo will be prominently displayed when the 'splash screen' is displayed in the main meeting room on Thursday, February 18. This also includes a full page black and white or half page color ad printed in the committee book. Offered via lottery.
- Premier Sponsor** **\$750**  
Premier sponsors have the opportunity to use a 6' table near the NORA registration desk to display company information and literature for the duration of the meetings on Thursday, February 18 and are allowed up to 60 seconds to address the entire group at the beginning of the meeting on Thursday. Your company logo will be printed on the front cover of the committee book, and on a large sign inside the meeting room. This also includes a full page black and white or half page color ad printed in the committee book. Please note that meeting space allows for materials to be displayed only on a 6' table. Tables are assigned on a first-come first-served basis on the day of the event. Floor signs are not permitted.
- Lunch Sponsor** **\$700**  
Your company logo will be prominently displayed during lunch on Thursday, February 18. Your company logo will appear on all Winter Meeting agendas. You may address the entire group before lunch for up to 60 seconds. Only six available.
- Happy Hour Sponsor** **\$625**  
Your company logo will be prominently displayed during happy hour on Thursday, February 18. Your company logo will be printed on each drink ticket. Your company will receive extra drink tickets for the event. Your company logo will appear on all Winter Meeting agendas.
- Charging Station Sponsor** **\$550**  
Your company logo will be prominently displayed near a charging station near the NORA registration desk to supply power for mobile devices.
- EH&S Sponsor** **\$500**  
Your company logo will be displayed on signage inside the EH&S Forum meeting room on Wednesday, February 17. Your company logo will appear on all the EH&S Forum schedules in the EH&S book. This also includes a half page black and white ad in the EH&S printed materials.
- Breakfast Sponsor** **\$250**  
Your company logo will be displayed during breakfast on Thursday, February 18. Your company logo will appear on all Winter Meeting schedules.
- Candy Bowl Sponsor** **\$175**  
Your company logo will be displayed next to the candy bowl at registration on Wednesday, February 17 and on Thursday, February 18.

## NOTES

\* These items are offered via lottery. Email [casey@noranews.org](mailto:casey@noranews.org) by January 8, 2016 to enter the lottery.

# 2016 SPONSORSHIPS

## MID-YEAR MEETING

BOSTON, MASSACHUSETTS | JUNE 27-29, 2016

- Lanyard Sponsor\*** **\$1400**  
Only one available. Your company logo will be printed on the lanyard handed to all attendees. Offered via lottery.
- Key Card Sponsor\*** **\$1400**  
Only one available. Your company logo and message will be printed on all room key cards given to attendees staying at the hotel. Offered via lottery.
- Notebook Sponsor\*** **\$1250**  
Only one available. Your logo will be on the notebook placed at each seat at the beginning of the Mid-Year Meeting. Offered via lottery.
- Audio/Visual Sponsor\*** **\$1000**  
Only one available. Your logo will be prominently displayed when the 'splash screen' is displayed in the main meeting room. This also includes a full page black and white or half page color ad printed in the committee book. Offered via lottery.
- Premier Sponsor** **\$750**  
Premier sponsors have the opportunity to use a 6' table near the NORA registration desk to display company information and literature for the duration of the meetings and are allowed up to 60 seconds to address the entire group at the beginning of the meeting. Your company logo will be printed on the front cover of the committee book, and on a large sign inside the meeting room. This also includes a full page black and white or half page color ad printed in the committee book. Please note that meeting space allows for materials to be displayed only on a 6' table. Tables are assigned on a first-come first-served basis on the day of the event. Floor signs are not permitted.
- Lunch Sponsor** **\$700**  
Your company logo will be prominently displayed during lunch. Your company logo will appear on all Mid-Year Meeting agendas. You may address the entire group before lunch for up to 60 seconds. Only six available.
- Happy Hour Sponsor** **\$625**  
Your company logo will be prominently displayed during happy hour. Your company logo will be printed on each drink ticket. Your company will receive extra drink tickets for the event. Your company logo will appear on all Mid-Year Meeting agendas.
- Charging Station Sponsor** **\$550**  
Your company logo will be prominently displayed near a charging station near the NORA registration desk to supply power for mobile devices.
- Breakfast Sponsor** **\$250**  
Your company logo will be displayed during breakfast. Your company logo will appear on all Mid-Year Meeting schedules.
- Candy Bowl Sponsor** **\$175**  
Your company logo will be displayed next to the candy bowl at registration.

### NOTES

\* These items are offered via lottery. Email [casey@noranews.org](mailto:casey@noranews.org) by April 22, 2016 to enter the lottery.

## 2016 SPONSORSHIPS

# CONFERENCE & TRADE SHOW

KOHALA COAST, HAWAII | NOV. 9-12, 2016

- Closing Party Naming Rights** **\$10,000**  
Exclusive sponsorship.
- Level 1 Closing Party Sponsor** **\$5000**  
Only 4 available. Your logo will be featured on the front cover of the Conference Book, on a commemorative photo jacket, and displayed at the Closing Party. You also receive a reserved table for ten in premier location at the closing party, Closing Party Sponsor ribbon on badge, recognition at Closing Party dinner, full page color ad in Conference Book (\$600 value), color logo with company/exhibitor index in Conference Book, and logo on the "thank you" page in post-Conference Magazine.
- Premier Sponsor \*** **\$5000**  
Your logo will be featured on the front cover of the Conference Book and on all name badges. You receive the back cover ad of the conference book. Your company will be thanked at the opening session and your logo will be screenprinted on the tote bags distributed at registration.
- Golf Lunch Sponsor \*** **\$3500**  
Your company will be recognized on the box lunches placed in each cart at the start of the tournament. This sponsorship includes two FREE golf tournament registrations and a Golf Hole Sponsor Sign.
- Lanyard Sponsor \*** **\$2900**  
Your company logo will be printed on the lanyard handed to all attendees.
- Key Card Sponsor \*** **\$2900**  
Your logo will be printed on key cards distributed to NORA guests at hotel check-in.
- Audio / Visual Sponsor \*** **\$2750**  
Your logo will be prominently displayed when the 'splash screen' is displayed in the main meeting room. As an added bonus, a free full page color ad in the conference book is included (a \$625 value).
- Water Bottle Sponsor** **\$2300**  
Your logo will be printed on the bottles of water that will be set at every seat at the beginning of the conference on Thursday morning.
- Notebook Sponsor \*** **\$2200**  
Your logo will be on the notebook placed at each seat at the beginning of the conference.
- Keynote Speaker Sponsor** **\$2000**  
Your company will be thanked prior to the speaker's keynote address and you will have the opportunity to address the entire group for one minute. Your logo will appear on a large screen behind the speaker at the beginning of the keynote address. In addition, you will have an exclusive opportunity to meet with the speaker before the event.
- Level 2 Closing Party Sponsor** **\$2,000**  
Only 8 available. Your logo will be featured on the front cover of the Conference Book, on a commemorative photo jacket, and displayed at the Closing Party. You also receive a Closing Party Sponsor ribbon on badge, recognition at Closing Party dinner, half page color ad in Conference Book (\$450 value), color logo with company/exhibitor index in Conference Book, and logo on the "thank you" page in post-Conference Magazine.
- Gold Sponsor** **\$1800**  
Your logo will be printed on the front cover of the Conference Book and on large signage at the event. You receive a free full page color ad in the event book and your company will be thanked at the opening session. Includes a golf hole sponsorship and company logo printed on the conference bags (10 available).
- Drink Ticket Sponsor** **\$1000**  
Your logo will be printed on the drink tickets for the Wednesday Opening Reception and on signs around the bar. Please order by October 30 to allow time for printing.
- Level 3 Closing Party Sponsor** **\$1,000**  
Only 12 available. Your logo will be featured on the front cover of the Conference Book, on a commemorative photo jacket, and displayed at the Closing Party. You also receive a Closing Party Sponsor ribbon on badge, recognition at Closing Party dinner, black and white logo with company/exhibitor index in Conference Book, and logo on the "thank you" page in post-Conference Magazine.

*continued...*

## 2016 SPONSORSHIPS

# CONFERENCE & TRADE SHOW

KOHALA COAST, HAWAII | NOV. 9-12, 2016

- Charging Station Sponsor** **\$600**  
Your logo will be prominently displayed at a charging station near the registration desk to supply power for mobile devices.
- Bag Sponsor** **\$550**  
Your logo will be printed on the conference bags distributed to attendees. Available through September 26 to allow time for printing.
- Level 4 Closing Party Sponsor** **\$500**  
Your logo will be featured on a commemorative photo jacket and displayed at the Closing Party. You also receive a Closing Party Sponsor ribbon on badge, recognition at Closing Party dinner, black and white logo with company/exhibitor index in Conference Book, and logo on the "thank you" page in post-Conference Magazine.
- Event Page Banner** **\$500**  
Only one ad space available per event page. You will receive ad space on the event page of your choice. Ad must be 180 pixels by 574 pixels.
- Grand Opening Exhibit Reception** **\$450**  
Your logo will be prominently displayed on all signs for the reception and printed next to the event on conference agendas.
- Bag Insert Sponsor** **\$325**  
You provide the insert and NORA will distribute it in the conference or golf bags. Examples include hats, coozies, flyers, etc. Please deliver items to hotel by November 9.
- Spouse Brunch Sponsor** **\$300**  
Your logo will be printed next to the event on conference agendas.
- Candy Bowl Sponsor** **\$275**  
Your logo will be displayed around the NORA Candy Bowl at the registration table. - Only six available
- Level 5 Closing Party Sponsor** **\$250**  
Your logo will be featured on a commemorative photo jacket and displayed at the Closing Party. You also receive a Closing Party Sponsor ribbon on badge, recognition at Closing Party dinner, and logo on the "thank you" page in post-Conference Magazine.
- Thursday Continental Breakfast** **\$250**  
Your logo will be prominently displayed on signage at the breakfast and included next to this event on conference agendas.
- Friday Continental Breakfast** **\$250**  
Your logo will be prominently displayed on signage at the breakfast included next to this event on conference agendas.
- Golf Hole Sponsor** **\$225**  
Your logo will be printed on a sign placed at one of the holes during the golf tournament.

## NOTES

\* Only ONE available. These items are offered via lottery. Email [casey@noranews.org](mailto:casey@noranews.org) by August 15, 2016 to enter the lottery. To receive full promotional consideration in print materials, please submit sponsorships by September 25, 2016. After this date, sponsorships are still welcome but will receive different promotional consideration.

# DIGITAL ADVERTISING

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Promote your business by advertising on one of NORA's digital spaces. With approximately 30,000 views per month, NORA's website is the perfect place to get exposure with others in your industry.

Advertising on NORA eNews is another great way to publicize your company's products and services. NORA eNews is sent via email approximately 22 times each year to over 2,000 industry leaders.

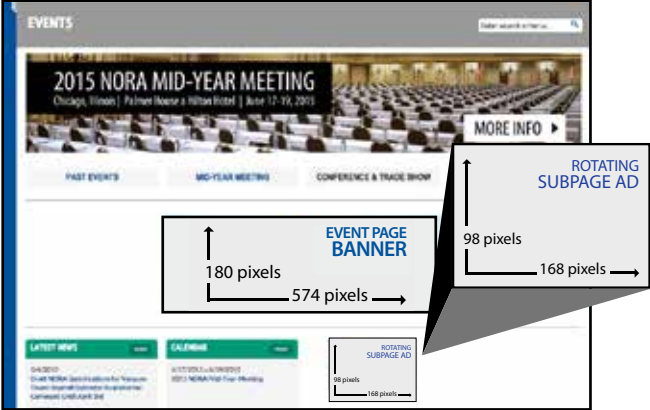
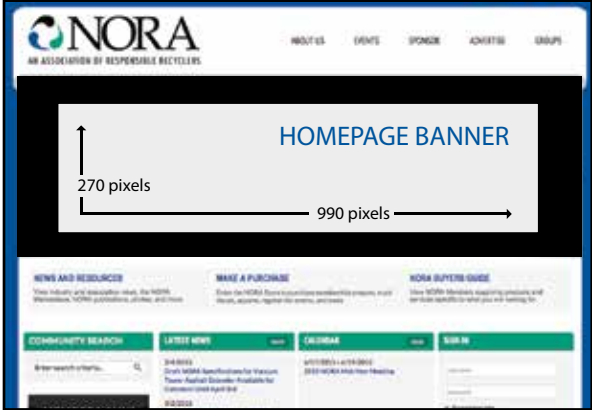
Placing an ad in NORA Buyer's Guide and [www.findarecycler.org](http://www.findarecycler.org) are other prominent ways to target your specific audience. Each website will feature companies within the industry to support each member's individual buying and purchasing needs.

Don't miss out on an opportunity for your company to be noticed on the website that industry leaders look to for resources.

FindAREcycler.org is perfect for any member who provides collection service of used oil, antifreeze, wastewater or filters. This is the only online directory providing immediate access to companies in the liquid recycling industry. Partnerships with state agencies and related trade organizations, search engine optimization, and over 20 domains direct online traffic to this comprehensive database. Investing in an Enhanced Company Listings or Banner Advertisement present a unique advantage for your company to gain exposure to those seeking your service.

NORABuyersGuide.com is perfect for any company that provides valuable products or services to the liquid recycling industry. Investing in an Enhanced Company Listings or Banner Advertisement present a unique advantage for your company to gain exposure to those seeking your products and services.

# NORA WEBSITE



## DESCRIPTION

Build your brand and gain maximum exposure by advertising on [www.noranews.org](http://www.noranews.org)! The association's website receives approximately 30,000 page views per month from a targeted audience of businesses within the industry. NORA will work with you to design your ad for free!

See page 22 for dimensions and submission information.

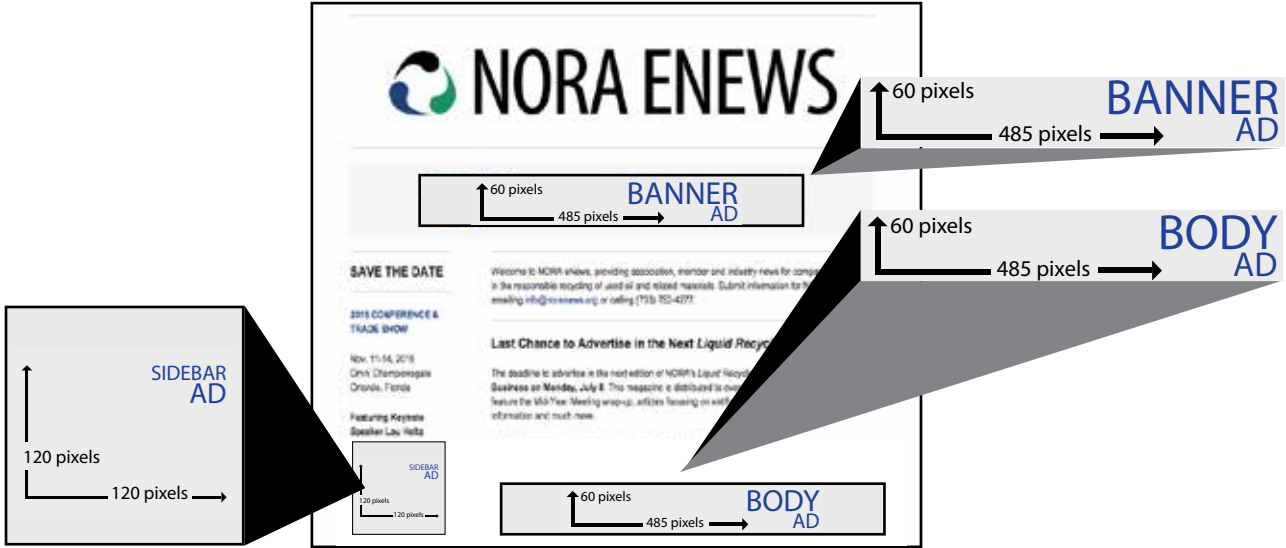
RATES	Rotating Homepage Banner and Rotating Subpage	Event Page Banner (Exclusive)	Rotating Subpage
Member Price	<input type="checkbox"/> \$850	<input type="checkbox"/> \$500	<input type="checkbox"/> \$400
Non Member Price	<input type="checkbox"/> \$3160	<input type="checkbox"/> N/A	<input type="checkbox"/> N/A

## NOTES

Prices for rotating homepage banner and rotating subpage are for three months of ad space. Event Page Banners are available first come, first serve. Only one available per event page (Winter, Mid-Year, Conference & Trade Show). Subpage ads appear on every page except the homepage. You may also purchase ads or enter the lottery using the "Make a Purchase" link at [www.noranews.org](http://www.noranews.org).



# NORA ENEWS



## DESCRIPTION

Advertise your company to over 2,000 industry leaders in the NORA eNews, published approximately 22 times each year. This online publication is emailed to every sector of the liquid recycling industry, including collectors, multiple service providers, processors, marketers, transporters, parts cleaners, chemical recyclers, filter recyclers, supplier/vendors and more. Your ad will always be visible to members and non-members in the NORA eNews archive.

See page 22 for dimensions and submission information.

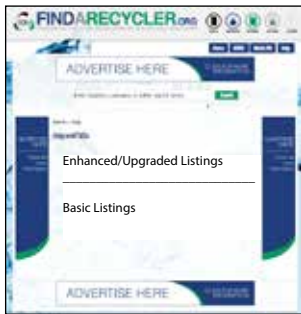
MEMBER RATES	Banner Ad	Main Body Ad	Sidebar Ad
Single Issue	<input type="checkbox"/> \$100	<input type="checkbox"/> \$80	<input type="checkbox"/> \$50
Quarterly (6 Issues)	<input type="checkbox"/> \$550	<input type="checkbox"/> \$450	<input type="checkbox"/> \$275
Annually (22 Issues)	<input type="checkbox"/> N/A	<input type="checkbox"/> \$1250	<input type="checkbox"/> \$900

## NOTES

Lock your ad in for one quarter (6 issues) and save 15% or one year (22 issues) and save 30%. NORA will design your ad for free! See order form for non-member rates. You may also purchase ads or enter the lottery using the "Make a Purchase" link at [www.noranews.org](http://www.noranews.org).

# FINDARECYCLER.ORG LISTINGS

## DESCRIPTION



A **basic listing** includes the vendor’s company name, address, and phone number in an unlimited number of categories. A basic listing is free of charge for NORA recycling members.

An **enhanced listing** includes the following upgrades: Additional company information, fully customizable profile page, larger listing size and placement above all basic free listings, company logo placement and tagline on the directory category and search results pages, placement within up to ten categories of the company’s choice (additional categories may be added), enhanced search engine optimization of listing contents.

**First page placement** is an upgrade to your company’s Enhanced Listing and guarantees placement on the first page within all location sub-categories. Available on a first come, first served basis for each location.

**Top three placement** is an upgrade to your company’s Enhanced Listing and guarantees placement within the first three results of all location sub-categories. Available on a first come, first served basis for each location selected by the vendor.

**Homepage featured placement** is an upgrade to your company’s Enhanced Listing and features your company in one of the three text-only zones on the homepage on the right hand column.

## RATES

	Basic Listing	Enhanced Listing	First Page Placement	Top Three Placement	Homepage Featured Placement
<b>Member Rate</b>	<input type="checkbox"/> Free	<input type="checkbox"/> \$400	<input type="checkbox"/> \$100	<input type="checkbox"/> \$500	<input type="checkbox"/> \$500
<b>Non-Member Rate</b>	<input type="checkbox"/> \$400	<input type="checkbox"/> \$800	<input type="checkbox"/> \$200	<input type="checkbox"/> \$1000	<input type="checkbox"/> \$1000

## NOTES

Rates reflect an annual pricing structure. Your company’s listing or ad will appear on NORA’s FindARecycler.org for 12 months. Adding additional locations to an enhanced listing (which includes ten locations) will cost \$40 (member price) or \$80 (non-member) for each additional location per year. Prices listed under first page placement, top three placement, and homepage featured placement are in addition to the cost of the listing itself.

# FINDARECYCLER.ORG ADVERTISING

## DESCRIPTION



FindARecycler.org is perfect for any member who provides collection service of used oil, antifreeze, wastewater or filters. This is the only online directory providing immediate access to companies in the liquid recycling industry. Partnerships with state agencies and related trade organizations, search engine optimization, and over 20 domains direct online traffic to this comprehensive database. Investing in an Enhanced Company Listings or Banner Advertisement present a unique advantage for your company to gain exposure to those seeking your service.

**Banner Ads** randomly rotate every 7 seconds and have a max of 5 ads per banner placement.

**Homepage Banner Ads** are placed on the Homepage, the Media Kit page and the Help page.

The **Location Page Banner Ads** are placed on the location page and each location's sub pages (antifreeze, oil, oil filter and wastewater). Prices listed below are per location page.

RATES	Homepage Main Banner	Homepage Sidebar	Homepage Footer	Location Page Main Banner	Location Page Sidebar	Location Page Footer
Member Rate	<input type="checkbox"/> \$2000	<input type="checkbox"/> \$1000	<input type="checkbox"/> \$500	<input type="checkbox"/> \$500	<input type="checkbox"/> \$300	<input type="checkbox"/> \$200
Non-Member Rate	<input type="checkbox"/> \$4000	<input type="checkbox"/> \$2000	<input type="checkbox"/> \$1000	<input type="checkbox"/> \$1000	<input type="checkbox"/> \$600	<input type="checkbox"/> \$400

## NOTES

Rates reflect an annual pricing structure. Your company's listing or ad will appear on NORA's FindARecycler.org for 12 months.

# NORABUYERSGUIDE.COM LISTINGS

## DESCRIPTION



A **basic listing** includes the vendor’s company name, address, and phone number in an unlimited number of categories. A basic listing is free of charge for NORA supplier/vendor members.



An **enhanced listing** will appear above the basic free listings and includes the following upgrades: Company logo, tagline, website, email address, fax and complete contact information for the primary contact of the organization; Fully customizable profile page with full HTML description with links and Google map of the company’s headquarters location; Larger listing size; Company logo and tagline on the directory category and search results pages; Placement within up to ten categories of the company’s choice. Additional categories may be added.

**First page placement** is an upgrade to your company’s Enhanced Listing and guarantees placement on the first page within all location sub-categories. Available on a first come, first served basis for each location.

**Top three placement** is an upgrade to your company’s Enhanced Listing and guarantees placement within the first three results of all location sub-categories. Available on a first come, first served basis for each location selected by the vendor.

**Homepage featured placement** is an upgrade to your company’s Enhanced Listing and features your company in one of the three text-only zones on the homepage on the right hand column.

## RATES

	Basic Listing	Enhanced Listing	First Page Placement	Top Three Placement	Homepage Featured Placement
<b>Member Rate</b>	<input type="checkbox"/> Free	<input type="checkbox"/> \$400	<input type="checkbox"/> \$100	<input type="checkbox"/> \$500	<input type="checkbox"/> \$500
<b>Non-Member Rate</b>	<input type="checkbox"/> \$400	<input type="checkbox"/> \$800	<input type="checkbox"/> \$200	<input type="checkbox"/> \$1000	<input type="checkbox"/> \$1000

## NOTES

Rates reflect an annual pricing structure. Your company’s listing or ad will appear for 12 months. Prices listed under first page placement, top three placement, and homepage featured placement are in addition to the cost of the listing itself.

# NORABUYERSGUIDE.COM ADVERTISING

## DESCRIPTION



NORABuyersGuide.com is perfect for any company that provides valuable products or services to the liquid recycling industry. Investing in an Enhanced Company Listings or Banner Advertisement present a unique advantage for your company to gain exposure to those seeking your products and services.

**Banner Ads** randomly rotate every 7 seconds and have a max of 5 ads per banner placement.

**Homepage Banner Ads** are placed on the Homepage, the Media Kit page and the Help page.

The **Category Page Banner Ads** are placed on the category page and each category's sub pages. Prices listed below are per category page.

RATES	Homepage Main Banner	Homepage Sidebar	Homepage Footer	Category Page Main Banner	Category Page Sidebar	Category Page Footer
Member Rate	<input type="checkbox"/> \$2000	<input type="checkbox"/> \$1000	<input type="checkbox"/> \$500	<input type="checkbox"/> \$500	<input type="checkbox"/> \$300	<input type="checkbox"/> \$200
Non-Member Rate	<input type="checkbox"/> \$4000	<input type="checkbox"/> \$2000	<input type="checkbox"/> \$1000	<input type="checkbox"/> \$1000	<input type="checkbox"/> \$600	<input type="checkbox"/> \$400

## NOTES

Rates reflect an annual pricing structure. Your company's listing or ad will appear for 12 months.

# DIGITAL DIMENSIONS

## WEBSITE

### HOMEPAGE BANNER/SIDEBAR

Banner: 990 by 270 pixels  
Sidebar: 168 by 98 pixels

### SUBPAGE BANNER

168 by 98 pixels

## ENEWS

### BANNER

485 by 60 pixels

### SIDEBAR

120 by 120 pixels

### MAIN BODY

485 by 60 pixels

## FINDARECYCLER.ORG and NORABUYERSGUIDE.COM

### BANNER

728 by 90 pixels

### SIDEBAR

120 by 600 pixels

### FOOTER

728 by 90 pixels

# ARTWORK SUBMISSION

Ads should be emailed to [communications@noranews.org](mailto:communications@noranews.org). Please include the image file, as well as the URL to which the file should be linked. NORA provides members with free ad design services. Please email [communications@noranews.org](mailto:communications@noranews.org) if you would like an ad designed.

**FINDARECYCLER.ORG and NORABUYERSGUIDE.COM Submission:** All banner ads must be submitted in one of the following formats GIF, Animated GIF, SWF, JPG or PNG, be less than 250KB in size and with a URL to which the Banner ad will be linked.

# ORDER SUBMISSION FORM

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## USING THIS FORM

This advertising form is available for those who would like to submit their order via email, fax, or mail. Select the items you would like to purchase throughout the media kit, fill out the contact and payment information, and submit based upon the instructions at the end of this form. Online orders are also accepted via the NORA Online Store, at [www.noranews.org/store](http://www.noranews.org/store). Ad package discounts will be reflected on an e-mailed receipt of purchase.

## LOTTERY UPGRADES

Add me to the following lotteries: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## AD PACKAGE DISCOUNTS

To receive a volume discount on advertising with NORA, reserve your company's advertising as part of a package and pay in advance. Purchasing a package enables you to plan all of your advertising ventures with NORA ahead of time, allowing you to budget for multiple advertisements at one time. Contact [info@noranews.org](mailto:info@noranews.org) with questions or help creating a package.

Discounts available include:

- Purchase \$3000, receive a 15% discount
- Purchase \$4000, receive a 20% discount
- Purchase \$5000, receive a 25% discount

**Note: Packages may not include sponsorships. Credit is not available for previous purchases.**

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## CONTACT INFO

Name	Title		
Company			
Address	City	State	Zip
Phone	Email		

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## PAYMENT OPTIONS

Total Amount Due \$ \_\_\_\_\_

All payments are in US Dollars, drawn on US Bank.

- Check (payable to NORA)       American Express       Visa       MasterCard

Name on Card	Signature		
Card Number	Exp. Date	Security Code	
Billing Street Number & Zip (if different than above)	Email to send receipt (if different than above)		

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## SUBMIT YOUR ORDER

Credit Card Only:  
Check or Credit Card:  
Questions:

Email [casey@noranews.org](mailto:casey@noranews.org) or fax 703-753-2445  
Mail to 7250 Heritage Village Plaza, Suite 201 Gainesville, VA 20155  
Call 703-753-4277 or email [casey@noranews.org](mailto:casey@noranews.org)