



ADVERTISING RATES AND MEDIA KIT – 2006

ReverseLogistics™ Magazine Advertising Rates

ReverseLogistics™ Magazine is a quarterly, hardcopy publication (January, May, September and November) with circulation of 35,000 readers worldwide. Reverse logistics is a process that crosses many industries including Electronics, Retail, Telecom, Medical, Consumer, Government, Automotive and Pharmaceutical. This RLA publication provides the latest information regarding the various areas of reverse logistics including customer service, repair, fulfillment, recycling, refurbishment, regulatory and warranty management.

Reverse Logistics Magazine Advertising Rates

Description	1x	2x	4x	Circulation	
				Worldwide 35,000 CPM	U.S. 29,000 CPM
2-Page Spread	\$10,000	\$8,500	\$7,000	\$286	\$344
Full Page w/bleed (8.5 x 11)	5,000	4,250	3,500	142	172
Full Page inset (8 x 10.5)	5,000	4,250	3,500	142	172
1/2 Page w/bleed (8.5 x 5.5)	2,500	1,875	1,500	71	86
1/2 Page inset (8 x 5)	2,500	1,875	1,500	71	86
1/4 Page vertical (3.38 x 4.88)	1,200	950	750	34	41
1/6 Page horizontal (4.98 x 2.375)	1,000	850	700	29	34
1/6 Page vertical (2.375 x 4.875)	1,000	850	700	29	34
2" Square (2.373 x 2.373)	500	425	350	14	17
1" x 2" Rectangle (2.373 x 1.1)	350	300	250	10	12
Cover 2 (inside front)	6,000	5,000	4,000	171	207
Cover 3 (inside back)	5,750	5,000	4,250	164	198
Cover 4 (back)	7,000	6,000	5,000	200	241

Reverse Logistics Magazine Advertising Submittal Deadlines

2006	
Release	Deadline
January 25	December 1
May 15	April 3
September 5	July 25
November 15	October 4
2007	
December 20	November 8
February 21	January 10
April 19	March 8
June 20	May 9
August 22	July 11
October 24	September 12

ReverseLogistics™ Online Magazine

ReverseLogistics™ Online Newsletter is an email push to over 15,000 opt-in subscribers and provides the latest news on the reverse logistics industry and includes highlights of white papers, trends and updates on the industry. Have your company logo appear as the monthly sponsor. Newsletter is 2-column format. Ad positioning is in the center of the right column. Size is maximum 315 x 160 pixels (jpg/gif).

Description	Circulation Worldwide 15,000			
	1x	3x	6x	CPM
Newsletter Ad	1,000	850	700	\$83
White Paper Feature	800	650	500	53

White Paper – Feature This product provides exposure and presents your organization’s industry credentials by featuring your white paper in the RLA Newsletter and on the RLA website (www.rltinc.com). Graphic and text in the form of an article teaser are linked to RLTinc.com product page where full text is available as a free downloadable white paper.

Additional benefit for Newsletter and White Paper advertisers: 1-year Associate Level Membership. The Associate Membership includes Directory Listing on RLA Site, access to past RLTS Speaker Presentations, one (1) free pass to an RLTS Conference & Expo and the RLA Weekly News Clippings.

RLA Weekly News Clippings

Articles related to OEM/ODM and Branded Companies, Third Party Service Providers and other organizations related to Reverse Logistics happenings. Circulation consists of 2,000 plus paying or “trial basis” subscribers. In addition, email push to top executives and logistics personnel whose companies were mentioned in the week’s news clippings. Ad size is maximum 250 x 166 pixels (jpg/gif).

Circulation Worldwide 2,000				
1x	4x	8x	12x	CPM
\$500	\$450	\$400	\$350	\$83



Online Advertising at www.reverselogisticstrends.com or www.rltshows.com
 (400,000 page views/month)

Pop-Up/Pop-Under **\$1000/month**

Have a window pop up or pop under on designated pages with an advertisement and link to your website. "Pops" not currently allowed on home page.

1 month	3 months	6 months	12 months
\$1000.	\$950.	\$900.	\$800.

Shared Revolving Rectangle – RLA Home Page **\$500/month**

This rectangle banner is a shared revolving space with a maximum of five ads. Each ad has 6-second repeated display — plus maximum of four RLA pictures (3-second display) as separators. Maximum ad size 352 x 234 pixels.

1 month	3 months	6 months	12 months
\$500.	\$450.	\$400.	\$300.

Static Rectangle Banner – RLA Home Page 250 x 115 pixels **\$1500/month**

1 month	3 months	6 months	12 months
\$1500.	\$1450.	\$1400.	\$1300.

Static Rectangle Banner – Secondary Pages 250 x 115 pixels

1 month	3 months	6 months	12 months
\$750.	\$700.	\$650.	\$550.

Shared Revolving Rectangle Horizontal Banner – RLTS Home Page **\$500/month**

This rectangle banner is a shared revolving space with a maximum of five ads. Each ad has 6-second repeated display — plus maximum of four RLA pictures (3-second display) as separators. Maximum ad size 359 x 166 pixels.

1 month	3 months	6 months	12 months
\$500.	\$450.	\$400.	\$300.

Research Sponsorship **\$4500+ (inquire)**

Join RLA as a partner in a research study on the industry as a whole or segments of Reverse Logistics.

NOTE: Association members at the Professional level and above receive applicable discounts on all e-advertising.