



liquid Recycling

used oil • parts cleaning • anti-freeze • filters & absorbents • wastewater • chemicals

Build Your Brand: Most Affordable Marketing Tool to Get Your Message to the Entire Recycling Industry of Used Oil and related materials.

Official NORA Newsletter Advertising Order Form

Contact Info

Name _____ Title _____

Company _____

Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____ Email _____

Place Your Order

Quantity ...	Item	Member/Issue	Non-Member/Issue
_____	Back Cover color ad (availability based on first right of refusal)	\$545	\$1575
_____	Full page color ad	\$405	\$1050
_____	1/2 page color ad	\$220	\$910
_____	1/4 page color ad	\$125	\$830
_____	Business card color ad	\$95	\$780
_____	1.5 oz or less insert in NORA's Oil Recycling..... (includes handling, postage, insertion and promotional fee) (advertiser supplies insert)	\$950	\$3000

Select Your Issues

- IssueDeadline
- Q1 2009.....February 16
- Q2 2009.....April 10
- Q3 2009.....July 31
- Conference IssueAugust 17
- Q4 2009.....November 13
- Run ad in every issue until I notify NORA

Multi-Issue Discount

- Check this box if you will be taking the 20% Multi-Issue Discount
- By taking the 20% Discount, I agree to place an ad in a minimum of five consecutive issues. Ad copy may be changed at any time.

A 15% discount is available for a second ad placed in the same issue. The discount is applied to the ad of equal or lesser value.

Payment Options

- Pay after ad runs Pay in advance

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 _____

Submit Your Order

Fax to NORA at **703-753-2445** or mail to 5965 Amber Ridge Road, Haymarket, VA 20169

Questions: Call 703-753-4277 or email sparker@noranews.org



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Information and Specifications

What is *Liquid Recycling*?

Liquid Recycling is the Official Newsletter of NORA, An Association of Responsible Recyclers. It is a full-color quarterly publication with an extra conference issue in the Fall. It includes industry and association information of interest to those in the business of recycling oil and related materials. It is the only publication targeted to this niche industry.

Who receives *Liquid Recycling*?

All NORA members and select prospects of NORA receive *Liquid Recycling*. The current circulation is over 700 industry leaders for each issue. NORA anticipates circulation to be 1000+ by the end of 2009. The publication is primarily distributed in the US. However, the publication has subscribers in Canada, Mexico, South Africa, Brazil, Germany and Australia.

NORA members are involved in all aspects of responsibly recycling the following:

- used oil
- parts cleaning solvents
- anti-freeze
- filters & absorbents
- wastewater
- chemicals

What sectors does NORA represent?

Oil recycling involves many different sectors. The following are the different areas of the industry that receive *Liquid Recycling*:

- Generators of used oil and related materials (ex. quick lube shops and industrial sector)
- Used oil recyclers & recyclers of related materials.
(This is the primary market for *Liquid Recycling*.)
- **Collectors, processors (including re-refiners) and marketers of used oil and related materials.**
- End Users of recycled fuel oil (ex. industrial burners such as asphalt plants)
- Related government agencies and non-profit groups.
- Suppliers to the used oil recycling industry.

Why should I advertise in *Liquid Recycling*?

If you are trying to build your brand or message to any of the above industry sectors, *Liquid Recycling* is the most affordable marketing tool available for you. This is the only publication that allows you to get your message to this targeted, niche industry five times a year.

Advertising Sizes

Ad Size.....	Dimensions (w x h)
Back Cover	7 1/4" x 9 7/8"
Full page	7 1/4" x 9 7/8"
1/2 page.....	7 1/4" x 5"
1/4 page.....	3 1/4" x 4 1/2"
Business Card.....	3 1/4" x 2"

Advertising Deadlines

Issue	Deadline
Q1 2009.....	February 16
Q2 2009.....	April 10
Q3 2009.....	July 31
Conference Issue	August 17
Q4 2009.....	November 13

Materials & Specs

- All ads should be supplied as digital files.
- Preferred format is "press/print optimized" Adobe PDF. However, NORA can accept just about any type of file.
- Bleeds are not allowed.
- All ads are full color (CYMK).
- NORA will gladly design your ad for free.
- Submit all ads to sparker@noranews.org

Contact Info

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