

# Media Kit 2019

## Advertising Opportunities



### **Banner Advertising in the Newsletter**

Our newsletter “Tire Recycling Insights” keeps tire recycling and pyrolysis professionals on top of their game, supplying them with useful information and updates on the monthly basis.

Through our newsletter, we offer banner advertising for your products and services.

### **Banner Advertising on the Website**

Weibold’s website serves as a news platform for players in the tire recycling industry. With its high traffic, it invites you to promote your business through banner advertising and press-releases, both free and pre-paid.

### **Promotion of Press Releases**

Both newsletter and website of Weibold serve as a platform for press release promotion. Your press releases are first published on the website and then can be promoted through our newsletter and social media channels.

Advertise with us and reach over **14,000** subscribed decision makers in the tire recycling industry and over **30,000** industry followers in our social media network and the website!

### **About Weibold**

Weibold is a consulting company focused exclusively on scrap tire recycling and pyrolysis. We help companies successfully build and upgrade tire recycling and pyrolysis businesses.

The company was founded in 1999 by Robert Weibold. Over the years, Weibold gathered an international team of experts and established a large professional network involving researchers, decision makers and authorities. Today, we maintain liaison with numerous industry players, including world’s leading innovators. This enables us to receive first-hand information about markets, new products and innovative technologies in the field of tire recycling.

The content published on our website and in our newsletter relates to all aspects of tire recycling industry and provides unique takes on the newest developments and trends, such as: market updates, product and technology innovations, trade shows and conferences, environmental regulations, etc.

Advertise with us and enhance your brand awareness across the tire recycling industry! Consider what we offer on the next pages.

## Weibold's Newsletter Banner Advertising & Press Releases

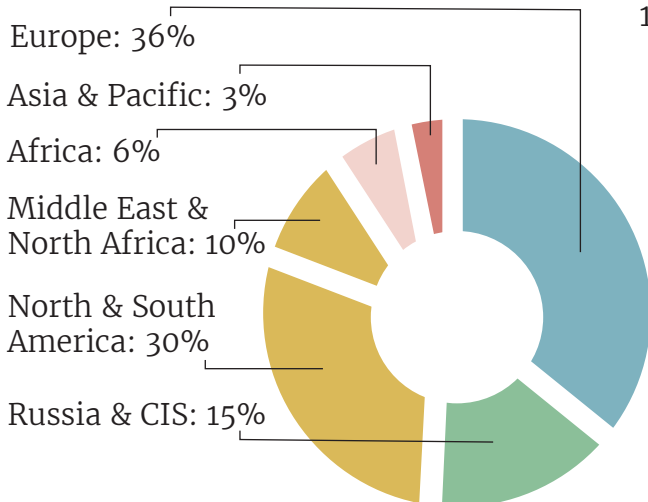
Our newsletter is the only frequent media containing quality information solely focused on tire recycling. More specialized than any other, it thus reaches a more accurate target group, continuously expanding over time.

Combined with a multi-medium strategy for optimal effectiveness, our content is being spread on our website, our and industry-related social media channels and in our newsletter.

Advertising in Tire Recycling Insights can enhance your brand awareness across the tire recycling industry. The newsletter reaches: tire recyclers, tire manufacturers, tire collectors, tire pyrolysis operators, rubber industry representatives, waste management contractors, researchers, environmental authorities, regulators, etc.

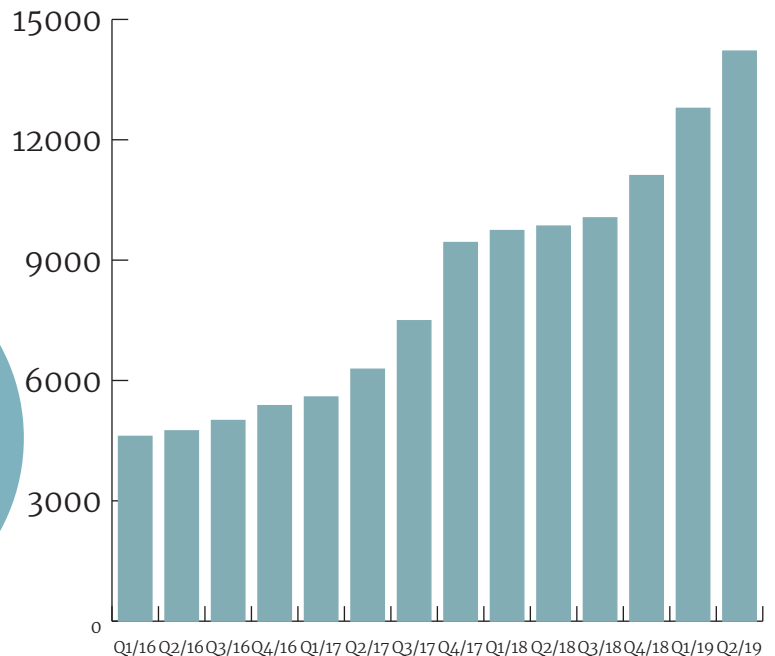


## Newsletter Statistics



### Regional Distribution of Subscribers

Our readers come from all over the world and the composition keeps shifting, as our subscribers' database expands. If you are willing to target specific geographic region, contact us to learn more. Write us an inquiry: [sales@weibold.com](mailto:sales@weibold.com)



### Amount of Newsletter Subscribers

As our reach keeps expanding, we are offering more promotion opportunities to help your business find customers, enhance your brand awareness and boost your sales. See page 3 for pricing information.

# Newsletter Advertising Pricing and Positioning of Banner Ads

Tier	Banner	1 month	3 months (per issue)	6 months (per issue)	9 months (per issue)
Tier 1	Head	€320	€288	€256	€224
	Type 2	€250	€225	€200	€175
Tier 2	Type 1	€220	€198	€176	€154
	Type 2	€160	€144	€128	€112
Tier 3	Type 1	€176	€158	€141	€123
	Type 3	€100	€90	€80	€70
	Bottom	€150	€135	€120	€105

Advertising in our monthly newsletter must be paid in advance, with a bank transfer arriving no later than 7 days before the publication date (last day of the month). Positioning of banners is on the “first come, first served” basis. Example of the newsletter: <https://bit.ly/2JESyKO>. Purchase a banner ad for any period of time and get a press release promotion (option 3) once per month for free!

## Promoted Press Releases Social Media, Website and Newsletter

We publish your press releases on our website, on social media channels and in the newsletter. Below you can find both free and paid promotion offers.

Press Release Options	Description	Price
Option 1	Send us an advertising-free press release and we will publish it on our website free of charge.	€0
Option 2	We publish your press release on the website and include it in our newsletter. It will be included in the general article list in the tier 3.	€250
Option 3	Your press release will be published on our website, on social media channels (LinkedIn, Facebook) and in the tier 2 of our monthly newsletter.	€450

To publish your press release, contact us via email: [sales@weibold.com](mailto:sales@weibold.com)! Examples of the press releases are available at: <https://weibold.com/tire-recycling-news/>



**Head Banner (600x80)**

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**Weibold Academy: Basics about rubberized asphalt**

One of the biggest advantages of rubberized asphalt - it can be tracking resistant both in cold and hot weather conditions, also when the surface will start to age.

**Tyrexpo Africa to discuss region's progress in tire recycling**

Given that Recycling and Economic Development Initiative of South Africa (REDISA) has been liquidated recently, tire recycling has become a burning issue both on national and international levels.

**Join the 25th European Tyre Recycling Conference in Brussels in March**

Recently, European Tyre Recycling Association (ETRA) announced the program of its 25th conference. The event will take place from Wednesday, March 14, to Friday, March 16 at the NH Collection Hotel, Grand Sablon, Brussels.

**Bridgestone Tires aims to use only sustainable materials by 2050**

Considerable improvement has been made by Bridgestone in identification of renewable materials for rubber, which have the potential of reducing deforestation in Southeast Asia.

**Australia to produce innovative permeable pavement from tires**

One big advantage of permeable pavement over the traditional asphalt is that it is capable of allowing water to pass through the surface, which prevents water pollution and storm water overflow.

**Lehigh Technologies to produce rubber powder in Europe**

The plant's annual capacity is expected to reach 10,000 tons and it will use a cryogenic turbo mill - a machinery capable of manufacturing MRP using end-of-life tires.

**More news**

Carbon Black World invites speakers to join its conference in September  
 Kentucky government gives grants for crumb rubber and tire-derived projects  
 ETRA's up-cycle workshop in Italy and upcoming conference in Belgium  
 Bridgestone Australia and New Zealand launches a new environment-friendly tire service center  
 Black Bear Carbon listed in 2018 Global Cleantech 100  
 Ambitions and challenges of Tyre Stewardship Australia  
 Australian EPA reminds tire stockpile owners about fire risks  
 Scrap tire pile caused wild blaze in Bangkok  
 American worker dies after falling into tire shredder

**Type 2 (200x300)**

**Events**

Mar 5-8: The Technology & Maintenance Council (TMC), Atlanta, GA, USA  
[Event Calendar](#)

Mar 7: Tyre Recycling Forum Day 2018, Birmingham, UK  
[Event Calendar](#)

Mar 14-16: 25th European Tyre Recycling Conference, Brussels  
[Event Calendar](#)

Mar 22-24: Mid-America Trucking Show (MATS), Louisville, KY

**Type 2 (200x300)**

Apr 24-27: Chinapias 2018, Shanghai, China  
[Event Calendar](#)

May 28-30: World Recycling Convention & Exhibition, Barcelona, Spain  
[Event Calendar](#)

May 30-31: Future Tire Conference 2018, Cologne, Germany  
[Event Calendar](#)

Jun 30-31: Latin American & Caribbean Tyre Expo, Panama  
[Event Calendar](#)

**Type 3 (200x100)**

**Bottom Banner (600x80)**

\*The newsletter is always published in the first week of the month.

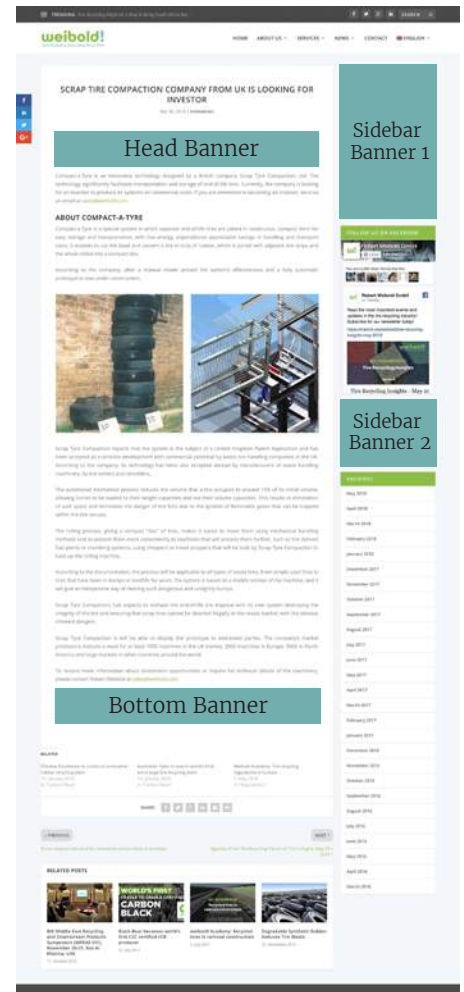
# Website Banner Advertising

## Pricing and Positioning of Website Banners

Weibold's website serves as a platform for the most important news and updates in the tire recycling industry. Attracting a large number of visitors from the industry and generating high traffic, our website invites you to advertise and promote your business with us. Purchase a banner ad for any period of time and get a press release promotion (option 3) once per month for free!

Banner	1 month	3 months (per issue)	6 months (per issue)	9 months (per issue)
Head Banner	€286	€257	€229	€200
Sidebar Banner 1	€341	€307	€273	€239
Sidebar Banner 2	€220	€198	€176	€154
Bottom Banner	€132	€119	€106	€92

Our high-traffic pages which feature banner ads are News (<https://weibold.com/tire-recycling-news>) and Articles (e.g., <https://weibold.com/new-tire-recycling-facility-expected-in-south-carolina-in-april>). Both pages feature the same banners. Each banner spot is reserved for one company only. Weibold does not offer rotating banners.

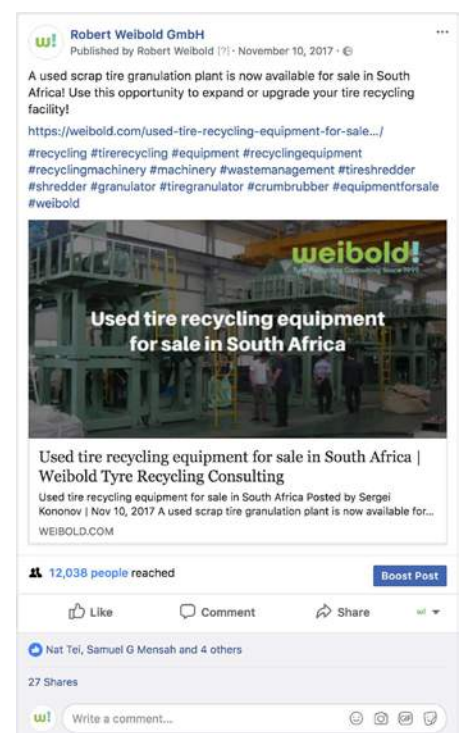


# Used Equipment Advertising

## Press Release, Newsletter and Social Media

Weibold has helped numerous customers around the world successfully sell used tire recycling equipment. Our advertising reaches over 30,000 followers and is published on our website, in our monthly newsletter and in our social media networks.

Advertising Options	Description	Price (w/o bank charges)
Option 1	We publish your advertisement on our website and include it in our monthly newsletter. The post will be included in the general article list in the tier 3. Promotion lasts one month.	€250 + 15% finder's fee
Option 2	Your advertisement will be published on our website, on social media channels (LinkedIn, Facebook, Twitter) and in the tier 2 of our monthly newsletter. All leads are forwarded to you without screening. The service is valid for 1 month.	€450 + 15% finder's fee
Option 3	Option 2 + screening customers' inquiries and sending you weekly reports, highlighting serious buyers. The promotion runs for 1 month.	Inquire for options



Current examples are available on our website:  
<https://weibold.com/category/used-equipment/>