

2020 RATES & SPECIFICATIONS

Advertising Rates: Frequency discounts are earned within 12 consecutive months by advertising in any combination of *Construction & Demolition Recycling*, *Recycling Today*, *Waste Today*, *Buyers' Guides* and other GIE Media titles.

2020 PRINT

FREQUENCY DISCOUNTS

	1x	3x	6x	12x	18x	24x
FULL PAGE	\$3,137	\$2,855	\$2,597	\$2,365	\$2,152	\$1,957
2/3 PAGE	2,635	2,398	2,182	1,987	1,808	1,644
1/2 ISLAND	2,186	1,990	1,810	1,649	1,500	1,364
1/2 STANDARD	1,926	1,753	1,595	1,452	1,321	1,202
1/3 PAGE	1,289	1,173	1,068	972	884	805
1/4 PAGE	979	891	810	738	671	611
1/6 PAGE	637	579	527	480	437	397

COLOR CHARGES

	SINGLE PAGE		SPREAD	
	1X	24X OR GR.	1X	24X OR GR.
STANDARD 2-COLOR, EXTRA	\$295	\$245	\$550	\$425
MATCHED COLOR, EXTRA	375	300	650	525
MATCHED METALLIC COLOR	450	350	825	625
FOUR COLOR PROCESS, EXTRA	830	630	1,450	1,160

COVER CHARGES

	6x	12x	18x	24x
2ND COVER	\$4,662	\$4,210	\$3,800	\$3,431
3RD COVER	4,280	3,865	3,488	3,150
4TH COVER	5,138	4,639	4,187	3,781

Mechanical Requirements: Saddle stitch, three columns to a page. Paper stock: machine coated, 50-lb. recycled body with 100-lb. cover. Colors available: matched, 4-color process (AAAA-MPA). Trim size 7 7/8" x 10 1/2".

Digital Files, Specifications for Print and Mailing Instructions:

The preferred file format for all print advertising is high-res, press-ready .pdf, .tif, .jpg and .eps. Progressive proofs or color keys required on all 4C advertising. Ship all advertising artwork, insertion orders, contracts and copy instructions for printed ads to: Construction & Demolition Recycling, 5811 Canal Rd., Valley View, Ohio 44125. For information, contact Katie Morbeto at 216-393-0282 or at kmorbeto@gie.net.

Non-Bleed Ad Sizes	Width	Depth
Full Page	7"	10"
2/3 Page	4 1/2"	10"
1/2 Page Island	4 1/2"	7 1/2"
1/2 Page Horizontal	7"	4 7/8"
1/2 Page Vertical	3 3/8"	10"
1/3 Page Square	4 1/2"	4 7/8"
1/3 Page Vertical	2 3/16"	10"
1/4 Page Square	3 3/8"	4 7/8"
1/6 Page Vertical	2 3/16"	4 7/8"

Bleed Ad Sizes	Width	Depth
Single-Page	8 1/8"	10 3/4"
Trim Area	7 7/8"	10 1/2"
Live Area	7"	10"
Spread	16"	10 3/4"
Trim Area	15 3/4"	10 1/2"
Live Area	14"	10"

On all bleed advertisements, allow 3/8" from any trim edge for live or type matter.

Add 1/8" to gutter for each page on spread ads (perfect-bound only). Supply ruled proof showing crop line. Bleed ads are available at no extra charge.

Commissions and General Information: 15% of gross billing allowed to recognized advertising agencies on space, color, special positions and inserts. Net 20 days from date of invoice. Advertisers and advertising agencies assume liability for all content (including text, representation and illustration) of advertisements, printed or electronic, and also assume responsibility for any claims arising therefrom made against the Publisher. Publisher reserves the right to reject advertising he feels is not in keeping with the publication's standards.

2020 INTERACTIVE

WEBSITE (HOME PAGE)

LEADERBOARD
728px X 90px
\$742

MEDIUM RECTANGLE
300px X 250px
\$526

HALF PAGE
300px X 600px
\$921

WEBSITE (INTERNAL PAGE)

LIGHTBOX
500px X 500px
\$1,720

WALLPAPER
1,600px X 900px
Background width: 970px
\$3,148

CATEGORY IN-LINE
300px X 250px
\$789

E-NEWSLETTER

LEADERBOARD
728px X 90px

MEDIUM RECTANGLE
300px X 250px

BANNER
468px X 60px

TEXT AD
360px X 180px

EXCLUSIVE SMARTPHONE STATIC BANNER
320px X 50px
\$1,480

E-Newsletters	1x	12x	24x	52x
Medium Rectangle	\$985	\$879	\$763	\$674
Banner	758	677	588	519
Leaderboard Ad	1,172	1,046	908	802
Text Ad	1,207	1,076	935	825