

2020 RATES & SPECIFICATIONS

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

2020 PRINT

FREQUENCY DISCOUNTS

	1x	3x	6x	12x	18x	24x
FULL PAGE	\$4,114	\$3,744	\$3,406	\$3,102	\$2,822	\$2,567
2/3 PAGE	3,456	3,145	2,861	2,606	2,371	2,156
1/2 ISLAND	2,867	2,609	2,374	2,162	1,967	1,789
1/2 STANDARD	2,526	2,299	2,092	1,905	1,733	1,576
1/3 PAGE	1,691	1,539	1,400	1,275	1,160	1,055
1/4 PAGE	1,284	1,168	1,063	968	881	801
1/6 PAGE	835	760	691	630	573	521

COLOR CHARGES

	SINGLE PAGE		SPREAD	
	1X	24X OR GR.	1X	24X OR GR.
STANDARD 2-COLOR, EXTRA	\$295	\$245	\$550	\$425
MATCHED COLOR, EXTRA	395	325	680	555
MATCHED METALLIC COLOR	450	350	825	625
FOUR COLOR PROCESS, EXTRA	860	660	1,490	1,220

COVER CHARGES

	6x	12x	18x	24x
2ND COVER	\$5,052	\$4,562	\$4,117	\$3,718
3RD COVER	4,638	4,188	3,780	3,413
4TH COVER	5,567	5,027	4,537	4,098

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: Recycling Today, 5811 Canal Rd., Valley View, Ohio 44125. For more 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
\$1,241

MEDIUM RECTANGLE

300px X 250px
\$1,017

HALF PAGE

300px X 600px
\$1,780

WEBSITE (INTERNAL PAGE)

LIGHTBOX
500px X 500px
\$2,797



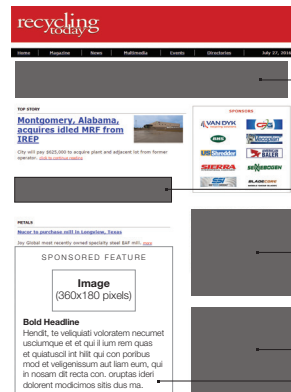
WALLPAPER
1,600px X 900px
Background width: 970px
\$4,139



CATEGORY IN-LINE

300px X 250px
\$1,678

E-NEWSLETTER



LEADERBOARD

728px X 90px

BANNER

468px X 60px

MEDIUM RECTANGLE

300px X 250px

TEXT AD

360px X 180px



EXCLUSIVE SMARTPHONE STATIC BANNER

320px X 50px
\$2,000

E-Newsletters	1x	12x	24x	52x
Medium Rectangle Ad	\$1,144	\$1,020	\$887	\$782
Banner Ad	995	888	771	681
Leaderboard Ad	1,281	1,143	993	876
Text Ad	1,407	1,255	1,091	962