

2020 RATES & SPECIFICATIONS

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

2020 PRINT

FREQUENCY DISCOUNTS

	1x	3x	6x	12x	18x	24x
FULL PAGE	\$4,640	\$4,501	\$4,315	\$4,176	\$4,060	\$3,828
2/3 PAGE	3,898	3,781	3,625	3,508	3,410	3,216
1/2 ISLAND	3,234	3,137	3,008	2,911	2,830	2,668
1/2 STANDARD	2,849	2,763	2,650	2,564	2,493	2,350
1/3 PAGE	2,000	1,940	1,860	1,800	1,750	1,650
1/4 PAGE	1,680	1,629	1,562	1,512	1,470	1,386
1/6 PAGE	1,174	1,139	1,092	1,057	1,027	968

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	\$6,385	\$5,747	\$5,204	\$4,699
3RD COVER	5,861	5,275	4,777	4,314
4TH COVER	7,036	6,333	5,735	5,179

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: Waste Today, 5811 Canal Rd., Valley View, Ohio 44125. For additional information, contact Katie Morbeto at 216-393-0282 or at kmorbeto@gie.net.

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

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

On all bleed advertisements, please 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
\$1,159

MEDIUM RECTANGLE
300px X 250px
\$950

HALF PAGE
300px X 600px
\$1,663

WEBSITE (INTERNAL PAGE)

LIGHTBOX
500px X 500px
\$2,744

WALLPAPER
1,600px X 900px
Background width: 970px
\$4,141

CATEGORY IN-LINE
300px X 250px
\$1,425

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
\$2,500

E-Newsletters	1x	12x	24x	52x
Medium Rectangle	\$1,096	\$978	\$849	\$750
Banner Ad	954	851	739	652
Leaderboard Ad	1,228	1,095	951	840
Text Ad	1,348	1,202	1,045	922