

2021 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.

2021 PRINT

FREQUENCY DISCOUNTS

	1x	3x	6x	12x	18x	24x
FULL PAGE	\$4,733	\$4,591	\$4,402	\$4,260	\$4,141	\$3,905
2/3 PAGE	3,976	3,856	3,697	3,578	3,479	3,280
1/2 ISLAND	3,299	3,200	3,068	2,969	2,887	2,722
1/2 STANDARD	2,906	2,819	2,703	2,615	2,543	2,398
1/3 PAGE	2,040	1,979	1,897	1,836	1,785	1,683
1/4 PAGE	1,713	1,662	1,593	1,542	1,499	1,414
1/6 PAGE	1,197	1,162	1,114	1,078	1,048	988
BRAND VISION*	\$9,292					
ASK THE EXPERT*	\$7,774					

COLOR CHARGES

	SINGLE PAGE		SPREAD	
	1X	24X OR GR.	1X	24X OR GR.
STANDARD 2-COLOR, EXTRA	\$310	\$255	\$575	\$445
MATCHED COLOR, EXTRA	410	340	710	580
MATCHED METALLIC COLOR	470	370	860	650
FOUR COLOR PROCESS, EXTRA	890	690	1,550	1,270

COVER CHARGES

	6x	12x	18x	24x
2ND COVER	\$6,513	\$5,862	\$5,308	\$4,794
3RD COVER	5,979	5,381	4,873	4,400
4TH COVER	7,177	6,460	5,850	5,283

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 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.

* Consult with our sales team for package details.

2021 INTERACTIVE

WEBSITE (HOME PAGE)



LEADERBOARD

728px X 90px
\$1,275

MEDIUM RECTANGLE

300px X 250px
\$1,045

HALF PAGE

300px X 600px
\$1,829

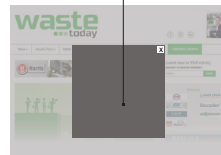
WEBSITE (INTERNAL PAGE)

LIGHTBOX

500px X 500px
\$3,842

WALLPAPER

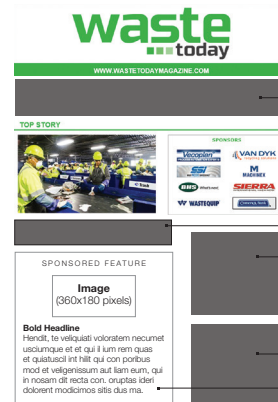
1,600px X 900px
Background width: 970px
\$4,555



CATEGORY

IN-LINE
300px X 250px
\$1,568

eNEWSLETTER



LEADERBOARD

728px X 90px

BANNER

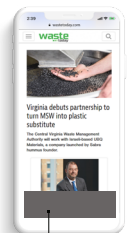
468px X 60px

MEDIUM RECTANGLE

300px X 250px

TEXT AD

360px X 180px



SMARTPHONE STATIC BANNER

360px X 120px
\$2,421

eNewsletters

	1x	12x	24x	52x
Medium Rectangle Ad	\$1,206	\$1,076	\$935	\$825
Banner Ad	1,049	936	813	718
Leaderboard Ad	1,351	1,205	1,047	924
Text Ad	1,483	1,323	1,150	1,015
Sponsored Feature	\$2,388	\$2,130	N/A	N/A

PROJECT SHOWCASE

\$2,029

VIDEO REPORTS \$2,008

SUPPLIER SPOTLIGHT \$2,289

INDUSTRY UPDATE

\$2,375

eBOOK* \$3,662

WEBINAR* \$7,150