

2021 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.

2021 PRINT

FREQUENCY DISCOUNTS

	1x	3x	6x	12x	18x	24x
FULL PAGE	\$3,200	\$2,912	\$2,650	\$2,413	\$2,195	\$1,997
2/3 PAGE	2,688	2,446	2,226	2,027	1,844	1,677
1/2 ISLAND	2,230	2,030	1,847	1,682	1,530	1,392
1/2 STANDARD	1,965	1,788	1,627	1,481	1,348	1,226
1/3 PAGE	1,315	1,197	1,089	992	902	821
1/4 PAGE	998	909	827	753	685	623
1/6 PAGE	650	591	538	490	446	405
BRAND VISION*	\$6,783					
ASK THE EXPERT*	\$5,778					

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	\$4,755	\$4,294	\$3,875	\$3,500
3RD COVER	4,365	3,942	3,558	3,213
4TH COVER	5,240	4,732	4,271	3,857

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.

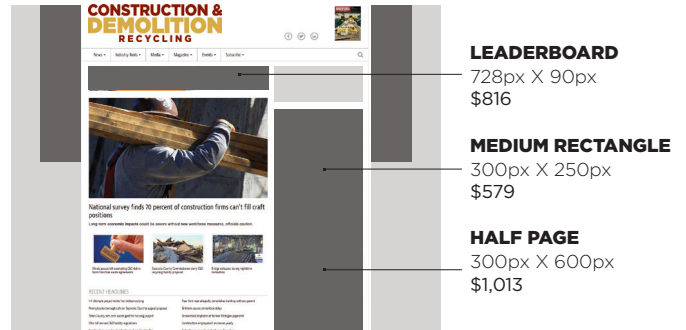
Add 1/8" to gutter for each page on spread ads (perfect-bound only). Supply ruled proof showing crop line. Bleed ads are available at no extra charge.

Commissions and General Information: 15% of gross billing allowed to recognizing 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)

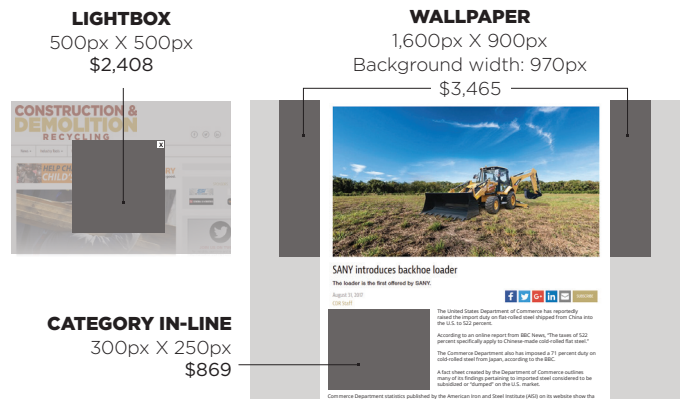


LEADERBOARD
728px X 90px
\$816

MEDIUM RECTANGLE
300px X 250px
\$579

HALF PAGE
300px X 600px
\$1,013

WEBSITE (INTERNAL PAGE)

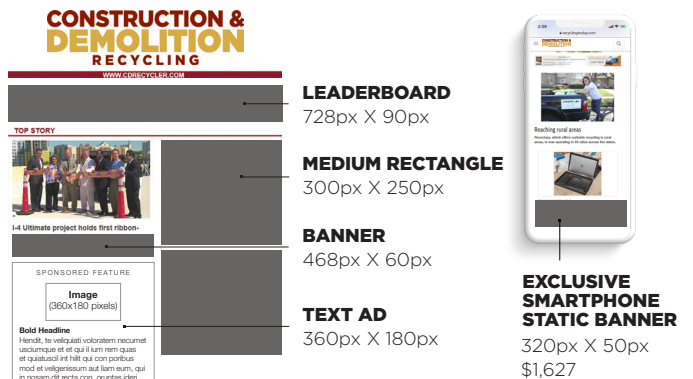


LIGHTBOX
500px X 500px
\$2,408

WALLPAPER
1,600px X 900px
Background width: 970px
\$3,465

CATEGORY IN-LINE
300px X 250px
\$869

eNEWSLETTER



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
\$1,627

	1x	12x	24x	52x
eNewsletters				
Medium Rectangle Ad	\$1,083	\$966	\$839	\$741
Banner Ad	834	744	646	570
Leaderboard Ad	1,289	1,150	999	882
Text Ad	1,327	1,183	1,028	907
Sponsored Feature	\$1,516	\$1,352	N/A	N/A
PROJECT SHOWCASE	\$1,544			
VIDEO REPORTS	\$1,521			
SUPPLIER SPOTLIGHT	\$1,790			
INDUSTRY UPDATE				\$1,802
eBOOK*				\$2,047
WEBINAR*				\$7,150