

2018 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.

2018 PRINT

2018 FREQUENCY DISCOUNTS

Inside Ads	1x	3x	6x	12x	18x	24x
Full Page	\$2,971	\$2,704	\$2,460	\$2,240	\$2,038	\$1,854
2/3 Page	2,496	2,271	2,066	1,882	1,712	1,557
1/2 Island	2,071	1,884	1,715	1,561	1,421	1,292
1/2 Standard	1,824	1,660	1,510	1,375	1,251	1,138
1/3 Page	1,221	1,111	1,011	921	838	762
1/4 Page	927	844	768	699	636	578
1/6 Page	603	549	499	455	414	376
Covers						
2 nd	-	-	\$4,416	\$3,988	\$3,599	\$3,250
3 rd	-	-	4,054	3,661	3,304	2,984
4 th	-	-	4,866	4,394	3,966	3,582

COLOR CHARGES

Single Page	1x	24x or Greater
Standard two-color, extra	\$295	\$245
Four-color process, extra	\$830	\$630
Spread		
Standard two-color extra	\$550	\$425
Four-color process, extra	\$1,450	\$1,160

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. Ads can be submitted via FTP upload. 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 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. 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.



2018 INTERACTIVE

WEBSITE (HOME PAGE)

LEADERBOARD
728px X 90px
\$642

CUBE
300px X 250px
\$455

SUPER CUBE
300px X 600px
\$796

WEBSITE (INTERNAL PAGE)

LIGHTBOX
500px X 500px
\$1,297

CATEGORY IN-LINE
300px X 250px
\$683

NEWSLETTER

LEADERBOARD
728px X 90px
\$1,014

BANNER
468px X 60px
\$656

CUBE
300px X 250px
\$852

TEXT AD
360px X 180px
\$1,044

E-Newsletter	1x	12x	24x	52x
Cube Ad	\$852	\$760	\$660	\$583
Banner Ad	\$656	\$585	\$508	\$449
Leaderboard Ad	\$1,014	\$904	\$786	\$693
Text Ad	\$1,044	\$931	\$809	\$714