

# 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*, directories, buyers' guides and other GIE Media titles.

## SALES TEAM

### 2018 FREQUENCY DISCOUNTS

Inside Ads	1x	3x	6x	12x	18x	24x
Full Page	\$3,897	\$3,546	\$3,227	\$2,938	\$2,673	\$2,432
2/3 Page	3,273	2,979	2,710	2,468	2,246	2,043
1/2 Island	2,716	2,472	2,249	2,048	1,863	1,695
1/2 Standard	2,393	2,177	1,981	1,804	1,641	1,493
1/3 Page	1,602	1,458	1,326	1,208	1,099	999
1/4 Page	1,216	1,106	1,007	917	834	759
1/6 Page	791	720	655	596	543	494

Covers	6x	12x	18x	24x
2 <sup>nd</sup>	\$4,785	\$4,321	\$3,900	\$3,522
3 <sup>rd</sup>	4,393	3,967	3,580	3,233
4 <sup>th</sup>	5,273	4,762	4,298	3,881

### 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

**Other Special Positions:** For guaranteed positions, add a 10% premium charge to the rate.

### Classified Advertising:

- \$85 for 1st column inch, \$55 each additional inch, noncommissionable
- Standard two-color: \$35 additional; four-color: \$65 additional

**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<sup>7</sup>/<sub>8</sub>" x 10<sup>1</sup>/<sub>2</sub>"

### 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 <sup>1</sup> / <sub>2</sub> "	10"
1/2 Page Island	4 <sup>1</sup> / <sub>2</sub> "	7 <sup>1</sup> / <sub>2</sub> "
1/2 Page Horizontal	7"	4 <sup>7</sup> / <sub>8</sub> "
1/2 Page Vertical	3 <sup>3</sup> / <sub>8</sub> "	10"
1/3 Page Square	4 <sup>1</sup> / <sub>2</sub> "	4 <sup>7</sup> / <sub>8</sub> "
1/3 Page Vertical	2 <sup>3</sup> / <sub>16</sub> "	10"
1/4 Page Square	3 <sup>3</sup> / <sub>8</sub> "	4 <sup>7</sup> / <sub>8</sub> "
1/6 Page Vertical	2 <sup>3</sup> / <sub>16</sub> "	4 <sup>7</sup> / <sub>8</sub> "

### Bleed Ad Sizes .....Width .....Depth

Single-Page	8 <sup>1</sup> / <sub>8</sub> "	10 <sup>3</sup> / <sub>4</sub> "
Trim Area	7 <sup>7</sup> / <sub>8</sub> "	10 <sup>1</sup> / <sub>2</sub> "
Live Area	7"	10"
Spread	16"	10 <sup>3</sup> / <sub>4</sub> "
Trim Area	15 <sup>3</sup> / <sub>4</sub> "	10 <sup>1</sup> / <sub>2</sub> "
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 additional 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.



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**ED GALLO**

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