

**PRINT ADVERTISING**

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

2017 Frequency Discounts						
Inside Ads	1x	3x	6x	12x	18x	24x
Full Page	\$2,927	\$2,664	\$2,424	\$2,207	\$2,008	\$1,826
2/3 Page	\$2,459	\$2,237	\$2,036	\$1,854	\$1,687	\$1,534
1/2 Island	\$2,040	\$1,857	\$1,689	\$1,538	\$1,400	\$1,273
1/2 Page Standard	\$1,797	\$1,635	\$1,488	\$1,355	\$1,233	\$1,121
1/3 Page	\$1,203	\$1,095	\$996	\$907	\$825	\$751
1/4 Page	\$913	\$831	\$756	\$689	\$626	\$570
1/6 Page	\$594	\$541	\$492	\$448	\$408	\$371
Covers						
2nd	-	-	\$4,351	\$3,929	\$3,546	\$3,202
3rd	-	-	\$3,994	\$3,607	\$3,255	\$2,940
4th	-	-	\$4,795	\$4,330	\$3,908	\$3,529

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

**Digital Edition:** All print edition advertisers are automatically included in our digital and app editions.

**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

**Inserts:** Contact the Publisher for pricing and the Production Director for mechanical specifications. (A sample is required.) 100-lb. coated book stock or 80-lb. offset stock maximum.

**All inserts should be shipped prepaid to:** *Construction & Demolition Recycling*, Publishers Press Inc., 100 Frank E. Simon Ave., Shepherdsville, KY 40165, Attn: Jesse Davis. Please include issue date.

**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.

**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: *Construction & Demolition Recycling*, 5811 Canal Road, Valley View, Ohio 44125. For information, contact Michelle Wisniewski at 216-393-0296 or at mwisniewski@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.

**CDRecycler.com**

We offer leaderboard, cube, super cube and light box ads on our site. The cube ad position offers 20 equally rotating spots per month, while the more exclusive leaderboard offers 10 equally rotating spots per month. Advertisers may invest in as many of these individual spots as they wish. Our e-newsletters offer a leaderboard, cube ads, up to three banner ads and text ads. Rates are per insertion.

Website Ads .....	Cost Per Month .....	Width .....	Depth
Cube Ad.....	\$421	300 pixels	250 pixels
Leaderboard .....	\$594	728 pixels	90 pixels
In-line Cube Ad.....	\$632	300 pixels	250 pixels
Super Cube Ad.....	\$737	300 pixels	600 pixels
Light Box Ad .....	\$1,297	500 pixels	500 pixels
Smart Phone Banner .....	N/A	320 pixels	50 pixels

E-Newsletter Ads .....	Cost Per Insertion .....	Width .....	Depth
Banner Ad.....	\$624	468 pixels	60 pixels
Cube Ad.....	\$811	300 pixels	250 pixels
Leaderboard Ad .....	\$965	728 pixels	90 pixels
Text Ad .....	\$993	360 pixels	180 pixels

**Digital File Specifications for Web Advertisements:** The preferred file formats for all Internet ads are .gif, .jpg, .swf and .fla. Other accepted file formats are .tiff and .psd. Please email all artwork, copy instructions, insertion orders, contracts and plans to Kayla Minor at KMinor@gie.net or call 216-393-0244 for more information. Max file size: 100k.



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Valley View, OH 44125 USA  
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