

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

2017 Frequency Discounts						
Inside Ads	1x	3x	6x	12x	18x	24x
Full Page	\$3,839	\$3,493	\$3,179	\$2,895	\$2,634	\$2,396
2/3 Page	\$3,225	\$2,935	\$2,670	\$2,431	\$2,212	\$2,012
1/2 Island	\$2,676	\$2,435	\$2,216	\$2,018	\$1,836	\$1,670
1/2 Page Standard	\$2,357	\$2,145	\$1,952	\$1,777	\$1,617	\$1,471
1/3 Page	\$1,578	\$1,436	\$1,306	\$1,190	\$1,082	\$985
1/4 Page	\$1,198	\$1,090	\$992	\$903	\$822	\$747
1/6 Page	\$779	\$709	\$645	\$588	\$535	\$486
Covers						
2nd	-	-	\$4,714	\$4,257	\$3,842	\$3,470
3rd	-	-	\$4,327	\$3,908	\$3,527	\$3,185
4th	-	-	\$5,195	\$4,691	\$4,234	\$3,823

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: *Recycling Today*, 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: *Recycling Today*, 5811 Canal Rd., 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.

RecyclingToday.com

We offer leaderboard, cube, super cube and lightbox 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 and text ads and up to three banner ads. Rates are per insertion.

Website Ads Cost Per Month Width Depth

Cube Ad.....	\$815.....	300 pixels.....	250 pixels
Leaderboard Ad	\$994.....	728 pixels.....	90 pixels
In-line Cube Ad.....	\$1,223.....	300 pixels.....	250 pixels
Super Cube Ad.....	\$1,426.....	300 pixels.....	600 pixels
Lightbox Ad	\$2,376.....	500 pixels.....	500 pixels
Smart Phone Banner	N/A.....	320 pixels.....	50 pixels

E-Newsletter Ads Cost Per Insertion Width Depth

Banner Ad.....	\$820.....	468 pixels.....	60 pixels
Cube Ad.....	\$943.....	300 pixels.....	250 pixels
Leaderboard Ad	\$1,056.....	728 pixels.....	90 pixels
Text Ad	\$1,160.....	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 Kala Minor at KMinor@gie.net or call 216-393-0244 for more information. Max file size: 100k.

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