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BE PART OF THE CELEBRATION!

In 2013 *Recycling Today* turns 50! To celebrate, we're producing a commemorative issue to chronicle the past 50 years of the industry. It's sure to enjoy tremendous readership and have a long shelf life, providing exceptional advertising value.

PLANNED EDITORIAL COVERAGE:

- A World of Metal
- Paper Recycling's Giant Steps
- Emerging and Taking Root (C&D, Electronics, Tires, Glass, Energy Recovery)
- Plastic Progress
- The Auto Shredder
- MRF Automation
- Environmentalism and Sustainability
- Closing the Loop (Consuming Mills, Foundries and Destinations)
- Beyond our Borders
- Associated for Good (Trade Associations Serve the Industry)

Reserve your ad today for best placement.

CLOSE DATE: June 10, 2013

MATERIALS DUE: June 14, 2013



CONTACT YOUR SALES REPRESENTATIVE:

DIANA DIRIENZO
330-523-5342, DDirienzo@gie.net

JEN MAY
330-523-5395, JMay@gie.net

ED GALLO
678-566-7841, EGallo@gie.net

MARTY SMITH
330-523-5376, MSmtih@gie.net

Frequency

Discounts 1x 3x 6x 12x 18x 24x

Full Page \$3,257..\$2,964 .. \$2,697..\$2,454 .. \$2,233 .. \$2,032

2/3 Page \$2,736..\$2,490 .. \$2,266..\$2,062 .. \$1,876 .. \$1,707

1/2 Island \$2,271..\$2,066 .. \$1,880..\$1,711 .. \$1,557 .. \$1,417

1/2 Standard. \$1,998..\$1,818 .. \$1,655..\$1,506 .. \$1,370 .. \$1,247

1/3 Page \$1,339..\$1,218 .. \$1,109..\$1,009 \$918 \$835

1/4 Page \$1,018.....\$926 \$843.....\$767 \$698 \$635

1/6 Page \$661.....\$602 \$548.....\$498 \$454 \$413

Video Spotlight \$1,100

Covers 6x 12x 18x 24x

2nd Cover \$3,998 \$3,610 \$3,260 \$2,944

3rd Cover \$3,670 \$3,314 \$2,993 \$2,702

4th Cover \$4,404 \$3,977 \$3,591 \$3,243

Color Charges - Single Page 1x 24x or Greater

Standard two-color, extra \$295 \$245

Four-color process, extra \$830 \$630

Color Charges - Spread 1x 24x or Greater

Standard two-color extra \$550 \$425

Four-color process, extra \$1,450 \$1,160

Digital Edition: All print edition advertisers have the option to include their ads in the digital edition for an 8% premium to their gross earned frequency space and color rates.

Other Special Positions: For guaranteed positions, add a 10% premium charge to the black-and-white display rate and indicate the special position on your insertion order.

Classified Advertising:

- \$75 for 1st column inch, \$50 each additional inch, non-commissionable
- Standard two-color: \$25 additional
- Standard four-color: \$50 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: Val Hamlett. 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*, 4020 Kinross Lakes Parkway, Suite 201, Richfield, Ohio 44286. For information, contact Michelle Wisniewski at 330.523.5379 or at mwisniewski@gie.net.

Ad Sizes (Non-Bleed):

Specifications Width Depth

Full Page (non-bleed) 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 (Available at no extra charge):

Specifications Width Depth

Single-Page Bleeds 8-1/8" 10-3/4"

Trim Area 7-7/8" 10-1/2"

Live Area 7" 10"

Spread Bleeds 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.)

RT Online: We offer Leaderboard and Cube 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 those individual spots as they wish. Rates are:

Cube Ad \$650/month

Leaderboard Ad \$794/month

Our E-newsletters offer a single Cube ad and up to 3 Banner ads per issue. Rates are per insertion.

E-Newsletters Per Insertion

Cube \$824

Banner \$711

- **Cube Ads:** Units running on the right side of each page, 300 x 250 pixels
- **Leaderboard Ads:** Units running horizontally across the top of page, 728 x 90 pixels
- **Banner Ads:** Units running horizontally across the page, 468 x 60 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 e-mail all artwork, copy instructions, insertion orders, contracts and plans to Aaron Shrider at ashrider@gie.net or call 330.523.5331 for more information. **Max file size: 100k.**



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