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
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”
1⁄2 Page .................................................................... 4-1/4” .... 10”
1⁄3 Page Vertical ....................................................... 3-1/4” .... 10”
1⁄3 Page Square .......................................................... 7” .... 1-1/2”
1⁄2 Page Horizontal ...................................................... 7” .... 10”
1⁄2 Page Island ........................................................... 7” .... 10”
2⁄3 Page ..................................................................... 7” .... 10”
Full Page (non-bleed) ................................................ 7” .... 10”

Bleed Ad Sizes (Available at no extra charge):
Specifications ......................................................... Width .... Depth
Single-Page Bleeds .................................................... 8-1/8” .... 10-1/4”
Live Area .................................................................. 7” .... 10”
Spread Bleeds ............................................................. 16” .... 10-1/4”
Live Area .................................................................. 15-1/4” .... 10-1/2”
(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:

Cub 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.