

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*, buyers' guides and other GIE Media titles.

SALES TEAM

Inside Ads	1x	3x	6x	12x	18x	24x
Full Page	\$4,395	\$4,263	\$4,087	\$3,956	\$3,846	\$3,626
2/3 Page	\$3,692	\$3,581	\$3,433	\$3,323	\$3,230	\$3,046
1/2 Island	\$3,063	\$2,971	\$2,849	\$2,757	\$2,680	\$2,527
1/2 Standard	\$2,699	\$2,618	\$2,510	\$2,429	\$2,361	\$2,226
1/3 Page	\$1,894	\$1,837	\$1,762	\$1,705	\$1,657	\$1,563
1/4 Page	\$1,591	\$1,543	\$1,480	\$1,432	\$1,392	\$1,313
1/6 Page	\$1,112	\$1,079	\$1,034	\$1,001	\$973	\$917

Covers	6x	12x	18x	24x
2 nd	\$6,048	\$5,443	\$4,929	\$4,451
3 rd	\$5,552	\$4,997	\$4,525	\$4,086
4 th	\$6,665	\$5,998	\$5,432	\$4,905

Colors	Single Page		Spread	
	1x	24x or Gr.	1x	24x or Gr.
Standard 2-color, extra	\$295	\$245	\$550	\$425
Matched color, extra	\$375	\$300	\$650	\$525
Matched metallic color	\$450	\$350	\$825	\$625
Four color process, extra	\$830	\$630	\$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 1/8" 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: *Waste 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 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 1/16"	10"
1/4 Page Square	3 3/8"	4 7/8"
1/6 Page Vertical	2 1/16"	4 7/8"

Bleed Ad Sizes	Width	Depth
Single-Page	8 7/8"	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.

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.



JEN MAY

ADVERTISING DIRECTOR
216-393-0260
JMAY@GIE.NET



ED GALLO

CONSTRUCTION &
DEMOLITION RECYCLING AND
WASTE TODAY
216-393-0310
EGALLO@GIE.NET



SHELLEY BROWN

WASTE TODAY
216-393-0236
SBROWN@GIE.NET



MARTY SMITH

RECYCLING TODAY
216-393-0279
MSMITH@GIE.NET



SHANNA FULTON

RECYCLING TODAY
216-393-0322
SFULTON@GIE.NET



5811 Canal Road, Valley View, Ohio 44125
Phone 216-393-0300 • Fax 216-525-0517
www.WasteTodayMagazine.com