

# CONSTRUCTION & DEMOLITION RECYCLING

2018  
MEDIA  
PLANNER

## Powerful Access To Decision-Makers

There was a time when developing a communication plan was as simple as placing a print ad schedule with your preferred publisher. That's no longer the case!

In the current multichannel business environment, marketers require a media partner with the ability to reach across multiple platforms, including print, digital, social media, video, events and custom content.

*Construction & Demolition Recycling* holds a unique position as the leading integrated media provider serving the demolition and mixed C&D marketplace. Let us help you get the most out of every dollar you invest in reaching these sectors.

We'll listen to your sales and marketing objectives for the coming year and, with that insight, craft a tailored cross-platform media program to meet those needs and your budget.

Thank you for the opportunity.

James R. Keefe, Group Publisher  
216-393-0254 | JKeefe@gie.net



## OUR SISTER PUBLICATIONS



**Recycling Today**



**Waste Today**



**Plastics Recycling**

# CONNECTING WITH DEMOLITION CONTRACTORS AND C&D RECYCLERS IN PRINT AND ONLINE!

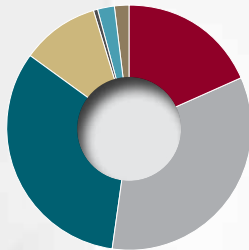
UNMATCHED ACCESS TO DECISION-MAKERS IN THE DEMOLITION AND MIXED C&D RECYCLING INDUSTRY.

## CIRCULATION STATS\*

**10,941** TOTAL REACH    **100%** PERSONAL DIRECT REQUEST    **88.2%** ONE-YEAR NAMES

*Construction & Demolition Recycling* delivers unmatched access to North America's multibillion-dollar demolition and mixed C&D recycling market. Advertising is all about reaching decision-makers. In print and online, C&DR simply reaches more!

## TARGET MARKET CIRCULATION REACH



- Demolition Contractor..... 2,025
- Construction & Demolition Materials Recycling/Scrap Processors..... 3,699
- Construction/Road Construction..... 3,588
- Landfill/Waste Management Services Public/Private.....1,129
- Aggregate Producer.....71
- Consultant/Engineer.....231
- Other.....198

**TOTAL ..... 10,941**



**ONLINE**  
12,371 Page Views  
8,047 Unique Users



**TWICE-MONTHLY E-NEWSLETTER**  
Distribution: 5,867  
Open Rate: 29.1%

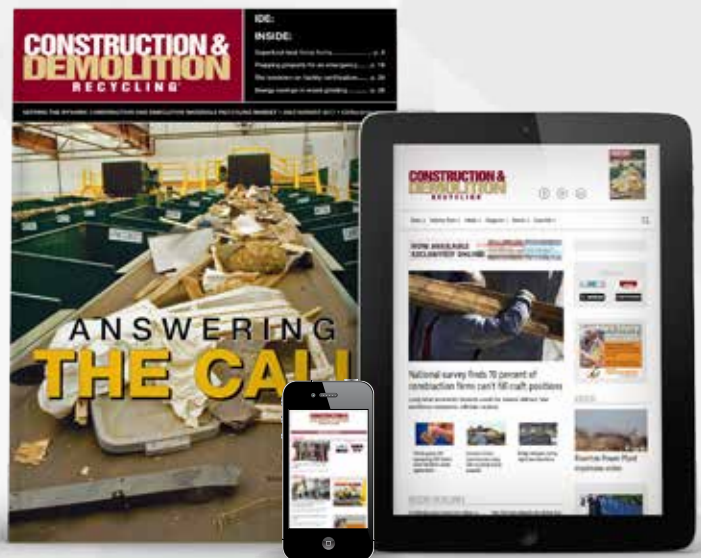
## INTELLIGENT CONTENT MARKETING

In today's multichannel media world, it is harder than ever to reach the right audience to tell your story.

*Construction & Demolition Recycling* is paving the way with the introduction of Intelligent Content Marketing. We enable you to create a unique marketing campaign targeting our readers once they begin to show interest in your area of expertise.

Using intuitive marketing automation, we can deliver custom content or a specified ad message to a custom-tailored target audience. Intelligent Content Marketing takes lead nurturing and retargeting to a new level.

If lead nurturing or ad targeting are in your plans, or are strategies you'd like to explore, talk with us. From small efforts to fully integrated campaigns, we can do it.



## TARGET YOUR MARKET

Target Market Intelligence (TMI) is a game-changing sales and marketing tool that your company must have to succeed in today's highly competitive business environment. TMI is based on three key elements: dynamic software, meticulous data management and proprietary subscriber information for our 10,000+ readers. Access to this exclusive information is available on a subscription basis.

# 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.

## 2018 PRINT

### 2018 FREQUENCY DISCOUNTS

Inside Ads	1x	3x	6x	12x	18x	24x
Full Page	\$2,971	\$2,704	\$2,460	\$2,240	\$2,038	\$1,854
2/3 Page	2,496	2,271	2,066	1,882	1,712	1,557
1/2 Island	2,071	1,884	1,715	1,561	1,421	1,292
1/2 Standard	1,824	1,660	1,510	1,375	1,251	1,138
1/3 Page	1,221	1,111	1,011	921	838	762
1/4 Page	927	844	768	699	636	578
1/6 Page	603	549	499	455	414	376
<b>Covers</b>						
2 <sup>nd</sup>	-	-	\$4,416	\$3,988	\$3,599	\$3,250
3 <sup>rd</sup>	-	-	4,054	3,661	3,304	2,984
4 <sup>th</sup>	-	-	4,866	4,394	3,966	3,582

### COLOR CHARGES

Single Page	1x	24x or Greater
Standard two-color, extra	\$295	\$245
Four-color process, extra	\$830	\$630
<b>Spread</b>		
Standard two-color extra	\$550	\$425
Four-color process, extra	\$1,450	\$1,160

**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 Katie Morbeto at 216-393-0282 or at kmorbeto@gie.net.

### Non-Bleed Ad Sizes

Width	Depth
Full Page	7" x 10"
2/3 Page	4 1/2" x 10"
1/2 Page Island	4 1/2" x 7 1/2"
1/2 Page Horizontal	7" x 4 7/8"
1/2 Page Vertical	3 3/8" x 10"
1/3 Page Square	4 1/2" x 4 7/8"
1/3 Page Vertical	2 3/16" x 10"
1/4 Page Square	3 3/8" x 4 7/8"
1/6 Page Vertical	2 3/16" x 4 7/8"

### Bleed Ad Sizes

Width	Depth
Single-Page	8 1/8" x 10 3/4"
Trim Area	7 7/8" x 10 1/2"
Live Area	7" x 10"
Spread	16" x 10 3/4"
Trim Area	15 3/4" x 10 1/2"
Live Area	14" x 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.



## 2018 INTERACTIVE

### WEBSITE (HOME PAGE)

**LEADERBOARD**  
728px X 90px  
\$642

**CUBE**  
300px X 250px  
\$455

**SUPER CUBE**  
300px X 600px  
\$796

### WEBSITE (INTERNAL PAGE)

**LIGHTBOX**  
500px X 500px  
\$1,297

**CATEGORY IN-LINE**  
300px X 250px  
\$683

### NEWSLETTER

**LEADERBOARD**  
728px X 90px  
\$1,014

**BANNER**  
468px X 60px  
\$656

**CUBE**  
300px X 250px  
\$852

**TEXT AD**  
360px X 180px  
\$1,044

### E-Newsletter

	1x	12x	24x	52x
Cube Ad	\$852	\$760	\$660	\$583
Banner Ad	\$656	\$585	\$508	\$449
Leaderboard Ad	\$1,014	\$904	\$786	\$693
Text Ad	\$1,044	\$931	\$809	\$714



2018	Jan.-Feb.	March-April	May-June	July-Aug.	Sept.-Oct.	Nov.-Dec.
<b>Supplement</b>					State of the Demolition Industry Report	
<b>Equipment Focus</b>	Processing Attachments	Crushing & Screening Equipment	Material Handling	Grinding & Shredding Equipment	Roll-Off Trucks	Excavator Attachments
<b>Operations Focus</b>	Dust and Odor Control	Sorting Technology	Metals Recovery	Recycled Aggregate Sizing	Demolition Cost Estimating	C&D Plant Retrofits
<b>Recurring Series</b>	Commodity Focus: C&D Wood Company Profile Regional Spotlight: Southwest	Demolition Training Company Profile Regional Spotlight: Northeast Commodity Focus: Nonferrous	Commodity Focus: Shingles Company Profile Regional Spotlight: Midwest	Demolition Training Company Profile	Commodity Focus: Ferrous Company Profile Demolition Training	Company Profile Regional Spotlight: Southeast
<b>Other Features</b>	Spring Conventions Preview Construction Industry Outlook	Job Site Report	High-Volume C&D Recycling Facilities List and Map Demolition Remediation	Spring Conventions Wrapup Explosive Demolition	Biomass Fuel Report	20 Largest Demolition Contractors List Shingle Recycling Processing Report
<b>Bonus Distribution</b>	Demolition 2018 C&D World	ISRI 2018 Solid Waste & Recycling Conference Southeast Recycling Conference WasteExpo	Northeast Resource Recovery Association Annual Conference & Expo	WasteCon	Paper & Plastics Recycling Conference Renewable Energy from Waste Conference	Waste & Recycling Expo Canada
<b>Close Date</b>	Dec. 15, 2017	Feb. 1, 2018	April 16, 2018	June 15, 2018	Aug. 15, 2018	Oct. 15, 2018
<b>Materials Due</b>	Dec. 22, 2017	Feb. 8, 2018	April 23, 2018	June 22, 2018	Aug. 22, 2018	Oct. 22, 2018



## C&DR 2019 BUYERS' GUIDE

A directory of industry equipment suppliers and service providers is distributed to our entire circulation and at industry events throughout the year.

CLOSE DATE: Nov. 9, 2018  
MATERIALS DUE DATE:  
Nov. 16, 2018

## BUYING INTENTION SOFT-LEAD PROGRAM

If you can identify companies that intend to purchase the product types your firm offers, it gives you a competitive advantage. We deliver that market intelligence! Our soft-lead program provides the purchasing intent of *Construction & Demolition Recycling* readers in 10 major equipment categories. Ask our team for more details.

## EXHIBITOR VIDEO

In cooperation with our sister publications, *Waste Today* and *Recycling Today*, we'll produce two video products around WasteExpo that can supercharge your marketing.

### Video Product Preview

Your product will be presented in a professionally produced video. Distributed in advance of the expo, this commercial will highlight why attendees should visit your booth.

### Video Show Daily

Each day our editors will report live from the event. You can include your video to highlight your exhibit and to reach industry executives who are not there.

Each of these video products will be distributed to *Construction & Demolition Recycling*, *Recycling Today* and *Waste Today* e-newsletter subscribers — maximum market reach!

## SALES TEAM

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