

Display Ad Specifications

Ad Size	Image Area	Trim	Bleed
Tab Spread (10 col. x 14" = 140")	20-7/8" x 13-1/2"	21-3/4" x 14-1/2"	22" x 14-3/4"
Tab Page (5 col. x 14" = 70")	10-1/4" x 13-1/2"	10-7/8" x 14-1/2"	11-1/8" x 14-3/4"
1/2 Tab Page (5 col. x 7" = 35")	10-1/4" x 7"	10-7/8" x 7-1/2"	11-1/8" x 7-5/8"
Junior Spread (8 col. x 10" = 80")	16-3/4" x 10"	16-3/4" x 10-1/2"	16-3/4" x 10-5/8"
Junior Page (4 col. x 10" = 40")	8-1/8" x 10"	8-1/2" x 10-1/2"	8-5/8" x 10-5/8"

Ad Sizes	Image Area	Ad Sizes	Image Area
2/3 Jr. Page (3 col. x 9" = 27")	6-1/16" x 9"	1/3 Jr. Page (4 col. x 3-1/2" = 14")	8-1/8" x 3-1/2"
2/3 Jr. Page (4 col. x 6-3/4" = 27")	8-1/8" x 6-3/4"	1/4 Jr. Page (1 col. x 10" = 10")	1-7/8" x 10"
1/2 Jr. Page (2 col. x 10" = 20")	4" x 10"	1/4 Jr. Page (2 col. x 5" = 10")	4" x 5"
1/2 Jr. Page (4 col. x 5" = 20")	8-1/8" x 5"	1/6 Jr. Page (1 col. x 7" = 7")	1-7/8" x 7"
1/3 Jr. Page (2 col. x 7" = 14")	4" x 7"	1/6 Jr. Page (2 col. x 3-1/2" = 7")	4" x 3-1/2"

Note: A full page is 70 column inches: 5 columns, 14 inches deep. Space is available in any number of columns or inches.

Column Widths	1 column	2 column	3 column	4 column	5 column
	1-7/8"	4"	6-1/16"	8-1/8"	10-1/4"

Specifications

- Printed heat-set web offset on 36# matte finish stock. In general, follow recommended Specifications Web Offset Publications (SWOP). Trim size: 10 7/8" x 14 1/2". Number of columns: Display-5, Classified-6. Binding method: Saddlestitched, line screen: 120 line.
- All ads, except tabloid pages and tabloid spreads, will be enclosed with a rule along column borders, thereby keeping a consistent editorial format.
- On tab pages, tab spreads, 1/2-tab, junior pages and junior spreads, the image area includes the entire area that contains text.
- On 1/2-tab, junior pages and junior spreads, the image area begins at the top of the trim line, and all 1/2-tab, junior pages and junior spread ads must have 1/2" of space from the bottom of the image area to the trim line.
- On all ad dimensions other than tab, tab spreads, 1/2-tab, junior pages and junior spreads, there is no trim or bleed. The ad should be made to the IMAGE AREA size, including any margins, borders, background, illustration or photography.
- All ads will be placed at the bottom of the page.

Inserts

To ensure inserts meet the publication's mechanical requirements and postal regulations, samples or mock-up dummies, on the specified paper stock, must be submitted to the Production Department. Contact your Crain Sales Representative or Production Manager for specific mechanical requirements.

Issuance and Closing Dates

Publisher may act on the written instructions of the advertiser or agency after closing date. Waste News is published fortnightly. The last advertising forms close Wednesday, 12 days preceding date of publication, except during holiday weeks. When proof must be submitted for approval, copy and/or artwork must be in the hands of publisher one week preceding ad close date. When normal closing dates fall on holidays, issues close the preceding workday.

Composition

All material requiring sizing or digital work must be received by the production department at least one week prior to ad closing date. Mechanical charges are billed net, not agency commissionable, and are not applicable to earned frequency discounts. Ads prepared from artwork will be solely at advertiser's risk unless sufficient time is allowed to furnish proof for approval. Proofs of publication-set advertisements will be sent to advertiser or agency upon request.

Digital Ad Specifications

All advertising should be provided in a digital format.

- Hi-res Adobe Acrobat PDF file (Acrobat 3.0 compatible - PDF 2.1) with all fonts and images embedded. If ad bleeds, make sure the digital file includes the bleed.
- Embedded images must be a minimum of 300 ppi (pixels per inch). Color images must be CMYK with no clipping paths or alpha channels. (Note: if you use a clipping path or double nest image/objects, Crain cannot be responsible for color drop out. We STRONGLY recommend that you merge all clipping and alpha channel images into a single, flattened CMYK Tiff).
- All fonts (Type 1 postscript fonts) must be embedded.
- Files containing spot colors, RGB or LAB images will be converted to CMYK Tiff @ 300 ppi. (Note: Crain is not responsible for color shifts in images supplied in the wrong format). Do not include registration marks or crop marks.
- Color proofs must be provided for accurate color and copy content. Match prints are preferred. Laser proofs are accepted but not recommended as they do not display accurate color usage. More information on creating PDFs and file uploading is available online at: www.crain.com/digital_ad.