

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.

Color, Images and Fonts

Four-color ads must be converted to CMYK. Two-color ads should be produced using the CMYK mode. All PMS or pre-mixed inks require dedicated print units and will be billed at the Matched Color Rate. Please refer to the current rate card for rates. Black and white ads need to be converted to grayscale. All images must be embedded. Image manipulation (resizing, color-mode changes and rotating) should be done in the application the image was generated with before importing it into a page layout program. Image resolution should be at a minimum of 300 dpi. Fonts must be embedded or converted to outlines. Reverse lettering in four color advertisements should be spread with dominant color forming shape of letters. Thin lines, serifs, small and medium-size lettering should be restricted to one color only. Maximum density in any one area, all colors, should not exceed 300%.

Proofs

Advertisements supplied to Crain without an acceptable color proof will be printed to SWOP standards. The printer and/or publisher cannot be held liable for color complaints when files are submitted without an acceptable color proof. Preferred proofs are Kodak Approvals or Iris proofs prepared 5-7% heavier than the file to simulate press gain and ink coverage to our web offset press. Color lasers or low quality ink jet prints are not acceptable color guidance.

If additional information is required, please contact Jan Hammond, Production Manager, 330.865.6139; jhammond@crain.com.

Shipping Instructions

Space and insertion orders, correspondence and ad materials should be addressed to:

Display Advertising • Production Department
 Waste News • 1725 Merriman Road • Akron, Ohio 44313
 Phone: 330.865.6139 • E-mail: jhammond@crain.com.

Four-Color Process Specifications

Blue = 100% process cyan
 Red = 100% process magenta, 100% process yellow
 Green = 100% process cyan, 100% process yellow
 Yellow = 100% process yellow
 Magenta = 100% process magenta

Standard colors can be run on a four-color printing form by using four-color process ink on 100% increments. Since advertisements printed in a standard color do not require additional printing units, and can be run in-line with four-color ads, they cost less to produce. The standard color rate in our rate card refers only to the five colors noted above.

A matched color is a specific, designated color of ink, usually indicated by a PMS number or an ink swatch. Matched colors require a dedicated printing unit filled with the specific color ink. Matched color advertisements cost more to print and can often affect the number of printing forms needed to complete an issue.

Protective Clause

By issuance of this rate card, the publisher offers, subject to the terms and conditions herein, to accept insertion orders for advertising to be published in *Waste News*, and by their tendering such insertion orders the advertiser or agency shall indemnify and hold publisher, its employees, agents and its subcontractors free and harmless from any expenses, damages and costs resulting from publisher's compliance with such insertion orders (including but not by way of limitation, from claims of libel, violation of privacy, copyright infringement or otherwise) and publisher shall have full right to settle any such claim and to control any litigation or arbitration as to which it may be a party all at the cost of the agency and the advertiser who shall be deemed joint and several indemnitors and agency warrants that it is authorized to bind, and does bind, advertiser to such indemnity jointly and severally with any agency. Publisher reserves the right in its sole discretion to discontinue publication at any time with or without notice, or to defer or cancel the printing, publication or circulation of any issues, and shall not be liable for any failure to print, publish or circulate all or any portion of an issue or of the tendered advertising because of labor disputes involving the publisher, the printer or others, transportation delays, or embargoes, errors or omissions of employees or subcontractors, or circumstances beyond its control. Publisher's sole obligation as to any failure or default on its part shall be limited to a refund of its charges which may have been paid to it or, at its option, to publish the tendered advertising in the next available issue. The publication reserves the right to reject or omit any advertising for any reason. No advertising will be accepted which simulates *Waste News* editorial material.

Positions/Inserts

A 10% premium is required for special positions, based on availability. Inserts are subject to scheduling and mechanical requirements. Consult your sales representative for more information.



Circulation

Waste News serves public and private-sector organizations involved in all aspects of waste management, including: pre-consumer scrap recycling and disposal; post-consumer recycling, disposal, collection, transportation, processing, composting, incineration and landfilling of waste; businesses and organizations that generate waste through either the process of making goods and providing services or as finished products, and are involved in product design for waste reduction and recycling.

Commission and Cash Discount

Display: A 15% discount is allowed on gross billing to recognized agencies on space, color and position, if account is paid within 30 days of invoice date (15% discount does not apply to Product Spotlights). No commission is permitted on insert handling, mechanical work and art services. Annual advertising programs paid in advance can earn a total 4½% prepayment discount with stipulations. Consult publisher.

Classified: A 15% discount will be given for classified advertisers for camera-ready digital ads.

General Rate Policy

Advertisers are short-rated if, within a 12-month period from date of first insertion, they do not use all of the contracted space. Advertisers are rebated if, within a 12-month period from date of first insertion, they use space to warrant lower rate than contracted. Invoices are dated with issue date and are due upon receipt in U.S. funds drawn on a U.S. bank. Publisher looks to the advertising agency placing the insertion order for payment. Publisher has the right to hold the advertising agency and the advertiser jointly and severally liable for the monies due and payable to publisher. The agency warrants by submitting the insertion order that it and the advertiser have accepted this responsibility. Publisher will not be bound by conditions, printed or otherwise, on contracts, order blanks or instructions when such conditions conflict with its policies. All classified ads are prepaid unless advertiser has an established credit history with Crain Communications. American Express, VISA, MasterCard, Discover and check are accepted forms of payment.

Special Services

Circulation list, article and ad reprints, ad laminations and enlargements are available. Consult Sales Assistant at 330.865.6176. Gatefolds, bound-in and loose inserts are available upon request.

Ad Dimensions

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"

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