

# Waste & Recycling News Display Ad Specifications

## Ad Dimensions, Production Specs and Policies

### Ad Dimensions

Column Width	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"	8-3/4" x 10-3/4"
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 (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.

Submit all ad materials to: <http://digitaladcentral.com>

### 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 & Recycling 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.

### 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%.