

# Display Ad Specifications

## Continued

### 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: <http://digitaladcentral.crain.com/guidelines.html>

### 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](mailto:jhammond@crain.com).

### Shipping Instructions

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

Display Advertising • Production Department  
*Waste & Recycling News* • 1725 Merriman Road • Akron, Ohio 44313  
Phone: 330.865.6139 • E-mail: [jhammond@crain.com](mailto: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.

### 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 & Recycling 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 Dollar

**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 4 1/2% 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.

### 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 & Recycling 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 & Recycling News* editorial material.