

2012 ADVERTISING RATES & EDITORIAL CALENDAR

Advertising Rates: Frequency discounts are earned within 12 consecutive months and by advertising in any combination of *Storage & Destruction Business*, *Recycling Today*, *Recycling Today Global Edition*, *Construction & Demolition Recycling*, directories and other GIE Media titles.

Frequency Discounts	1x	3x	6x	12x
Full Page	\$2,354	\$2,142	\$1,949	\$1,774
2/3 Page	\$1,977	\$1,799	\$1,637	\$1,490
1/2 Island	\$1,641	\$1,494	\$1,359	\$1,237
1/2 Standard	\$1,444	\$1,314	\$1,196	\$1,088
1/3 Page	\$968	\$881	\$801	\$729
1/4 Page	\$735	\$669	\$609	\$554
1/6 Page	\$478	\$435	\$396	\$360
Video Spotlight	\$950			
Video Gallery	\$1,450			

Covers	1x	3x	6x	12x
2nd Cover	\$2,918	\$2,655	\$2,436	\$2,200
3rd Cover	\$2,611	\$2,377	\$2,237	\$2,020
4th Cover	\$3,134	\$2,852	\$2,684	\$2,424

Color Charges - Single Page

Standard two-color, extra	\$295
Four-color process, extra	\$830

Color Charges - Spread

Standard two-color extra	\$550
Four-color process, extra	\$1,450

- Progressive proofs or color keys required on all 4-C advertising.

Digital Edition: All print edition advertisers have the option to include their ads in the digital edition for a 7% premium to their gross earned frequency space and color rate.

Other Special Positions: For guaranteed positions, add a 10% premium charge to the black and white display rate and indicate the special position on your insertion order.

- Classified Advertising**
- \$75 for 1st column inch, \$50 each additional inch, non-commissionable
 - Standard two-color: \$25 additional
 - Standard four-color: \$50 additional

Inserts: Contact the Publisher for pricing and the Production Director for mechanical specifications. (A sample is required.) 100-lb. coated book stock or 80-lb. offset stock maximum.

All inserts should be shipped prepaid to: *Storage & Destruction Business*, Publishers Press Inc., 100 Frank E. Simon Ave., Shepherdsville, KY 40165, Attn: Val Hamlett. Please include issue date.

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.

Mechanical Requirements: Saddle stitch, three columns to a page. Paper stock: Machine coated - 45-lb. 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: *Storage and Destruction Business*, 4020 Kinross Lakes Parkway, Suite 201, Richfield, Ohio 44286. For information, contact Michelle Wisniewski at 330.523.5379 or at mwisniewski@gie.net.

Ad Specs (Non-Bleed)

Specifications	Width	Depth
Full Page (non-bleed)	7"	10"
2/3 Page	4-1/2"	10"
1/2 Page Island	4-1/2"	7-1/2"
1/2 Page Horizontal	7"	4-7/8"
1/2 Page Vertical	3-3/8"	10"
1/3 Page Square	4-1/2"	4-7/8"
1/3 Page Vertical	2-3/16"	10"
1/4 Page Square	3-3/8"	4-7/8"
1/6 Page Vertical	2-3/16"	4-7/8"

Bleed Ad Sizes (Available at no extra charge)

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

SDB Online: Prices are based upon the number of advertising impressions delivered per month. For impression counts other than those quoted here, contact your sales representative.

Impressions	10k	20k	40k
Tower and Leaderboard Ads	\$340	\$646	\$1,292
Banner	\$225	\$428	\$855
Interstitial	\$552	\$1,060	N/A
Peel-back	\$3,000/month		

E-Newsletters


Tower	Per Insertion	\$645
Banner		\$455

- Rich Media Premium:** \$5 per thousand
- Tower Ads:** Units running vertically on the right side of each page. **120 x 600 pixels.**
- Leaderboard Ads:** Units running horizontally across the top of page. **728 x 90 pixels.**
- Banner Ads:** Units running horizontally across the page. **468 x 60 pixels.**
- Interstitial:** Full-screen advertising message appearing prior to page load, lasting 10 seconds.
- Peel-back:** Home page ad that allows users to "peel-back" home page content to reveal an advertising message.

Digital File Specifications for Web Advertisements: The preferred file formats for all Internet ads are .gif, .jpg, .swf and .fla. Other accepted file formats are .tiff and .psd. Please e-mail all artwork, copy instructions, insertion orders, contracts and plans to Aaron Shrider at ashridr@gie.net or call 330.523.5331 for more information. **Max file size: 100k.**



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Phone 330.523.5400 / Fax 330.659.0823

2012 EDITORIAL	JANUARY/ FEBRUARY	MARCH/ APRIL	MAY/ JUNE	JULY/ AUGUST	SEPTEMBER/ OCTOBER	NOVEMBER/ DECEMBER
Features	Recovered Fiber Commodity Report Q&A with NAID Incoming President Shredding Plant Equipment Focus Business Insurance Focus	Regulatory Update Q&A with PRISM International Incoming President Data Center Operations Bins & Containers Focus	Company Profile Product Destruction Report Client Services: Business Contracts RIM Business Software	Company Profile 20 Largest Records Management Firms Paper Recycling Conference Preview Trucking Equipment Focus	Company Profile Certified Electronics Recyclers List & Map Client Services: Developing Records Retention Policies Focus on Racking	Company Profile Digital Imaging Focus Baling Equipment Focus Fire Prevention Report
Supplement	State of the RIM Industry Report					
Video Spotlight	Shredding Equipment		RIM Business Software	Shredding & Collection Trucks	Racking Systems	Baling Equipment
Video Gallery						
Bonus Distribution	NAID Annual Conference Southeast Recycling Conference	PRISM Annual Conference ISRI Annual Convention WasteExpo			ARMA Annual Conference Paper Recycling Conference & Trade Show	
Close Date	Jan. 3, 2012	March 1, 2012	May 1, 2012	July 2, 2012	Sept. 4, 2012	Nov. 1, 2012
Materials Due	Jan. 6, 2012	March 6, 2012	May 4, 2012	July 6, 2012	Sept. 7, 2012	Nov. 6, 2012