

PRINT PUBLICATION DIGITAL FILE PREPARATION

FORMATS / MEDIA / SOFTWARE

Please prepare your ads to these specifications to ensure quality reproduction and to avoid additional costs. PDF files in Acrobat 4.0 or higher, all fonts embedded or outlined, based on high-resolution artwork 220-300 ppi and CMYK not RGB. **WE DO NOT PRINT SPOT COLORS. SPOT COLORS MUST BE CONVERTED TO CMYK (PROCESS COLOR).** Spot colors not converted and used with transparency effects may not print as expected. Full-page PDF ads that bleed must be 8.625 x 11.25 inches, this includes a .125 inch bleed on all four sides.

IMPORTANT GRAPHICS SPECIFICATIONS

GRAPHICS / LINEART / PHOTOS / FONTS TIPS

For best results use:

- High-resolution JPG or TIFF, at 220-300 ppi
- High-resolution lineart TIFF, at 600 ppi
- JPEG at 300 ppi and at 100-percent
- CMYK, and/or Pantone (PMS) colors from process
- Embed all fonts used
- Turn text into outline in illustrator and save as a TIFF, PDF or .AI file

To send ads using FTP software, log on at:

[ftp.resource-recycling.com](ftp://resource-recycling.com)

username: graphics@resource-recycling.com

password: #RR-Submission#

Then send an email to suzette@resource-recycling.com. Please indicate in the subject line the company name for the ad being sent and contact information. Files can be sent as email attachment up to 25 MB, but are limited by how large a file can be attached by your email provider.

ADVERTISING DIMENSIONS

Inches – width x height

Advertising space may be used only in the following sizes:

	Vertical	Bleed size	
Full page	8.375 x 10.875	8.625 x 11.125	
2/3 page	5 x 10	5 x 11.125	
1/2 page island	5 x 7.5	<u>Horizontal</u>	<u>Square</u>
1/2 page standard	3.625 x 10	7.5 x 5	
1/3 page	2.375 x 10	7.5 x 3.125	5 x 5
1/4 page	3.625 x 5	5 x 3.625	
1/6 page	2.375 x 5	5 x 2.375	
Showcase 1"		2.25 x 1.25	
Showcase 2"		2.25 x 2.50	
Showcase 3"		2.25 x 3.75	
Showcase 4"	2.25 x 5	5 x 2.25	

SUPPORTED PROGRAMS:

Adobe Creative Suite CS5, CS6 and CC
Acrobat, InDesign, Photoshop and Illustrator

PROGRAMS NOT SUPPORTED:

Microsoft Word
Microsoft Publisher
Corel Painter

INTERNET

E-mail, FTP or Dropbox (send link)

GENERAL POLICIES

AGENCY COMMISSION:

Advertisers and their advertising agencies are jointly responsible for payment of all insertions. Recognized agencies are allowed 15 percent on space reservations and color only, based on supplying digital material and the account being paid within 30 days.

PAYMENT TERMS:

Net 30 days past due accounts will be billed 1.5 percent interest per month. Five percent discount for prepayment is allowed. Production charges are not included in the advertising rates. Resource Recycling, Inc. reserves the right to require payment in advance from advertisers that have not made payments on time. For the Professional Services and Classified sections, payment in advance is required.

SHORT RATES AND REBATES:

If, within a 12-month period from the date of first insertion, advertisers do not use the number of insertions on which their billings have been based, the rate applicable for the amount of space actually placed will

apply retroactive to the first insertion. Advertisers will receive a rebate if they have used sufficient additional insertions to warrant a lower rate.

CANCELLATIONS:

No cancellations accepted after the closing deadline, advertiser must pay full charges for the space.

PUBLISHER'S COPY PROTECTIONS AND DISCLAIMER CLAUSE:

Advertisers and advertising agencies assume liability for all content of advertisements printed, as well as assume responsibility for any claims or expense arising therefrom made against the publisher. No discriminatory advertising is accepted. Advertisements may not simulate the publication format. Furthermore, the publisher may place the word "advertisement" on copy that could appear to be editorial matter. The publisher is not liable for delays in delivery and/or nondelivery in the event of any condition beyond the control of the publisher.