

ADVERTISING DIMENSIONS

ADVERTISEMENT	SIZE
Full (includes .125" bleed)	8.625" x 11.125"
2/3 (includes .125" bleed)	5" x 11.125"
1/2 island	5" x 7.5"
1/2 standard vertical	3.625" x 10"
1/2 standard horizontal	7.5" x 5"
1/3 vertical	2.375" x 10"
1/3 horizontal	7.5" x 3.125"
1/3 square	5" x 5"
1/4 vertical	3.625" x 5"
1/4 horizontal	5" x 3.625"
1/6 vertical	2.375" x 5"
1/6 horizontal	5" x 2.375"
SHOWCASE	
1-inch	2.25" x 1.25"
2-inch	2.25" x 2.5"
3-inch	2.25" x 3.75"
4-inch vertical	2.25" x 5"
4-inch horizontal	5" x 2.25"

IMPORTANT INFORMATION

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 300 DPI and CMYK. **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 11.125 inches. This includes a .125 inch bleed on all four sides.

GETTING YOUR FILE TO US:

- **File Transfer Server:** If your file exceeds 25 MB, please contact us at graphics@resource-recycling.com, and we will provide another option for getting your file to us.
- **E-Mail:** Files can be sent as e-mail attachment up to 25 MB, but are limited by how large a file can be attached by your e-mail provider.
- **DropBox:** Files can also be sent using DropBox by sending a link to the DropBox folder to suzette@resource-recycling.com

GRAPHICS TIPS

- High-resolution PDF, JPG, or TIFF at 300 DPI
- High-resolution lineart TIFF at 600 DPI
- Use CMYK and/or Pantone (PMS) colors from process
- Embed all fonts used
- In Illustrator, turn text into outlines and save as a PDF, EPS, or AI file

SUPPORTED PROGRAMS

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

PROGRAMS NOT SUPPORTED

Microsoft Word
Microsoft Publisher
Corel Painter

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.