

2012 Advertising Rates

DISPLAY RATES*	1X	3X	6X	12X					
Full page	\$2,450	\$2,060	\$1,775	\$1,630					
2/3 page	1,720	1,440	1,240	1,145					
1/2 page	1,490	1,250	1,080	1,000					
1/3 page	1,090	915	800	735					
1/6 page	695	580	510	470					

*Rates include extra value-added distribution in *Scrap's* digital edition at no additional cost.

COLOR RATES: The following charges are per color, per page or fraction and are added to earned black-and-white rates. For spreads, color charges apply to each page.

Standard color: \$240

Matched color: \$420 (matched metallic ink color may incur an additional charge)

Four-color process: \$830

Bleed: No charge

PRIME POSITIONS: Covers and pages 1 through 15 are sold on a six-time, noncancellable contract basis. Prices include four-color process.

Pages 1 and 2: \$3,060

Pages 5, 6, 8, 10, 12, and 15 are special positions at full-page rates plus \$300

Inside front cover: \$3,750

Inside back cover: \$3,520

Back cover: \$4,140

AD SIZE REQUIREMENTS:

Book Trim Size: 8 1/8" x 10 7/8" (8.125" x 10.875") Perfect bound.

Full Page Spread Trim: 16 1/4" x 10 7/8" (16.25" x 10.875")

Half Page Spread Trim: 16 1/4" x 5 1/2" (16.25" x 5.5")

Full Page Trim: 8 1/8" x 10 7/8" (8.125" x 10.875")

Important: For spread ads, please allow 3/8" (0.375") on each side of the gutter (3/4" (0.75") total gutter safety). For all ads, hold live matter in at least 3/8" (0.375") on each side from trim edges.

AD SIZE	NO BLEED WIDTH x DEPTH	BLEED WIDTH x DEPTH
Full-page spread	15" x 10"	16 3/4" x 11 1/8" (16.75" x 11.125")
Half-page spread	15" x 4 7/8" (15" x 4.875")	16 3/4" x 5 5/8" (16.75" x 5.625")
Full page	7" x 10"	8 3/8" x 11 1/8" (8.375" x 11.125")
2/3 page	4 5/8" x 10" (4.625" x 10")	5 3/8" x 11 1/8" (5.375" x 11.125")
1/2 page horizontal	7" x 4 7/8" (7" x 4.875")	8 3/8" x 5 5/8" (8.375" x 5.625")
1/2 page vertical	4 5/8" x 7 3/8" (4.625" x 7.375")	5 3/8" x 7 7/8" (5.375" x 7.875")
1/3 page vertical	2 1/4" x 10" (2.25" x 10")	3" x 11 1/8" (3" x 11.125")
1/3 page square	4 5/8" x 4 7/8" (4.625" x 4.875")	—
1/6 page horizontal	4 5/8" x 2 3/8" (4.625" x 2.375")	—
1/6 page vertical	2 1/4" x 4 7/8" (2.25" x 4.875")	—

Used Equipment Ads: Size: 2 1/4" x 2 1/2" (2.25" x 2.5"). Price: \$350/4c, \$325/2c, \$300/b&w (noncommissionable). As a bonus, all Used Equipment ads receive a free 60-day listing on *Scrap's* E-Marketplace at www.scrap.org.

Classified Ads: Marketplace classified ads run \$90 per column inch.

Inserts, Outserts, Advertorials & Other Advertising Options: Available upon request. Call for pricing and insertion information.

Free Web Banner Ads: *Scrap's* website, www.scrap.org, offers free value-added banner ads on the home page and main sections of the site. Companies with advertising programs in *Scrap* magazine of \$6,500 and up net annually qualify. Call for information on banner-ad options based on a print-ad program in *Scrap*.

REPRODUCTION REQUIREMENTS

Acceptable File Formats: Adobe Acrobat PDF, QuarkXpress 7.0, Adobe Illustrator, Photoshop, InDesign CS4.

Microsoft Publisher and Word are not acceptable formats.

PDFs: Must be high resolution with all fonts and images included in file. PDF files should be saved using PDF X-1A, "Highest Quality Print," or "Press" settings in Acrobat to ensure that the PDF is high resolution. More details can be found on our website at www.scrap.org (click on "Advertise," then select guidelines for PDF submissions).

Quark and Adobe InDesign: PC format only. All placed fonts and images must be supplied along with a color proof. Color accuracy cannot be guaranteed without a matching color proof. Color lasers are *not* accurate color proofs.

Adobe Illustrator: Files need to be in EPS (.eps) format with all type converted to outlines.

Adobe Photoshop: Files must be in .tif or .jpg format at 300 dpi or greater resolution. All color images must be scanned to at least 300 dpi resolution at printed size and in CMYK mode, unless you have contracted for Pantone colors. RGB images are not acceptable.

Bleeds: All bleed ads should include 1/8" (0.125") bleed on all four sides. Crop marks should be placed at *Scrap's* page trim size.

Trim Safety: Please keep all live matter not intended to trim 1/2" (0.5") away from the trim edges.

Gutter Safety: For spread ads, please allow 3/8" (0.375") on each side of the gutter (3/4" (0.75") total gutter safety).

Ad Delivery: FTP: Zipped files may be delivered to our FTP site (contact the production manager for instructions). **Mail:** Mail files on CD/DVD to *Scrap* Magazine, Attn: Production Manager, 1615 L St. NW, Suite 600, Washington, DC 20036. Include all files in PC-compatible format and a list of files on the disk. **E-mail:** Files under 10 megabytes may be sent to marianweiss@scrap.org or bobemery@scrap.org.

Advertising Sales: Bob Emery 440/268-0501 (fax 440/268-0502), bobemery@scrap.org

Production Manager: Marian Weiss 202/662-8545 (fax 202/626-0945), marianweiss@scrap.org

Classifieds, Circulation & Billing: Valerie Hillier 202/662-8540 (fax 202/626-0940), valeriehillier@scrap.org

Editorial, Production & Circulation Office: 1615 L St. NW, Suite 600, Washington, DC 20036; 202/662-8500; Fax: 202/626-0900

Advertising Sales Office: 15300 Pearl Road, Suite 212, Strongsville, OH 44136; 440/268-0501; Fax: 440/268-0502

Website: www.scrap.org



Institute of
Scrap Recycling
Industries, Inc.

