

PRINT PUBLICATIONS DIGITAL FILE PREPARATION

FORMATS / MEDIA / SOFTWARE

Please prepare your ads to these specifications to ensure quality reproduction and to avoid additional costs.

IMPORTANT ADOBE ACROBAT INFORMATION

PDF files in Acrobat 4.0 or higher, all fonts embedded or outlined, based on high-resolution artwork 300ppi and CMYK not RGB. WE DO NOT PRINT SPOT COLORS. All spot colors must be converted to CMYK (process color) before sending ad as a pdf. Full-page PDF ads that bleed must be 8.625" x 11.25" inches, this includes a .125" bleed on all four sides for the trim.

IMPORTANT GRAPHICS SPECIFICATIONS

GRAPHICS / LINEART / PHOTOS / FONTS

Including all graphics files on your disk or in your e-mail:

- High-resolution photo, EPS or TIFF, at 300ppi
- High-resolution lineart EPS or TIFF, at 300ppi
- JPEG at 300ppi and at 100 percent
- CMYK or Pantone (PMS) colors from process
- Include all screen and printer fonts used
- Turn text into outline, in Illustrator or Freehand, and save as EPS (eliminates the need to send fonts)

Using FTP software, log on at: [ftp.resource-recycling.com](ftp://ftp.resource-recycling.com) with username: design@resource-recycling.com and password: design2011. Then send an email to suzette@resource-recycling.com, or files can be shipped via courier to:

Resource Recycling, Inc.
Attn: Suzette DuCharme
600 S.E. Powell Blvd.
Portland, OR 97202-2623

When sending native files via e-mail, please be sure to include all screen and printer fonts and graphics. The e-mail's subject field should indicate that it is an ad — e.g., "Atlas Co. ad." Please include contact person and phone number.

ADVERTISING DIMENSIONS

Inches - width x height

Advertising space may be used only in the following forms:

	<u>Vertical</u>	<u>Horizontal</u>	<u>Square</u>
Full page	8.375 x 10.875		
Full page w/bleed	8.625 x 11.25		
2/3 page	5 x 10.125		
1/2 page island	5 x 7.5		
1/2 page standard	3.625 x 10.125	7.5 x 5	
1/3 page	2.375 x 10.125	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*		2.33 x 1.25	

*Height may be increased in 1.25" increments. 4" horizontal ads are 4 7/8" x 2 1/4". 4" vertical ads are 2 1/4" x 4 7/8".

SUPPORTED PROGRAMS:

Adobe Creative Suite CS5
(InDesign, Photoshop, Acrobat and Illustrator)

PROGRAMS NOT SUPPORTED:

Microsoft Word
Microsoft Publisher
Corel Painter

OPERATING SYSTEMS

Macintosh OS X

MEDIA OR INTERNET

CD, e-mail or FTP

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 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 publications 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.