

Directory Rates & Specs



Full Page
\$1,900 - 4 7/8 x 7 7/8
Back Cover \$4,390
Inside front cover \$2,870
Inside back cover \$2,870
Page 1 \$2,870
Pages 2-8 \$2,270



Quarter Page
\$840 - 2 3/8 x 3 7/8



Half Page
\$1,500 - 4 7/8 x 3 7/8



Bold Listing
\$375
Listings include company name, address, phone/fax number, email, web address and contact

Listing
\$200
Listings include company name, address, phone/fax number

Full Page

There's Nothing Like the
Plan-Rite Architecture of New York City
With the Safety of Plan-Rite Compactor Technology
of Course.

Half Page

Waste Removal/Compactor Sales & Service

Waste Removal-Compactor Sales & Service (cont.)	Waste Removal 4810 S. 10th St. Fort Lauderdale, FL 33324 Phone: 754/447-1111 Fax: 754/447-1112	Waste Removal 4810 S. 10th St. Fort Lauderdale, FL 33324 Phone: 754/447-1111 Fax: 754/447-1112
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METROPOLITAN COMPACTOR
 Heavy-duty handling systems. Sales, Installation, Service.
Compactors, chutes, hopper doors, replacement units, plastic bags & tubing

212 772 0701
718 843 7880
800 691 6901

Quarter Page

Waste Removal 4810 S. 10th St. Fort Lauderdale, FL 33324 Phone: 754/447-1111 Fax: 754/447-1112	Waste Removal 4810 S. 10th St. Fort Lauderdale, FL 33324 Phone: 754/447-1111 Fax: 754/447-1112
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Bold Listings

Szold & Brandwen, PC. 212-732-0606
14 Wall St.
New York, NY 1005
Contact: Arthur Gussaroff
info@szoldbran.com
see our ad on page ii

Listings

F&G Restoration 718-821-7000
67-09 Catalpa Ave.
Glendale, NY 11385
Contact: Bogdan Dinca
see our ad on page 63

Mechanical Specifications

Media

Ads may be submitted on CD-R, CD-RW, DVD-R or DVD-RW. Submitted media must be clearly labeled with issue date, advertiser name, and contact name and telephone number. Ads may be submitted electronically via FTP. For instructions, please contact our Production Dept. at 212-683-5700, ext. 359.

Format

- Hi-res PDF files (made ONLY through Acrobat Distiller) PDF files must be made compatible with Acrobat 4.0 (PDF Version 1.3), no higher.
- Native Quark files version 7.5 or lower.
- Adobe Illustrator EPS files CS4.

Hi-re's PDF distilled files must have

- All fonts embedded.
- The color mode (i.e. CMYK or Grayscale). Never RGB or LAB or embedded color profiles.
- All spot colors must be converted to CMYK unless running 2-color ads.
- OPI must never be included in the file.
- Resolution: 300 DPI for all submitted images and files.
- All images and files have a max density of 240%.

Native Quark files must have

- All supporting fonts.
- All illustrations and scans. The color mode (i.e. CMYK or Grayscale). Never RGB or LAB or embedded color profiles.
- All spot colors must be converted to CMYK unless running 2-color ads.
- Resolution: 300 DPI for all submitted images and files.
- All images and files have a max density of 240%.

Adobe Illustrator files must have

- Illustrator files should have all fonts converted to outline.
- The color mode (i.e. CMYK or Grayscale). Never RGB or LAB or embedded color profiles.
- All spot colors must be converted to CMYK unless running 2-color ads.
- Resolution: 300 DPI for all submitted images and files.
- All images and files have a max density of 240%.

A proof should accompany each submitted ad and should be labeled with the publication, issue date and advertiser name

Payment and Contracts

A finance charge of 1.5% per month will be billed to all accounts over 30 days. Cancellations will not be accepted after the 20th of the month preceding publication. Cancellation contracts will be pro-rated for discounts due.

Agency Commissions

A 15% commission will be allowed for ads submitted and paid for by a recognized agency. The South Florida Cooperator will not pay commissions directly to agencies.