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# HE MAGAZINE Hauler

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## 2009 HAULER ISSUE DEADLINES

<u>ISSUE</u>	<u>HAULER CLOSING</u>	<u>ISSUE IN MAIL</u>
Jan 09	12/02/08	12/17/08
Feb 09	01/07/09	01/18/09
March 09	02/04/09	02/16/09
April 09	03/04/09	03/16/09
May 09	04/01/09	04/13/09
June 09 (Waste Expo Issue)	04/29/09	05/12/09*
July 09 (Hot Off The Press)	05/27/09	06/08/09*
Aug 09	07/08/09	07/20/09
Sept 09 (SWANA Show)	08/05/09	08/17/09**
Oct 09 (Hot Off The Press)	09/09/09	09/21/09**
Nov 09	10/07/09	10/19/09
Dec 09	11/04/09	11/16/09
Jan 10	12/02/09	12/14/09

\* Waste Expo June 9-11 (June & July 09 Issues To Be Distributed)

\*\*SWANA September 22-24 (Sept & Oct 09 Issues To Be Distributed)

(ncmr)

## 2009 SHOW CALENDAR

Jan 28 - 29	<i>CONEX WISCONSIN</i>	West Allis, WI
February 24-25	<i>PLASTICS RECYCLING 2009</i>	Orlando, FL
Feb 25-28	<i>PUMPER &amp; CLEANER ENVIRONMENTAL EXPO INT'L</i>	Louisville, KY
March 4-6	<i>THE WORK TRUCK SHOW NTEA</i>	Chicago, IL
March 19-21	<i>MID-AMERICA TRUCKING SHOW</i>	Louisville, KY
March 23-27	<i>CAROLINA RECYCLING ASSOC, 19TH ANNUAL CONF &amp; TRADE SHOW</i>	Spartanburg, SC
April 26-30	<i>ISRI</i>	Las Vegas, NV
June 7-9	<i>PAPER RECYCLING CONF. &amp; TRADE SHOW</i>	Atlanta, GA
June 9-11	<i>WASTE EXPO 2009</i>	Las Vegas, NV
June 25-27	<i>THE GREAT WEST TRUCK SHOW</i>	Las Vegas, NV
Sept 13-16	<i>APWA INT'L CONGRESS &amp; EXPO</i>	Columbus, OH
Sept 22-24	<i>WASTECON (SWANA) 2009</i>	Long Beach, CA
Oct 4-7	<i>NATIONAL RECYCLING COALITION EXPO</i>	Portland, OR
Oct 28-29	<i>CANADIAN WASTE &amp; RECYCLING EXPO</i>	Vancouver, BC

The above schedule is provided according to information available as of Sept. 2, 2008, and is subject to change.

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## HAULER AD SIZES

	ACTUAL AD SIZE		LIVE WORKING AREA	
	width	height (inches)	width	height (inches)
FULL PAGE without bleed	7.50	9.975	7.50	9.925
FULL PAGE with bleed	9	12	7.50	9.925
1/2 HORIZONTAL	7.5	4.875		
1/2 VERTICAL	3.7	9.975		
1/4 SQUARE	3.7	4.875		
3/4 HORIZONTAL	7.50	7.30		
1/4 HORIZONTAL	7.5	2.45 *new larger area		
2/3 VERTICAL	4.75	9.975		
1/3 VERTICAL	2.55 *	9.975 *new larger area		
2/3 HORIZONTAL	7.5	6.575 *new larger area		
1/3 HORIZONTAL	7.5	3.2		
1/3 SQUARE	4.850	4.875 *new larger area		
1/6 SQUARE	3.7	3.2		
1/6 HORIZONTAL	7.5	1.50		
1/6 VERTICAL	2.55	4.875 *new larger area		
1/12 SQUARE	2.55	2.5 *new larger area		

*\* The actual size of the magazine (trim size) is 8.125 x 10.875 i.e. working area for all graphics and text should not exceed 7.50 wide X 9.925 high (for Full Pages only) to ensure that everything is centered. Bleed should be 9 X 12 for proper placement, especially when sending an embedded document such as a PDF If you are including your Circle Reader #, please use Franklin Gothic Book Oblique, 9 Pts., compressed horizontal -5 .*

**\*FOR SPREADS THAT HAVE GRAPHICS OR TYPE SPREADING ACROSS THE MIDDLE, GIVE MORE BLEED FOR ADJUSTMENT IF NECESSARY. RIGHTHAND PAGE = LEFT (GUTTER) SIDE MORE BLEED  
LEFTHAND PAGE = MORE BLEED ON RIGHT (GUTTER) SIDE.**

**IF YOU EXCEED THE LIVE AREA ON GRAPHICS  
WE CANNOT GUARANTEE CORRECT PLACEMENT!**

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## AD SUBMISSION SPECS

### FOR CLIENT SUPPLIED MATERIALS

#### 1. SOFTWARE

##### A. MACINTOSH FORMAT

Quark Express (v 4.0 or higher)

Photoshop (v 5.0 or higher)

Illustrator (with type converted to paths and exported as an EPS File)

PDF (distiller w OPI and Security turned off)

##### B. IBM/PC Format

The Hauler Magazine's In-House Free Design department is NOT IBM/PC compatible and can not read or perform disk intervention on IBM/PC Files.

#### 2. FONTS

Postscript fonts are always preferred. Please include both the screen and printer fonts, or the truetype font on your disk. Truetype fonts are acceptable. If using PC fonts please include the names of your fonts on the hard copy printout. The Hauler Magazine will substitute IBM/PC fonts in some cases. PC Postscript fonts need both Pfm (screen) and Pfb (outline printer font), or the single file Truetype font. Please note: Fonts need to be included even if the ad is saved as an EPS file. Look closely for any EPS files imbedded within your ad (e.g. a logo) which may use fonts and include them as well.

#### 4. ARTWORK (PHOTOGRAPHS)

High Resolution images may be saved as LZW compressed Tiff Files or JPEG. Set JPEG to maximum quality. DIGITAL CAMERA IMAGES SHOULD BE SIZED TO THE LARGEST SETTING YOUR CAMERA ALLOWS, this enables us to scale down from there giving a much clearer, crisp picture. Often there are options such as email or landscape NEVER choose email as that is simply a means of making the picture as small as possible for speed on the internet. In this case, bigger is truly better.

Normal Photographs should be clear, well-exposed, with minimum background. Please be sure that NOTHING IS IN FRONT of the product that you want to be shown.

#### 5. COLORS

All colors in your finished ad should be CMYK. By virtue of digital camera specs, jpegs will be RGB. We will convert them at no additional cost to you.

#### 6. COMPATIBLE MEDIA

CD ROMS

FLOPPY or ZIP DISK

E-MAIL

Written descriptions should be complete, clear, and accurate. We prefer them typed, but handwritten is acceptable if it is clear and legible. If you are sending copy on disk, almost any word processor is acceptable if you save the text in ASCII. Please indicate clearly which description goes with which photo by numbering both the description and the photo. (Description 1 goes with Photo 1, etc.)

If files are supplied as one composite EPS or Postscript file, please supply the application files separately as well, in the event that the files will not image properly or corrupted. For example, in Photoshop send an unflattened version (.psd) of your .eps.

#### 7. PDF (PREFERRED METHOD)

A. When making a PDF please have all your fonts active.

B. OPI and Security in distiller should always be turned off.

C. Please make certain that all images are CMYK and NOT RGB.

D. Distiller settings for creating PDFs are relatively easy to set and should address all problems.