

WasteAdvantage^{MAGAZINE}

WASTE. RECYCLING. SUSTAINABILITY.

WASTE ADVANTAGE^{DIGITAL}

WASTE. RECYCLING. SUSTAINABILITY.



2025 MEDIA PLANNER

Comprehensive Print and Digital Marketing Solutions for the Waste & Recycling Industry.

PRINT MAGAZINE • DIGITAL MAGAZINE • WEBSITE • E-NEWSLETTERS • ONLINE MARKETPLACE
SUPPLIER DIRECTORY • DIGITAL SUPPLEMENTS • SOCIAL MEDIA • SPONSORED POSTS • ON-DEMAND WEBINARS • VIDEOS

Strategies for Successful Multi-Media Marketing

After 16 YEARS as North America's leading monthly publication for professionals in the \$85 billion waste and recycling industry, *Waste Advantage* is proud to continue to focus on **WASTE. RECYCLING. SUSTAINABILITY.**, everything in between, and beyond. We are dedicated to this important industry and as we have grown, we have seen many transitions over the years, resulting in more insightful content, more marketing opportunities, and more exposure. Reaching over 95,000 100% qualified subscribers, both through print and digital, *Waste Advantage* brings loyal and engaged readers—the decision makers who you need to reach.

A commitment to excellence and integrity in all our products and services.

Waste Advantage is no longer just a print publication, we also provide digital lead generation and ongoing branding campaigns, giving companies a strong media leadership position. As a great partner resource, we deliver the right audience to give you the “advantage” to help reach your marketing goals in this lucrative vertical.

By focusing on **ONE publication and brand with diverse content and multi-media platforms**, we give you branding, help drive up sales, reach more readers, build and grow your business, and give you the best return on your investment.



OUR PRODUCTS

- Print Magazine
- Digital Magazine
- Website
- E-Newsletters
- Online MarketPlace
- Supplier Directory
- Digital Supplements
- Social Media
- Sponsored Posts
- On-Demand Webinars
- Videos





OUR AUDIENCE

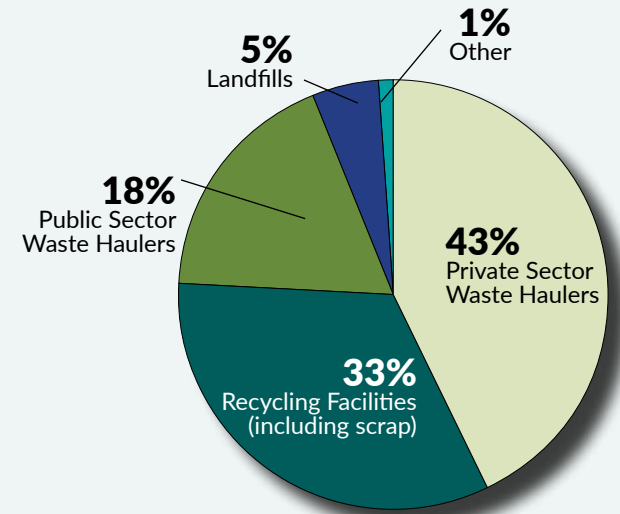
Be in front of your customers 24/7.

Waste Advantage focuses on developing and maintaining a quality target audience in the waste and recycling industry. A multitude of print and digital opportunities provide companies with potential buyers from various sectors. **Our subscriber list has been meticulously developed and consistently updated over the last 16 years with decision makers and influencers asking for our publication and daily newsletter.**

Our print editions are mailed monthly, and our digital editions are sent daily (Monday through Friday) via our e-newsletter. They both work together to give you more ways to reach your 100% qualified target audience every day.

JOB TITLES

- 58%** General Corporate Management
- 20%** Operations Manager
- 10%** Field Personnel
- 11%** Government Leaders
- 1%** Other

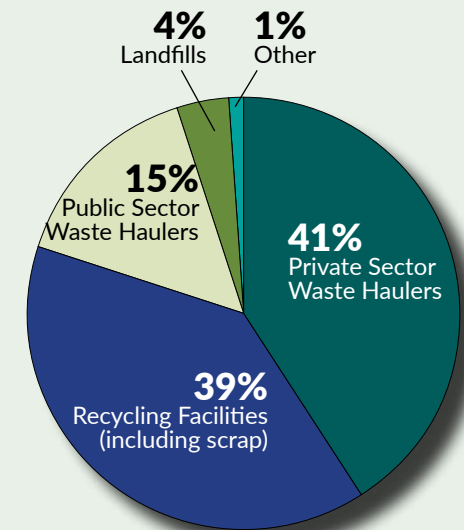


PRINT DEMOGRAPHICS

Our Readers: **95,000+** Print and Digital Subscribers



- 78,000+** E-newsletter Subscribers
- 150,000+** Website Page Views
- 100,000+** Website Monthly Visitors



DIGITAL DEMOGRAPHICS



Audience + Content + Channels = Results

The Waste Advantage editorial team develops diverse and dynamic content across all aspects of the industry that informs and engages our audience of waste and recycling professionals.

Key categories of interest:

- AI
- Alternative Fuels (LNG/CNG/RNG)
- Arms and Lifters
- Articulated Dump Trucks
- Automation
- Balers
- Business and Communication Tools
- Business Strategies
- C&D
- Carbon Emissions
- Cart Lifters
- Circular Economy
- Compliance and Regulations
- Compactors
- Composting
- Computer Systems (Hardware/Software)
- Containers/Carts/Dumpsters
- Contamination Issues
- Conveyors
- Dozers
- Driver Coaching
- Dust Control
- Education
- Electric Vehicles
- Emissions
- Engineering/Environmental Consulting
- Engines
- EPR
- Equipment Cleaning and Supplies
- E-Waste Management
- Facilities Planning and Design
- Fire Management
- Fleet Management
- Food Waste Management
- Front Loaders
- Funding
- GPS
- Hazardous Waste Management
- Hydraulic Components
- Insurance Issues
- Landfill Design
- Landfill Closure/Post-Closure Procedures
- Landfill Equipment
- Landfill Gas Management
- Landfill GPS Systems
- Landfill Liners/Daily Covers
- Leachate Management
- Leasing and Financing
- Magnetic Equipment
- Maintenance
- Management/Personnel/Staffing
- Marketing Strategies
- Material Handling Equipment
- Medical Waste Equipment and Services
- Mergers and Acquisitions
- MRFs
- MRF Equipment
- Odor Control
- Oils/Lubricants
- Organic Recycling
- PFAS
- Packaging
- Personal Protection Equipment
- Pest Control
- Planning and Analysis
- Processing Strategies
- Public Education
- RFID
- Rear Loaders
- Recycling
- Recycling Equipment
- Reuse
- Risk Mitigation
- Robotics
- Roll-Offs
- Route Management
- Route Optimization
- Safety
- Scales
- Scrap Recycling
- Security
- Separators
- Shredders/Grinders
- Side Loaders
- Siting and Design
- Smart Cities
- Smart Technologies
- Software
- Sorting Equipment
- Sustainability
- Tarps and Tarping Equipment
- Telematics
- Tipping Floors
- Tires/Tire Pressure Equipment Monitoring
- Trailers
- Training
- Transfer Station Equipment
- Transportation/Logistics
- Truck Bodies/Parts
- Truck Equipment
- Waste and Recycling Buildings/Components
- Waste Conversion/WTE
- Waste Diversion
- Waste Storage
- Waste Transportation
- Waste Treatment
- Wheel Wash Systems
- Zero Waste
- And More!

**Although we forecast specific subjects for the calendar year, which are reflected on the editorial calendar, they might shift as trends and readership needs change. The editorial calendar is a guideline. Submissions on any subject or topic are welcome throughout the year.*

For more information on editorial opportunities (print and digital), contact:

Angelina Ruiz
Publisher
angelina@wasteadvantagemag.com



	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
COLLECTION	<ul style="list-style-type: none"> Truck Equipment Electric Vehicles 	<ul style="list-style-type: none"> Trends: Year in Review Leasing/Financing 	<ul style="list-style-type: none"> Front Loaders/ Side Loaders/Rear Loaders Scales 	<ul style="list-style-type: none"> Business Communication Containers/Carts 	<ul style="list-style-type: none"> Fleet Management Alternative Fuels 	<ul style="list-style-type: none"> Roll-Offs Trailers Software
RECYCLING/ WASTE CONVERSION	<ul style="list-style-type: none"> Composting Shredders/Grinders 	<ul style="list-style-type: none"> Sorting Equipment Balers/Compactors 	<ul style="list-style-type: none"> Waste Conversion Circular Economy 	<ul style="list-style-type: none"> Recycling Equipment 	<ul style="list-style-type: none"> Automation/Robotics AI 	<ul style="list-style-type: none"> E-Waste Management Sustainability
TRANSFER STATIONS/ LANDFILLS	<ul style="list-style-type: none"> Landfill Liners and Daily Covers 	<ul style="list-style-type: none"> Landfill Design 	<ul style="list-style-type: none"> Leachate Management 	<ul style="list-style-type: none"> Odor Control Dust Control 	<ul style="list-style-type: none"> Landfill Equipment 	<ul style="list-style-type: none"> Waste and Recycling Buildings/ Components
BONUS DISTRIBUTION/ MEDIA PARTNER*	<ul style="list-style-type: none"> COMPOST 2025 	<ul style="list-style-type: none"> Southeast Recycling Conference & Trade Show 	<ul style="list-style-type: none"> International Biomass Conference & Expo Work Truck Week 2025 Sustainability in Packaging North American Carbon World 	<ul style="list-style-type: none"> Waste Expo 2025 	<ul style="list-style-type: none"> Waste Expo 2025 2025 Federation of New York Solid Waste Association's Conference and Trade Show REMA 2025: The Show 	<ul style="list-style-type: none"> Garbageman's Invitational
	DIGITAL SUPPLEMENT: Safety					
	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
COLLECTION	<ul style="list-style-type: none"> Telematics Risk Mitigation/ Safety 	<ul style="list-style-type: none"> Insurance Issues Management/ Personnel/Staffing 	<ul style="list-style-type: none"> Training/Education Engines 	<ul style="list-style-type: none"> Waste Transportation/ Logistics 	<ul style="list-style-type: none"> Truck Bodies/Parts Tires 	<ul style="list-style-type: none"> Arms/Lifters Oils/Lubricants
RECYCLING/ WASTE CONVERSION	<ul style="list-style-type: none"> Scrap Recycling Conveyors 	<ul style="list-style-type: none"> Food Waste Management Fire Management 	<ul style="list-style-type: none"> MRF/Processing Strategies Contamination Issues 	<ul style="list-style-type: none"> Material Handling Equipment Facilities Planning and Design 	<ul style="list-style-type: none"> Waste Diversion/Reuse EPR/Packaging 	<ul style="list-style-type: none"> Organics Recycling Separators
TRANSFER STATIONS/ LANDFILLS	<ul style="list-style-type: none"> Transfer Station Equipment 	<ul style="list-style-type: none"> PFAS 	<ul style="list-style-type: none"> Compliance/Regulations 	<ul style="list-style-type: none"> Landfill Gas Management 	<ul style="list-style-type: none"> Tipping Floors 	<ul style="list-style-type: none"> Cranes/Grapples
BONUS DISTRIBUTION/ MEDIA PARTNER*		<ul style="list-style-type: none"> CRRRA Annual Conference & Trade Show Safety 2025 	<ul style="list-style-type: none"> Arkansas Recycling Coalition's Recycling Conference and Tradeshow NAHMMA Annual Hazardous Materials Management Conference 	<ul style="list-style-type: none"> SWANA RCon EREF Fall Classic & Networking Event Northeast Recycling Council's Fall Conference 	<ul style="list-style-type: none"> SWANA RCon Waste and Recycling Expo Canada Plastics Recycling World Expo Accelerate! Conference & Expo 	
	DIGITAL SUPPLEMENT: Fleet/Equipment Management					DIGITAL SUPPLEMENT: Software/AI

*Event months are subject to change or cancellation.



Tangibility, Longevity, Credibility.

Print marketing is a powerful way to reach, engage, and build the trust of your target audience.

Print media is not going anywhere. Print advertisements often lead readers online to get more information and to make the purchase. Advertisers can increase their clients' revenue, gain consumers' trust, attract visual learners and younger readers, and much more by investing in print. Print ads effectively reach niche audiences that may be more difficult to target online.

Editorial Ad Rates

	12X	6X	3X	1X
Two Page Spread	Call for pricing and added discounts			
Full Page	\$2,389	\$2,601	\$2,722	\$2,873
Half Page	\$1,452	\$1,573	\$1,663	\$1,784
Third Page	\$1,058	\$1,149	\$1,239	\$1,360
Quarter Page	\$847	\$937	\$1,028	\$1,118

Premium Position Rates

Inside Front Cover (page 2).....	\$3,206
Opposite Table of Contents.....	\$3,025
Inside Back Cover	\$3,206
Back Cover.....	\$3,575
Insert/Outserts	Call for pricing
(Samples must be provided)	

Marketplace Ad Rates



Connecting buyers and sellers in the solid waste and recycling industry, the Marketplace is a valuable resource for readers to find any new or used equipment to fit a buyer's needs, as well as showcase the equipment or services that a company would like to sell.

	12X	6X	3X	1X
Two Page Spread	Call for pricing and added discounts			
Full Page	\$880	\$962	\$1,017	\$1,072
Half Page	\$495	\$550	\$605	\$660
Third Page	\$357	\$412	\$440	\$522
Quarter Page	\$275	\$330	\$385	\$440
Sixth of a Page	\$214	\$247	\$275	\$302
Classified 1"x1" Block				\$55

ADDED VALUE to Your Print Marketing

- » ALL print ads receive a free one month listing of products, services, or equipment on our online MarketPlace.
- » ALL print ads are placed in our digital edition with live links to your website or e-mail.
- » The digital edition is distributed Monday - Friday in our e-newsletter and is posted on our website and social media.
- » Bonus show distribution for selected months

For more information and pricing, contact:

Marcus Rubio: (800) 358-2873, ext. 3
marcus@wasteadvantagemag.com

Bobby Roos: (800) 358-2873, ext. 2
bobby@wasteadvantagemag.com

15% of gross billing to recognized agencies net 30 days from invoice date. All rates noted are per month.



Advantages of Digital Marketing

Increased reach, targeted audience engagement, measurable results, cost-effectiveness, and 24/7 exposure.



Optimized for all mobile platforms to drive advertising impact and value, *Waste Advantage* not only delivers the monthly digital edition directly to our subscribers, but also offers the tools that provide comprehensive and relevant coverage to tell your story and enhance your brand with impact and lasting value.

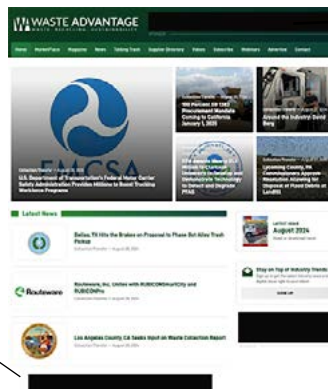
Waste Advantage's highly engaging, multi-media environment connects our audience with the latest news, stories, videos, products, and equipment, etc. with more than 150,000 page views and more than 100,000 visitors per month.

Website Marketing

Headline Banner (sitewide)\$875/Month
Shown at the top of each page and sitewide.

Content Banner (sitewide).....\$600/Month
Site wide on every page.

Sidebar Button\$400/Month
Placed on the right column of the website.



Headline Banner

Content Banner

Side Button

Sponsored Videos\$250/Month

Provide videos featuring your company, service, or product (max. 10 min). These are featured on the right-hand sidebar and on the dedicated video page and our YouTube Channel.

Sponsored Content\$600/Month

Promote your company with your article featuring your company's history, products, or services. Each article contains 2,500 words, up to 4 images, logo, and contact information. Your article will be highlighted on our home page news section and will have a 1X news announcement on our e-newsletter and 1X post on our social media platforms.

Supplier Directory Page\$150/Month

A dedicated page for your company that includes a 500 to 600 word description of your company, products, or services, images (up to 4), logo, video (optional), and contact information (phone and e-mail). Direct contact form for inquiries emailed to your company. This will appear 1X on our newsletter and includes a 1X social media posting of your company.

On-Demand Webinars\$275/Month

Provide a video, paper, or presentation (max. 30 minutes) that provides quality content. Similar to a best practice, these on-demand webinars are **non-commercial, tip-focused topics** for our audience. The video will be placed on the Webinar page and YouTube Channel. Includes 1X promotional announcement on our newsletter and social media. Longer webinar presentations and lead capture options (name, e-mail, company) available. Call for more details..

SOCIAL MEDIA POSTS



Facebook:
3,600+ Followers

X:
5,700+ Followers

LinkedIn:
3,400+ Followers

Instagram:
3,300+ Followers

Post\$75/Post



Engage with Potential Customers Daily.

E-newsletters is one of the fastest ways to reach your target audience. They give you the flexibility to place your banner ad or product write-up in as many or as few e-newsletters as you would like. You make your own schedule to fit your marketing needs.

Change your message daily or weekly to engage with customers and get your product or service information to the right people.

E-newsletters are distributed daily to 78,000+ subscribers. All banners include links to your website or e-mail. Digital metrics provided at the end of each month.



E-newsletter Marketing

Newsletter Banner\$250/Per Newsletter

Added Advertising Discounts

4X.....	\$800/Month
8X.....	\$1,400/Month
12X.....	\$2,000/Month
All newsletters for one month (approx. 20).....	\$3,000/Month

Product/Service Promotion.....\$300/Per Newsletter

Company promotion of a product or service (50-word max) posted on our e-newsletter, with one image and link to your website or e-mail. Image or logo: 200 x 200px, jpg or gif.

Auction Promotion/Proposal.....\$350/Per Newsletter

Promotion of a proposal or auction (200-word max) posted on our e-newsletter, with one image and link to your website or e-mail. Image or logo: 200 x 200px, jpg, or gif.



Newsletter Banner

Auction Promotion



NEW!

Specialty Topics to a Target Audience.

Bonus digital magazine editions highlight specialty topics and companies.

Digital supplements are a chance for readers to keep a pulse on the industry and for advertisers to share their knowledge and advice with best practices. Standing out from traditional print advertising, this online exclusive special edition can be shared with readers digitally across the industry.

Supplement Calendar

	Editorial Due Date	Ad Material Due Date
JANUARY Safety	01/03/24	01/06/24
JULY Fleet Equipment/ Management	06/18/25	06/20/25
DECEMBER Software/AI	11/19/25	11/21/25

Supplement Marketing

Article and Quarter Page Ad \$300

Supplement participants receive a two page spread showcasing a best practice article (tip-focused, non-commercial) with a 1/4 page ad placed within their article. Articles should be 500 – 600-words and are allowed up to 2 images plus a company logo. Live links included.

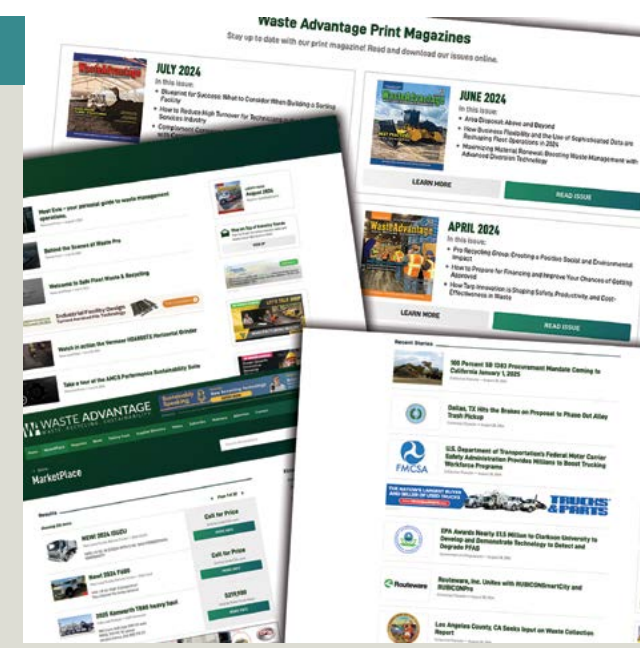
Quarter Page Size3.625" x 4.75"

DIGITAL EDITORIAL CALENDAR TOPICS

Article submissions for our website audience are bonus opportunities for companies to provide information, knowledge, and advice to our target audience.

JANUARY	Personnel/Staffing	JULY	Mergers & Acquisitions
FEBRUARY	Route Management	AUGUST	Truck Parts
MARCH	Tires/Tire Pressure Equipment	SEPTEMBER	C&D
APRIL	Telematics	OCTOBER	Alternative Fuels
MAY	Public Education	NOVEMBER	Driver Coaching/Training
JUNE	RFID	DECEMBER	Processing Strategies

For more information on digital editorial opportunities contact:
Angelina Ruiz Publisher angelina@wasteadvantagemag.com





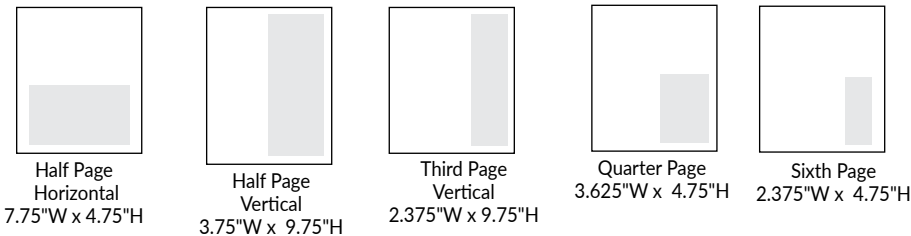
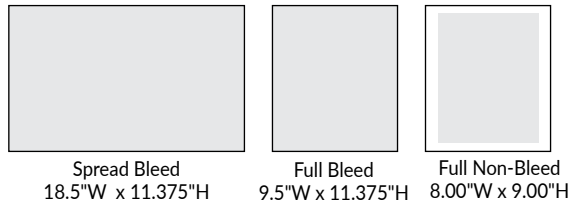
Print Specifications

Ad Sizes

Magazine Trim Size: 9" x 10.875"

AD SIZE	WIDTH x HEIGHT
Spread Bleed	18.5" x 11.375"
Full Bleed	9.5" x 11.375"
Full Non-Bleed	8.00" x 9.00"
Half Page Horizontal	7.75" x 4.75"
Half Page Vertical	3.75" x 9.75"
Third Page Vertical	2.375" x 9.75"
Quarter Page	3.625" x 4.75"
Sixth Page	2.375" x 4.75"

Bleeds: All bleeds must extend 0.25" beyond the trim size.



Print Ad Material Due Dates 2025

Month	Material Due
January	12/06/24
February	01/13/25
March	02/12/25
April	03/11/25
May	04/08/25
June	05/09/25
July	06/10/25
August	07/10/25
September	08/12/25
October	09/09/25
November	10/10/25
December	11/07/25

Digital Specifications

WEBSITE BANNERS:

Headline & Content Banners
(Please provide both sizes)

- Desktop: 970 W x 90 H px
- Mobile: 320 W x 100 H px

Side Button: 320 W x 100 H px

WEBSITE VIDEO:

2 GB per video or 3 Mbps @ 1280 x 720.
No larger than 35MB total.

WEBSITE SUPPLIER DIRECTORY PAGE:

Provide a 500 to 600 word description of your company, products/services, images (up to 4), logo, video (optional), and contact information (phone and e-mail). A direct contact form included with your page.

WEBSITE SPONSORED CONTENT:

Provide an article up to 2,500 words, up to 4 images, logo, and contact information. *Banner optional.* See above sizes for desktop and mobile banners.

WEBSITE ON-DEMAND WEBINAR:

2 GB per video or 3 Mbps @ 1280 x 720. No larger than 35 MB total. Or a YouTube link to video. Title and description, 500 word max. Logo and contact information (website, e-mail, phone) included. May include up to 2 additional images.

E-NEWSLETTER BANNERS:

E-Newsletter Banners: 800 W x 200 H px

E-Newsletter Promotion:

Image or logo: 200 x 200 px, jpg or gif.

Description: 50-word max, your website link or e-mail.



Digital Marketing Material Due Dates 2025

Month	Material Due
January	12/27/24
February	01/29/25
March	02/26/25
April	03/27/25
May	04/25/25
June	05/28/25
July	06/26/25
August	07/25/25
September	08/28/25
October	09/26/25
November	10/29/25
December	11/28/25

MATERIAL SUBMISSIONS:

Send ad files to heidi@wasteadvantagemag.com Questions? Please contact the production department for instructions at (800) 358-2873, Ext. 8.

Contact Us for Your Marketing Plan

Regardless of your marketing budget, our experienced team will craft a suitable marketing strategy tailored to your requirements. You determine your needs, and we will formulate a timetable that covers print, digital, or both, ensuring your exposure to a professional audience within the waste and recycling industry.

Owner/Founder

Noreen Cocron
Founder, Director of Sales
and Operations
(800) 358-2873 Ext. 1
noreen@wasteadvantagemag.com

Publisher/Editorial

Angelina Ruiz
Publisher
(800) 358-2873 Ext. 7
angelina@wasteadvantagemag.com

Sales

Marcus Rubio
V.P. of Sales/Marketing
(800) 358-2873 Ext. 3
C: (267) 261-0835
marcus@wasteadvantagemag.com

Bobby Roos

Account Manager
(800) 358-2873 Ext. 2
C: (561) 677-0330
bobby@wasteadvantagemag.com

Art/Production/Web

Heidi Jensen
Director of Production/Design
(800) 358-2873 Ext. 8
heidi@wasteadvantagemag.com

Accounting

Elisa Weil
Accounting Manager
(800) 358-2873 Ext. 5
elisa@wasteadvantagemag.com

Circulation

(800) 358-2873 Ext. 6
circulation@wasteadvantagemag.com

