Waste Advantage Magazine reaches more decision makers than any other monthly print publication serving the waste and recycling industry. Our loyal readership comprises key municipal and private sector executives and operations managers responsible for every detail of the waste and recycling collection, transfer, landfill and conversion activities in the United States and Canada.

Each month, our audience relies on Waste Advantage Magazine to stay informed about the latest news, best practices, equipment and technology in order to “get the job done” in this important and dynamic industry.

The staff of Waste Advantage Magazine are all industry veterans, dedicated exclusively to writing about and serving the waste and recycling sector. Combined, our deep experience, media leadership position and engaged audience provide a stronger partner resource to help you reach your marketing goals in this lucrative vertical.

From lead generation to ongoing branding campaigns, Waste Advantage Magazine delivers the audience that gives your company the “advantage” it needs to reach its sales goals in the $85 Billion waste and recycling industry.
Readership Job Responsibilities
- Municipal Collection
- Commercial Collection
- Material Hauling
- Transfer Stations
- Landfill Operations
- C&D Operations
- Recycling Facilities
- Scrap Dealing
- Scrap Metal Recycling
- Waste Storage
- Fleet Maintenance
- Waste Conversion
- Composting
- Financing
- Equipment Manufacturing
- And More

Our Readers Subscribers Demographics

Print Demographics
- Private Sector Waste Haulers: 9,697
- Recycling Facilities: 5,272
- Public Sector Waste Haulers: 3,073
- Landfills: 1,732
- Scrap Metal Recycling Facilities: 785
- Other: 1,016

Digital Demographics
- Private Sector Waste Haulers: 5,970
- Recycling Facilities: 5,123
- Public Sector Waste Haulers: 2,617
- Landfills: 1,638
- Scrap Metal Recycling Facilities: 1,152
- Other: 1,310

Print and Digital Demographics
- Private Sector Waste Haulers: 15,667
- Recycling Facilities: 10,395
- Public Sector Waste Haulers: 5,690
- Landfills: 3,370
- Other: 2,326
- Scrap Metal Recycling Facilities: 1,937

Job Titles
- General Corporate Management: 18,864
- Field Personnel: 7,021
- Operations Manager: 4,897
- Government Leaders: 4,678
- Others: 3,925

Readership Job Responsibilities
- Municipal Collection
- Commercial Collection
- Material Hauling
- Transfer Stations
- Landfill Operations
- C&D Operations
- Recycling Facilities
- Scrap Dealing
- Scrap Metal Recycling
- Waste Storage
- Fleet Maintenance
- Waste Conversion
- Composting
- Financing
- Equipment Manufacturing
- And More
In every issue of Waste Advantage Magazine, our editorial team focuses on providing diverse content of interest to professionals across the key categories of collection, transfer, recycling, C&D, landfills and waste conversion.

In addition, our Editorial Advisory Board enhances the standing of the publication and strengthens its professional and academic integrity through the active involvement of its members.

Waste Advantage Magazine covers the following industry subjects in each issue throughout the year, which might shift as trends and readership needs change. Our audience is interested in reading about and purchasing:

- Alternative Fuels
- Arms and Lifters
- Articulated Dump Trucks (ADTs)
- Balers
- Buildings and Shelters
- Business and Communication Tools
- C&D
- Compliance and Regulations
- Compactors
- Composting
- Computer Systems (Hardware/Software)
- Containers/Carts
- Conveyors
- Driver Coaching
- Dust Control
- Emission Control
- Engines
- Equipment Cleaning and Supplies
- E-Waste
- Funding
- Hazardous Waste Management
- Hydraulic Components
- Insurance Issues
- Landfill Closure/Post-Closure Procedures
- Landfill Gas Management
- Landfill GPS Systems
- Landfill Liners/Daily Covers
- Landfill Regulations
- Leachates
- Leasing and Financing
- Management/Personnel/Staffing
- Material Handling Equipment
- MRF Equipment
- Odor Control
- Organic Recycling
- Pest Control
- Public Education
- RFID
- Roll-Offs
- Safety
- Scales
- Separators
- Shredders/Grinders
- Siting and Design
- Tipping Floors
- Trailers
- Training
- Transfer Station Equipment
- Truck Bodies/Parts
- Truck Equipment
- Waste Conversion
- Waste Storage
- Waste Transportation
- And Much More
January

**FEATURES:**
- **Collection:** Truck Bodies/Parts • Leasing and Financing
- **Recycling/Waste Conversion:** Organic Recycling
- **Landfills/Transfer Stations:** Landfill Gas Management

**IN EVERY ISSUE:**
- Recycling, Hauling, Transfer Stations and Landfills

**BONUS DISTRIBUTION:**
- USCC 24th Annual Conference and Trade Show
- SWANA's Senior Executive Seminar

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February

**FEATURES:**
- **Collection:** Containers/Carts
- **Recycling/Waste Conversion:** Shredders/Grinders
- **Landfills/Transfer Stations:** Landfill Liners and Daily Covers

**IN EVERY ISSUE:**
- Recycling, Hauling, Transfer Stations and Landfills

**BONUS DISTRIBUTION:**
- World LNG Fuels 2016
- SeminarFest 2016
- Mia Green Expo & Conference
- Plastics Recycling 2016

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March

**FEATURES:**
- **Collection:** Waste Transportation
- **Recycling/Waste Conversion:** Material Handling Equipment
- **Landfills/Transfer Stations:** Landfill Design

**IN EVERY ISSUE:**
- Recycling, Hauling, Transfer Stations and Landfills

**BONUS DISTRIBUTION:**
- Mid-America Trucking Show 2016
- SWANAPALOOZA 2016
- Green Truck Work Summit 2016
- The Work Truck Show 2016
- Southeast Recycling Conference & Trade Show
- WM Symposia 2016

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April

**FEATURES:**
- **Collection:** Insurance Issues • Truck Equipment
- **Recycling/Waste Conversion:** Compactors
- **Landfills/Transfer Stations:** Leachates

**IN EVERY ISSUE:**
- Recycling, Hauling, Transfer Stations and Landfills

**BONUS DISTRIBUTION:**
- ISRI Convention & Exposition
- International Biomass Conference & Expo
- California Refuse Recycling Council Joint State Convention
- The 31st International Conference on Solid Waste Technology and Management
<table>
<thead>
<tr>
<th>Month</th>
<th>SHOW ISSUE: WASTE EXPO 2016</th>
<th>SHOW ISSUE: WASTE EXPO 2016</th>
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</table>
| May        | **FEATURES:**  
Collection: Computer Systems (Hardware/Software)  
Recycling/Waste Conversion: Conveyors  
Landfills/Transfer Stations: Odor Control  
**IN EVERY ISSUE:** Recycling, Hauling, Transfer Stations and Landfills  
**BONUS DISTRIBUTION:**  
- Waste Expo  
- 74th Annual Wisconsin Safety & Health Conference and Exposition  
- 2016 Federation of New York Solid Waste Association’s Conference and Trade Show  
- 5th Annual National Zero Waste Business Conference | **IN EVERY ISSUE:** Recycling, Hauling, Transfer Stations and Landfills  
**BONUS DISTRIBUTION:**  
- Waste Expo  
- Safety 2016  
- Air & Waste Management Association 109th Annual Conference and Exhibition |
| June       | **FEATURES:**  
Collection: Alternative Fuels  
Recycling/Waste Conversion: Waste Conversion  
Landfills/Transfer Stations: Landfill GPS Systems  
**IN EVERY ISSUE:** Recycling, Hauling, Transfer Stations and Landfills  
**BONUS DISTRIBUTION:**  
- WASTECON®  
- National Association of Counties Annual Conference and Exposition |  |
| July       | **FEATURES:**  
Collection: Scales  
Recycling/Waste Conversion: MRF Equipment  
Landfills/Transfer Stations: Landfill Closure/Post-Closure Procedures  
**IN EVERY ISSUE:** Recycling, Hauling, Transfer Stations and Landfills  
**BONUS DISTRIBUTION:**  
- ISWA World Congress 2016 |  |
| August     | **FEATURES:**  
Collection: Engines  
Recycling/Waste Conversion: Separators  
Landfills/Transfer Stations: Tipping Floors  
**IN EVERY ISSUE:** Recycling, Hauling, Transfer Stations and Landfills  
**BONUS DISTRIBUTION:**  
- Canadian Waste & Recycling Expo  
- 2016 North American NGV Conference & Expo |  |
| October    | **FEATURES:**  
Collection: Trailers  
Recycling/Waste Conversion: Composting  
Landfills/Transfer Stations: Transfer Station Equipment  
**IN EVERY ISSUE:** Recycling, Hauling, Transfer Stations and Landfills  
**BONUS DISTRIBUTION:**  
- Canadian Waste & Recycling Expo  
- 2016 North American NGV Conference & Expo |  |
| November   | **FEATURES:**  
Collection: Hydraulic Components  
Recycling/Waste Conversion: Balers  
Landfills/Transfer Stations: Landfill Regulations  
**IN EVERY ISSUE:** Recycling, Hauling, Transfer Stations and Landfills  
**BONUS DISTRIBUTION:**  
- Renewable Energy World Conference & Expo North America |  |
Tangibility & Longevity
Credibility
Branding
Target Marketing
More Engaging

**Editorial Ad Rates**

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**MarketPlace Ad Rates**

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**Premium Position Rates**

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<tr>
<td>Opposite TOC</td>
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<td>Inside Back Cover</td>
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<td>Insert/Outserts</td>
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**Classified Ad Rates**

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<td>Color</td>
<td>$5</td>
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15% of gross billing to recognized agencies net 30 days from invoice date.

Please consider our ability to provide custom solutions and premium options to uniquely showcase your company in our publication:

**Bigger impact options include:**

- **Belly Bands**—Place your advertisement on a printed sleeve that will wrap-around the entire magazine.

- **Gate Folds**—Place your advertisement in the space of three full pages with one page opening beyond the size of the book.

- **Tipped Inserts**—Print your advertisement on heavier stock and have it glued into the binding of the magazine.

- **Loose Inserts**—Print your advertisement on a postcard or heavy stock which will be loosely placed within the magazine pages.

- **Poly Bag Advertising**—Print your advertisement on a card stock or have your sell sheet placed on the outside of the magazine and enclosed in a clear plastic bag for mailing.

- **MarketPlace Insert**—Place your advertisement on our monthly insert before our MarketPlace section.

Contact Noreen Cocron for pricing.
(800) 358-2873 Ext. 1 • noreen@wasteadvantagemag.com
**Advertising Options**

**Digital Advertising**

- **Headline Banner**
- **Content Banner (scrolling banner)**
- **Sidebar Button (sitewide)**
- **Individual Page Sidebar Button**
- **Web Video**
- **Web Product Release**
- **Web Tip of the Month**
- **Classified Job Listing**
- **MarketPlace Listing**
- **Newsletter Banners**
- **Digital Banner**
- **Digital Video/Audio**

**Digital Advertising Rates:** Web site prices are per month net.

<table>
<thead>
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<th>Option</th>
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<tbody>
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<td>Content Banner (scrolling banner)</td>
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<tr>
<td>Sidebar Button (sitewide)</td>
<td>$500</td>
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<tr>
<td>Individual Page Sidebar Button</td>
<td>$100</td>
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<tr>
<td>Web Video</td>
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<td>Web Product Release</td>
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<td>Web Tip of the Month</td>
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<tr>
<td>Classified Job Listing</td>
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<td>MarketPlace Listing</td>
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<td>Newsletter Banners</td>
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<tr>
<td>Digital Banner</td>
<td>$500</td>
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<tr>
<td>Digital Video/Audio</td>
<td>$500</td>
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</tbody>
</table>

**Website Ad Options**

- **Interstitial = $1,500** (Appears in browser for 10 seconds when home page is opened)
- **Pushdown = $1,200** (Appear when hover over ad image)
**Print Ad Sizes**

Trim: 9” x 10.875” (Add 1/8” on all sides for bleed)

- **Full Page**
  - Bleed: 9.25” x 11.125”
  - Non-Bleed: 7.75” x 9.625”

- **Full Page Spread**
  - Bleed: 18.25” x 11.125”

- **Half Page Horizontal**
  - 7.75” x 4.75”

- **Half Page Vertical**
  - 4.00” x 9.75”

- **Half Page Island**
  - 4.75” x 7.75”

- **Third Page Square**
  - 4.75” x 4.75”

- **Third Page Vertical**
  - 2.375” x 9.75”

- **Quarter Page**
  - 3.625” x 4.75”

- **Six Page**
  - 2.375” x 4.75”

**Print Formats**—cmyk, 300 dpi, final files should be in tif, pdf, jpg. All bleed ads must have 1/8” beyond the trim size. All fonts must be outlined, and file must be flattened.

**Digital Formats**—rgb, 72 dpi

**Submissions**—heidi@wasteadvantagemag.com

(Large files may be sent via Dropbox, please email production for instructions).

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**Digital Ad Sizes**

- **Website Headline Banner**
  - 970 W x 90 H Pixels

- **Sidebar Button**
  - 300 W x 250 H Pixels

- **Website Content Banner**
  - 400 W x 100 H Pixels

- **Newsletter Banner**
  - 600 W x 120 H Pixels

- **Newsletter Side Button**
  - 130 W x 80 H Pixels

- **Website/Digital Video**
  - YouTube video placement 2 gb per video

- **Digital Banner**
  - psd. templates available

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**Material Due Dates**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Ad Close</th>
<th>Material Due</th>
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<tbody>
<tr>
<td>January</td>
<td>12/11/15</td>
<td>12/16/15</td>
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<tr>
<td>February</td>
<td>1/11/16</td>
<td>1/15/16</td>
</tr>
<tr>
<td>March</td>
<td>2/10/16</td>
<td>2/15/16</td>
</tr>
<tr>
<td>April</td>
<td>3/15/16</td>
<td>3/21/16</td>
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<tr>
<td>May</td>
<td>4/12/16</td>
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<tr>
<td>December</td>
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</table>
Banner Advertising Placements:

- Website Headline Banner
- Content Banner
- Sidebar Button
- Video
- Newsletter Side Button
- Newsletter Banner
- Marketplace Listing
As an independent publisher with a mission of reaching and serving key professionals in the waste and recycling industry, a solid qualified readership is vital to the editorial integrity and economic success of our publication. *Waste Advantage Magazine*’s subscribers are 100% qualified through direct written, verbal or Internet request. We are highly committed to qualifying our readership through detailed pre-subscription screening and ongoing annual verification conducted by our circulation department.

Our publication has chosen to use our monetary resources toward delivering a quality monthly magazine and a rigorous internal subscriber qualification protocol, rather than indeterminate and costly third-party auditing.

This approach has helped us achieve a consistently fresh list with a concentrated first year qualification age. Our extensive client list of large corporate and smaller regional advertisers continue to derive value and validate our reach as evidenced by repeat annual campaign advertising and implicit recognition of our impact and thought leadership position in the waste and recycling industry. We are happy to further describe our economic and audit processes as well as answer any additional questions at your request.