

WasteAdvantage^{magazine}

The Advantage in the Waste and Recycling Industry

2017
MEDIA
PLANNER

North America's **LEADING MONTHLY MAGAZINE**
for professionals in the \$85 BILLION
WASTE & RECYCLING INDUSTRY.

Insightful, Monthly Content = Loyal, Engaged Readers

Boasting a circulation of **MORE THAN 38,000 100% QUALIFIED SUBSCRIBERS**, *Waste Advantage Magazine* is an independent publisher with staff that has more than 100 years of experience in publishing. Printed 12X annually, *Waste Advantage Magazine* is solely dedicated to covering the solid waste and recycling industry with one publication and one price. This gives your company the 100% attention you need while focusing on our specific audience. Our circulation delivers a blanket coverage of the industry, focusing on our key audience that consists of municipal and private sector executives and operations managers in the areas of hauling/collection, transfer stations, recycling, landfills, waste conversion and C&D activities throughout North America.

By focusing on one publication, we are able to give you branding, help drive up sales and reach more readers, giving you the best bang for your buck. Access to proprietary databases combined with more than 100 years of experience in the waste and recycling sector ensures a circulation reach built to maximize advertising value. We've concisely defined our reach so marketers have a clear visibility to the access we are delivering. It is all part of being totally transparent and working harder to deliver superior advertising effectiveness.

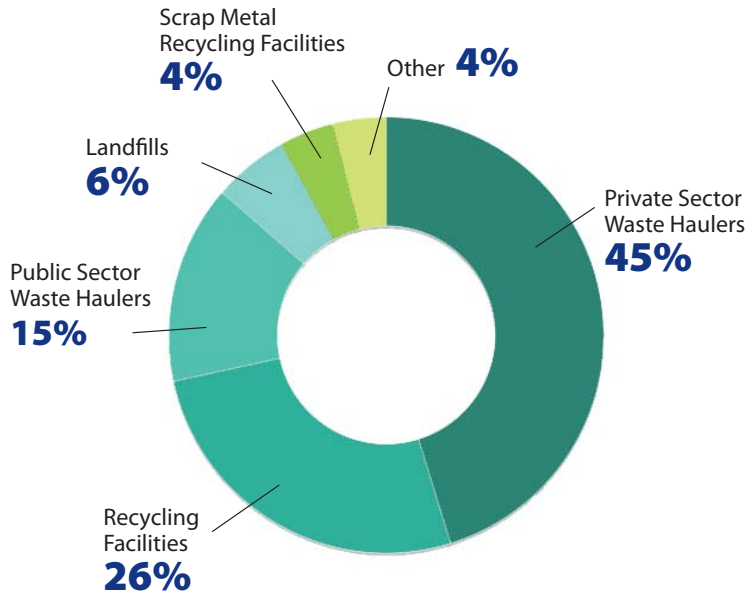
Diverse content helps our audience stay informed through the latest news, best practices, equipment and technology, and a dedicated MarketPlace that connects buyers and sellers of new and used equipment and services. *Waste Advantage Magazine* provides lead generation, ongoing branding campaigns, and a strong media leadership position and partner resource; all this delivers the right audience and gives you the "advantage" to help reach your marketing goals in this lucrative vertical.



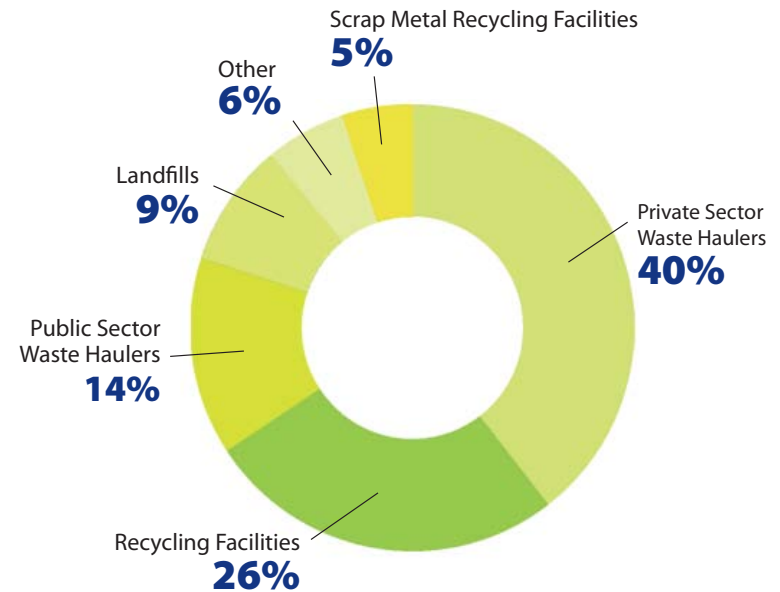
PRINT | DIGITAL | WEB

800.358.2873 | www.wasteadvantage.com | info@wasteadvantagemag.com

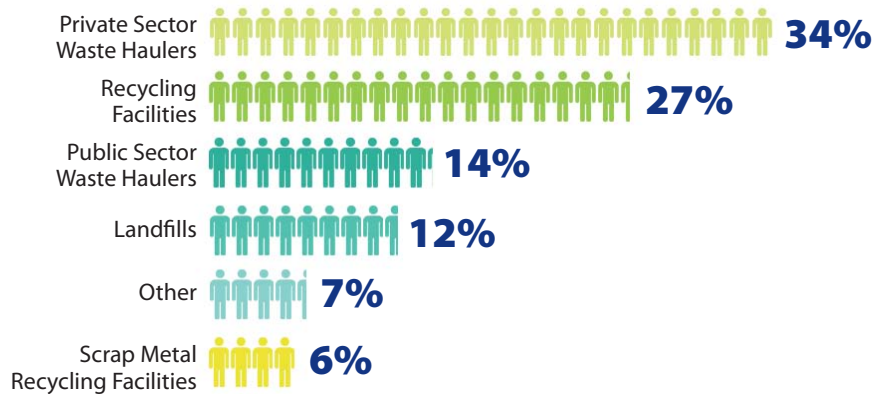
PRINT DEMOGRAPHICS



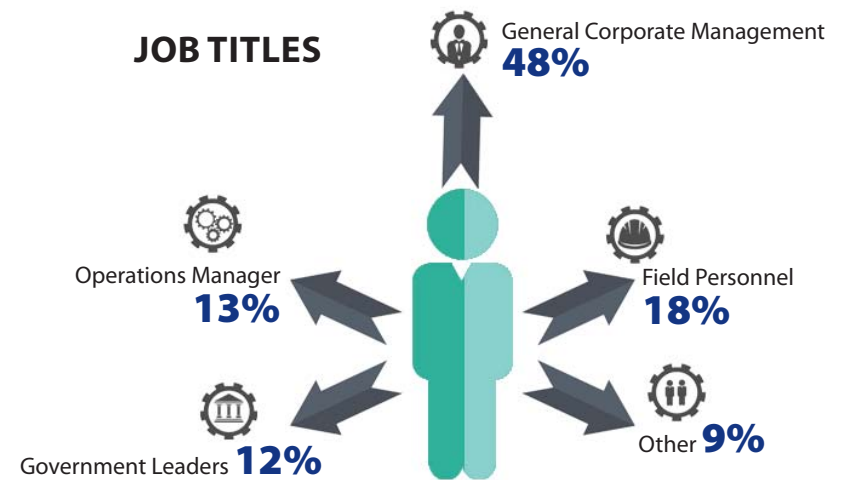
PRINT AND DIGITAL DEMOGRAPHICS



DIGITAL DEMOGRAPHICS



JOB TITLES



	HAULING/ COLLECTION	RECYCLING/ WASTE CONVERSION	LANDFILLS/ TRANSFER STATIONS	ADDED VALUE! BONUS DISTRIBUTION:
JANUARY	<ul style="list-style-type: none"> • Truck Bodies/Parts • Insurance Issues 	<ul style="list-style-type: none"> • Composting 	<ul style="list-style-type: none"> • Leachates 	<ul style="list-style-type: none"> • USCC 25th Annual Conference and Trade Show
FEBRUARY	<ul style="list-style-type: none"> • Computer Systems (Hardware/Software) • Industry Trends: Year in Review 	<ul style="list-style-type: none"> • Balers 	<ul style="list-style-type: none"> • Tipping Floors • Facilities Planning and Design 	<ul style="list-style-type: none"> • SeminarFest 2017
MARCH	<ul style="list-style-type: none"> • Truck Equipment • Hydraulic Components 	<ul style="list-style-type: none"> • MRF Equipment/ Processing Strategies 	<ul style="list-style-type: none"> • Landfill Liners and Daily Covers 	<ul style="list-style-type: none"> • Mid-America Trucking Show 2017 • SWANApalooza 2017 • Green Truck Work Summit 2017 • The Work Truck Show 2017 • Southeast Recycling Conference & Trade Show • WM Symposia 2017 • Plastics Recycling Conference 2017 • The 32nd International Conference on Solid Waste Technology and Management
APRIL	<ul style="list-style-type: none"> • Alternative Fuels (LNG/CNG/RNG) • Roll-Offs 	<ul style="list-style-type: none"> • Separators 	<ul style="list-style-type: none"> • Landfill Design 	<ul style="list-style-type: none"> • ISRI Convention & Exposition • ACT Expo • International Biomass Conference & Expo • 75th Annual Wisconsin Safety & Health Conference and Exposition • 25th Annual North American Waste-to-Energy Conference
MAY	SHOW ISSUE: WASTE EXPO 2017			<ul style="list-style-type: none"> • WASTE EXPO 2017 • 2017 Federation of New York Solid Waste Association's Conference and Trade Show
JUNE	<ul style="list-style-type: none"> • Equipment Leasing & Financing • Arms and Lifters 	<ul style="list-style-type: none"> • Scrap Recycling • Waste Conversion 	<ul style="list-style-type: none"> • Landfill Equipment 	<ul style="list-style-type: none"> • Safety 2017 • Air & Waste Management Association 110th Annual Conference and Exhibition • National Advanced Biofuels Conference & Expo
JULY	<ul style="list-style-type: none"> • Containers/Carts • Fleet Management 	<ul style="list-style-type: none"> • Material Handling Equipment 	<ul style="list-style-type: none"> • Landfill Gas Management 	<ul style="list-style-type: none"> • National Association of Counties Annual Conference and Exposition
AUGUST	<ul style="list-style-type: none"> • Engines • Industry Trends: Different Waste Management Approaches in the Developing World 	<ul style="list-style-type: none"> • Organic Recycling 	<ul style="list-style-type: none"> • Landfill Closure/ Post-Closure Procedures 	<ul style="list-style-type: none"> • APWA International Public Works Congress & Exhibition • Waste Conversion Technology Conference & Trade Show
SEPTEMBER	SHOW ISSUE: WASTECON® 2017			<ul style="list-style-type: none"> • WASTECON® 2017 co-located with the 2017 ISWA World Congress • 27th Annual ARC Conference & Trade Show • E-Scrap Conference 2017 • 2017 ISWA World Congress
OCTOBER	<ul style="list-style-type: none"> • Scales • Rear Loaders/Side Loaders • Front Loaders 	<ul style="list-style-type: none"> • Compactors 	<ul style="list-style-type: none"> • Landfill GPS Systems 	<ul style="list-style-type: none"> • Canadian Waste & Recycling Expo • Paper & Plastics Recycling Conference • NTEA Executive Leadership Summit
NOVEMBER	<ul style="list-style-type: none"> • Waste Transportation • Tires 	<ul style="list-style-type: none"> • Shredders/Grinders 	<ul style="list-style-type: none"> • Transfer Station Equipment 	<ul style="list-style-type: none"> • Renewable Energy from Waste Conference
DECEMBER	<ul style="list-style-type: none"> • Trailers • Brakes 	<ul style="list-style-type: none"> • Conveyors 	<ul style="list-style-type: none"> • Odor/Dust Control • Landfill Regulations 	<ul style="list-style-type: none"> • Renewable Energy World International 2017 Conference

Our editorial team focuses on providing diverse content to professionals across the key categories of Hauling/Collection, Transfer, Recycling, C&D, Landfills and Waste Conversion. 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.

IN EVERY MONTHLY ISSUE:

NEWS/EVENTS

- Trash Talk
- Mark Your Calendar
- Government Gossip

COLUMNS

- From the Experts
- Safety Brief
- Maintenance

PRODUCTS

- Breakthroughs & Innovations
- MarketPlace

EDITORIAL SUBMISSIONS

Waste Advantage Magazine welcomes no-fee submissions that provide value to our audience. Our editorial team can help edit material, offer topic suggestions and decide best placement. If you are interested in editorial opportunities, contact:

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

EDITORIAL ADVISORY BOARD

David Biderman
Executive Director and CEO
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(Silver Spring, MD)

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Vice President
Winter Bros. Waste Systems
(Long Island, NY)

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Engineer
Modern Landfill Engineering
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Project Director
SCS Engineers
(Tampa, FL)

Drew Weil
Account Representative
Sunbelt Hydraulics
(Pompano Beach, FL)

Michael Paglia
Chief Operating Officer
Florida Express
Environmental
(Ocala, FL)

AUDIENCE INTERESTS

Our audience is interested in reading about and/or purchasing:

- Alternative Fuels (LNG/RNG/CNG)
- 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
- Fleet Management
- Front Loaders
- Funding
- 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
- Landfill Regulations
- Leachates
- Leasing and Financing
- Maintenance
- Management/Personnel/Staffing
- Material Handling Equipment
- MRF Equipment
- Odor Control
- Oils/Lubricants
- Organic Recycling
- Personal Protection Equipment
- Pest Control
- Public Education
- RFID
- Rear Loaders
- Roll-Offs
- Safety
- Scales
- Scrap Recycling
- Separators
- Shredders/Grinders
- Side Loaders
- Siting and Design
- Sorting Equipment
- Tarps and Tarping Equipment
- Tipping Floors
- Tires/Tire Pressure Equipment Monitoring
- Trailers
- Training
- Transfer Station Equipment
- Truck Bodies/Parts
- Truck Equipment
- Waste Conversion/WTE
- Waste Storage
- Waste Transportation

Print advertising is no longer a lost art, but is making its comeback in today's business branding. It holds as a successful marketing venue, especially for companies seeking to reach a targeted audience. Print advertising gives tangibility and longevity as well as branding and credibility. Placing ads in printed publications, such as *Waste Advantage Magazine* effectively reach niche audiences that may be more difficult to target online.

MAKE A BIGGER IMPACT WITH YOUR PRINT ADVERTISING

We are able to provide custom solutions and premium options to make a bigger impact and uniquely showcase your company in our publication:

- **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

EDITORIAL AD RATES

	12X	6X	3X	1X
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
Page 3	\$3,085
Inside Front Cover Spread (pages 2 & 3)	\$4,620
Opposite Editor's Note	\$3,025
Opposite TOC	\$3,025
Inside Back Cover	\$3,206
Inside Back Cover Spread	\$3,575
Opposite Inside Back Cover	\$1,650
Back Cover	\$3,575
MarketPlace Insert	CALL FOR PRICING
Insert/Outserts	CALL FOR PRICING

MARKETPLACE

Helping to connect buyers and sellers in the solid waste and recycling industry, this one-stop shop is a valuable resource for readers to find any new or used equipment to fit buyers needs, as well as showcase the equipment or services your company would like to sell.

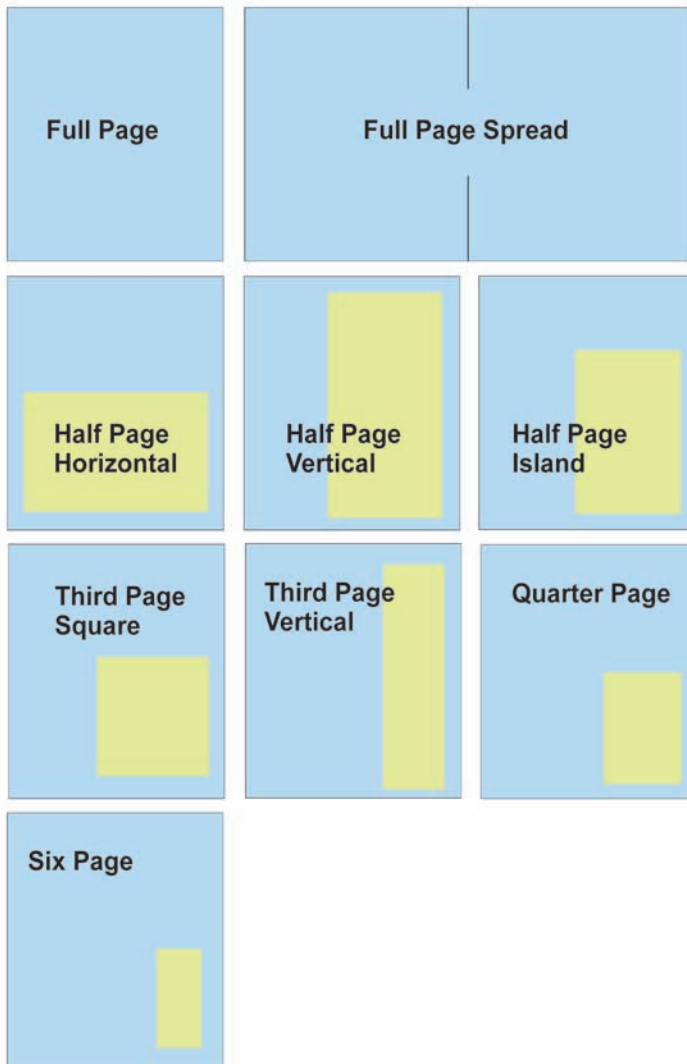


MARKETPLACE AD RATES

	12X	6X	3X	1X
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 AD RATES: 1" x 1" Block \$55

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



PRINT AD SIZES

Trim: 9" x 10.875"

AD SIZE	WIDTH	DEPTH
Spread Bleed	18.25"	11.125"
Full Bleed	9.25"	11.125"
Full Non-Bleed	8.00"	9.00"
Half Page Horizontal	7.75"	4.75"
Half Page Vertical	3.75"	9.75"
Half Page Island	4.75"	7.75"
Third Page Square	4.75"	4.75"
Third Page Vertical	2.375"	9.75"
Quarter Page	3.625"	4.75"
Six Page	2.375"	4.75"

MATERIAL DUE DATES

ISSUE	AD CLOSE	MATERIAL DUE
January	12/12/16	12/16/16
February	01/12/17	01/17/17
March	02/10/17	02/15/17
April	03/15/17	03/20/17
May	04/10/17	04/14/17
June	05/10/17	05/16/17
July	06/12/17	06/16/17
August	07/12/17	07/18/17
September	08/11/17	08/18/17
October	09/12/17	09/18/17
November	10/12/17	10/17/17
December	11/08/17	11/14/17

FORMATS:

COLOR: cymk

RESOLUTION: 300 dpi

BLEEDS:

Allow 1/8 inch past the trim size for all full page bleed ads.

All copy, logos and important information should be at least 1/2 inch in from trim.

FILES:

tif, pdf, jpg
All fonts must be outlined, and file must be flattened.

SUBMISSION:

E-MAIL:

Heidi@wasteadvantagemag.com

(Large files may be sent via Dropbox, please e-mail production for instructions).

Optimized for all mobile platforms to drive advertising impact and value, *Waste Advantage Magazine* not only delivers the monthly digital edition directly to our subscribers, but we also offer Webinars, bi-weekly and monthly E-newsletters, videos and other tools that provide comprehensive and relevant coverage to tell your story with impact and lasting value. By not bombarding industry executives with daily blasts, we garner increased reader loyalty and engagement.

**WEBSITE ADVERTISING
OPTIONS & RATES**

(Rates per month)



Headline Banner (sitewide).....	\$1,200
Content Banner (sitewide, scrolling banner)	\$600
Sidebar Button (sitewide).....	\$600
Individual Page Sidebar Button ...	\$150
Web Video	\$600
Web Product Release	\$600
Web Tip of the Month	\$600

**MARKETPLACE
ONLINE LISTINGS**

(Rates per month)



Helping to connect buyers and sellers in the solid waste and recycling industry, this one-stop shop is a valuable resource for readers to find any new or used equipment to fit buyers needs, as well as showcase the equipment your company would like to sell. Updated daily, Marketplace listings can include: Front Loaders, Rear Loaders, Side Loaders, Grapple Trucks, Hook Lifts, Recycling Equipment, Tarps, Trailers, Containers, Roll-Offs, Compactors/Balers, Landfill and Transfer Equipment, Composting Equipment, and more.

1 Listing	\$40 each
5 Listings	\$30 each
10 Listings	\$20 each

**DIGITAL MAGAZINE
OPTIONS & RATES**

(Rates per month)



Digital Video/Audio (In Web App)	\$600
Digital Banner (In Web App)	\$600
Interstitial	\$1,500
Pushdown	\$1,200

E-NEWSLETTER

BANNER:

1X	\$600
5X Monthly	\$1,500
9X Monthly	\$1,750



JOB POSTINGS

OPENINGS:

1	\$100/opening
5	\$75/opening
10	\$60/opening

SEEKING:\$50

**SOCIAL MEDIA
POSTINGS**

\$50 per post

Includes Google+, Facebook, LinkedIn, & Twitter



DIGITAL FORMATS:

BANNER & BUTTON: rgb, jpg

MARKETPLACE LISTINGS: image size: 300 px x 300 px

SOCIAL MEDIA: All pictures must be at least 300 px x 300 px

DIGITAL SIZES:

AD SIZE.....	WIDTH.....	DEPTH.....
Headline Banner	970 Pixels.....	90 Pixels
Content Banner	468 Pixels.....	60 Pixels
Sidebar Button	430 Pixels.....	250 Pixels
E-Newsletter Banner.....	460 Pixels.....	120 Pixels
E-Newsletter Button	130 Pixels.....	80 Pixels
Website Digital Video: YouTube video placement 2 GB per video		
Digital Banner: Contact production for design template		

CREATIVE DEADLINES:

WEBSITE:

- Creative due 3 days prior to the first of the month of scheduled date purchased
- Creative for Website can be changed at anytime
- Customer must provide link for all Website ads

DIGITAL APP BANNERS:

App Banners run on the first of every month

- Banner ads for monthly due 2 days prior to the end of the month
- Customer must provide link for all banner ads

NEWSLETTERS:

Weekly E-Newsletters are sent every Tuesday and Friday

- Banner ads for weekly due end of day on Monday or Thursday
- Customer must provide link for all banner ads

Monthly E-Newsletters run on the first of every month

- Banner ads for monthly due 2 days prior to the end of the month
- Customer must provide link for all banner ads

E-MAIL ARTWORK TO: Heidi@wasteadvantagemag.com

REACH MORE POTENTIAL CUSTOMERS

with your presentation of an informative and dynamic Webinar session

Waste Advantage Magazine's Webinars offer companies an opportunity to reach a wider audience on a specific topic within their expertise. Whether it is an individual presentation or one with multiple participants, we provide the service and platform for you to hold an online event that will not only bring attendees, but can also be viewed after the event by many more potential customers. In addition to building, hosting and managing your proposed Webinar, *Waste Advantage Magazine* will handle the marketing promotion, which could include our Web site, social media outlets and print publication advertising material.

For package options and pricing, contact:

Angelina Ruiz

Angelina@wasteadvantagemag.com

(800) 358-2873 x 7



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 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.



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