Reach **more than 50,000 100% qualified subscribers** monthly to build and grow your business

North America’s **leading monthly magazine** for professionals in the **$85 billion waste & recycling industry**.
Our Products

**Insightful, Monthly Content = Loyal, Engaged Readers**

Boasting a circulation of more than 50,000 100% 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.

By focusing on one publication, we are able to give you branding, help drive up sales and reach more readers, giving you the best bank for your buck.

With diverse content that helps our audience stay informed and MarketPlace, which 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 of this delivers the right audience and gives you the “advantage” to help reach your marketing goals in this lucrative vertical.
More than 18,000 print subscribers
More than 32,000 digital subscribers
More than 30,000 e-newsletter subscribers

Print Demographics
- Private Sector Waste Haulers: 45%
- Recycling Facilities: 27%
- Public Sector Waste Haulers: 15%
- Scrap Metal Recycling Facilities: 6%
- Landfills: 5%
- Other: 2%

Our Readers

Job Titles
- General Corporate Management: 49%
- Operations Manager: 15%
- Field Personnel: 18%
- Government Leaders: 11%
- Other: 7%

Digital Demographics
- Private Sector Waste Haulers: 36%
- Recycling Facilities: 28%
- Public Sector Waste Haulers: 14%
- Landfills: 11%
- Scrap Metal Recycling Facilities: 6%
- Other: 5%

Print & Digital Demographics
- Private Sector Waste Haulers: 41%
- Recycling Facilities: 27%
- Public Sector Waste Haulers: 15%
- Landfills: 8%
- Scrap Metal Recycling Facilities: 6%
- Other: 3%
# 2018 Editorial Calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>Collection</th>
<th>Recycling/ Waste Conversion</th>
<th>Landfills/ Transfer Stations</th>
<th>Added Value Bonus Distribution*</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Fleet Management</td>
<td>Composting</td>
<td>Odor/Dust Control</td>
<td>USCC 26th Annual Conference and Trade Show</td>
</tr>
<tr>
<td></td>
<td>Business and Communication Tools</td>
<td></td>
<td>Landfill GPS Systems</td>
<td></td>
</tr>
<tr>
<td>February</td>
<td>Roll-Offs</td>
<td>Material Handling Equipment</td>
<td>Leachates</td>
<td>SeminarFest 2018 • Plastics Recycling Conference 2018</td>
</tr>
<tr>
<td>March</td>
<td>Truck Bodies/Parts</td>
<td>Food Waste Management</td>
<td>Landfill Equipment</td>
<td>Mid-America Trucking Show 2018 • SWANApalooza 2018</td>
</tr>
<tr>
<td></td>
<td>Trailers</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>April</td>
<td>Containers/Carts</td>
<td>Conveyors Separators</td>
<td>Facilities Planning and Design</td>
<td>2018 Federation of New York Solid Waste Association’s Conference and Trade Show • 26th Annual North American Waste-to-Energy Conference</td>
</tr>
<tr>
<td>May</td>
<td>Scales</td>
<td></td>
<td>Landfill Gas Management</td>
<td></td>
</tr>
<tr>
<td>June</td>
<td>Front Loaders/ Side Loaders/ Rear Loaders</td>
<td>Balers Compactors</td>
<td>Transfer Station Equipment</td>
<td>Safety 2018 • Air &amp; Waste Management Association • 111th Annual Conference and Exhibition • National Advanced Biofuels Conference &amp; Expo</td>
</tr>
<tr>
<td>July</td>
<td>Truck Equipment Management/ Personnel/ Staffing</td>
<td>MRF Equipment/ Processing Strategies</td>
<td>Compliance and Regulations</td>
<td>National Association of Counties Annual Conference and Exposition</td>
</tr>
<tr>
<td>August</td>
<td>Waste Transportation Oils/Lubricants</td>
<td>Scrap Recycling Shredders/ Grinders</td>
<td>Buildings and Shelters</td>
<td>28th Annual ARC Conference &amp; Trade Show • E-Scrap Conference 2018</td>
</tr>
<tr>
<td>September</td>
<td>Alternative Fuels Engine</td>
<td>Waste Conversion</td>
<td>Landfill Liners and Daily Covers</td>
<td>Paper &amp; Plastics Recycling Conference • NTEA Executive Leadership Summit • Renewable Energy from Waste Conference • Canadian Waste &amp; Recycling Expo</td>
</tr>
<tr>
<td>October</td>
<td>Equipment Leasing/ Financing Arms and Lifters</td>
<td>E-Waste Management Sorting Equipment</td>
<td>Tipping Floors</td>
<td></td>
</tr>
<tr>
<td>December</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Shows subject to change based on availability and show dates."
Waste Advantage Magazine’s 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.

**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
- Food Waste 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
- And More!

**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
Print Advertising

Print is 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.**

### Editorial Ad Rates

<table>
<thead>
<tr>
<th></th>
<th>12X</th>
<th>6X</th>
<th>3X</th>
<th>1X</th>
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</thead>
<tbody>
<tr>
<td>Two Page Spread</td>
<td><strong>Call for pricing and added discounts</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>$2,389</td>
<td>$2,601</td>
<td>$2,722</td>
<td>$2,873</td>
</tr>
<tr>
<td>Half Page</td>
<td>$1,452</td>
<td>$1,573</td>
<td>$1,663</td>
<td>$1,784</td>
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<tr>
<td>Third Page</td>
<td>$1,058</td>
<td>$1,149</td>
<td>$1,239</td>
<td>$1,360</td>
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<tr>
<td>Quarter Page</td>
<td>$847</td>
<td>$937</td>
<td>$1,028</td>
<td>$1,118</td>
</tr>
</tbody>
</table>

### Premium Position Rates

- **Inside Front Cover (page 2)** ....................................................... $3,206
- **Opposite Editor's Note** ............................................................... $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 Ad Rates

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 a buyer’s needs, as well as showcase the equipment or services that your company would like to sell.

<table>
<thead>
<tr>
<th></th>
<th>12X</th>
<th>6X</th>
<th>3X</th>
<th>1X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two Page Spread</td>
<td><strong>Call for pricing and added discounts</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>$880</td>
<td>$962</td>
<td>$1,017</td>
<td>$1,072</td>
</tr>
<tr>
<td>Half Page</td>
<td>$495</td>
<td>$550</td>
<td>$605</td>
<td>$660</td>
</tr>
<tr>
<td>Third Page</td>
<td>$357</td>
<td>$412</td>
<td>$440</td>
<td>$522</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$275</td>
<td>$330</td>
<td>$385</td>
<td>$440</td>
</tr>
<tr>
<td>Sixth of a Page</td>
<td>$214</td>
<td>$247</td>
<td>$275</td>
<td>$302</td>
</tr>
</tbody>
</table>

### 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)

---

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.
- **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
Digital Advertising

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, tri-weekly and monthly E-newsletters, videos and other tools that provide comprehensive and relevant coverage to tell your story with impact and lasting value.

Web Site Ad Rates per Month

- Headline Banner (sitewide) .................................................. $1,200
- Content Banner (sitewide, scrolling banner) .......................... $600
- Sidebar Button (sitewide) ..................................................... $600
- Individual Page Sidebar Button ............................................. $350
- Web Video .......................................................................... $600
- Web Product Release .......................................................... $600
- Web Tip of the Month ......................................................... $600

MarketPlace Monthly Campaign per Month

Package 1 = 6 Listings ......................................................... $60
Package 2 = 10 Listings ......................................................... $90
Package 3 = 15 Listings ......................................................... $120
Package 4 = 25 Listings ......................................................... $170
Package 5 = 40 Listings ......................................................... $240
Package 6 = 60 Listings ......................................................... $350
Package 7 = 100 Listings ....................................................... $600

Digital Magazine Options per Month

- Digital Video/Audio (In Web App) ........................................ $600
- Digital Banner (In Web App) .............................................. $600
- Pop-up Banner (Interstitial) ............................................... $1,500
  - Banner will pop up for 10 seconds when web page is visited

Social Media Postings

Per post ............................................................... $50
Includes Google+, Facebook, LinkedIn, & Twitter

Web Site Stats

- Pageviews = 86,670
- Visitors = 20,070
- Avg. Session Duration = 3 minutes 47 seconds
- Avg. Pages per Session = 4.31
- Less than 1% Bounce Rate

E-Newsletter Stats

- Recipients = 31,087
- Open Rate = 21%

E-Newsletter per Month

1X ................................................................. $600
4X Monthly ...................................................... $1,000
8X Monthly ...................................................... $1,500
12X Monthly .................................................... $2,000

Job Postings per Month

Openings:
1 ................................................................. $100
5 ................................................................. $75
10 ............................................................... $60
Seeking ........................................................... $50

Webinars

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, our editorial team can suggest timely and relevant topics as well as handle the marketing and promotion. We will also provide the service and platform for you to hold an online event. The session will be archived for additional viewing online by many more potential customers.

For package options and pricing, contact:
Angelina Ruiz, Publisher
Angelina@wasteadvantagemag.com
(800) 358-2873 x 7

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

Print Ad Sizes

Magazine Trim Size: 9” x 10.875”

<table>
<thead>
<tr>
<th>Ad size</th>
<th>Width</th>
<th>Depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread Bleed</td>
<td>18.25”</td>
<td>11.125”</td>
</tr>
<tr>
<td>Full Bleed</td>
<td>9.25”</td>
<td>11.125”</td>
</tr>
<tr>
<td>Full Non-Bleed</td>
<td>8.00”</td>
<td>9.00”</td>
</tr>
<tr>
<td>Half Page Horizontal</td>
<td>7.75”</td>
<td>4.75”</td>
</tr>
<tr>
<td>Half Page Vertical</td>
<td>3.75”</td>
<td>9.75”</td>
</tr>
<tr>
<td>Half Page Island</td>
<td>4.75”</td>
<td>7.75”</td>
</tr>
<tr>
<td>Third Page Square</td>
<td>4.75”</td>
<td>4.75”</td>
</tr>
<tr>
<td>Third Page Vertical</td>
<td>2.375”</td>
<td>9.75”</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>3.625”</td>
<td>4.75”</td>
</tr>
<tr>
<td>Six Page</td>
<td>2.375”</td>
<td>4.75”</td>
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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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</thead>
<tbody>
<tr>
<td>January</td>
<td>12/11/17</td>
<td>12/15/17</td>
</tr>
<tr>
<td>February</td>
<td>01/09/18</td>
<td>01/12/18</td>
</tr>
<tr>
<td>March</td>
<td>02/07/18</td>
<td>02/09/18</td>
</tr>
<tr>
<td>April</td>
<td>03/13/18</td>
<td>03/16/18</td>
</tr>
<tr>
<td>May</td>
<td>04/11/18</td>
<td>04/13/18</td>
</tr>
<tr>
<td>June</td>
<td>05/08/18</td>
<td>05/11/18</td>
</tr>
<tr>
<td>July</td>
<td>06/13/18</td>
<td>06/15/18</td>
</tr>
<tr>
<td>August</td>
<td>07/18/18</td>
<td>07/20/18</td>
</tr>
<tr>
<td>September</td>
<td>08/14/18</td>
<td>08/17/18</td>
</tr>
<tr>
<td>October</td>
<td>09/11/18</td>
<td>09/14/18</td>
</tr>
<tr>
<td>November</td>
<td>10/10/18</td>
<td>10/12/18</td>
</tr>
<tr>
<td>December</td>
<td>11/07/18</td>
<td>11/09/18</td>
</tr>
</tbody>
</table>

Print Formats:

- Color: cymk
- Resolution: 300 dpi
- Bleeds: Allow 1/8 inch past the trim size for all full page bleed ads.

Digital Specifications

Digital Sizes:

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Width</th>
<th>Depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Headline Banner</td>
<td>970 Pixels</td>
<td>90 Pixels</td>
</tr>
<tr>
<td>Content Banner</td>
<td>470 Pixels</td>
<td>120 Pixels</td>
</tr>
<tr>
<td>Sidebar Button</td>
<td>300 Pixels</td>
<td>250 Pixels</td>
</tr>
<tr>
<td>E-Newsletter Banner (monthly)</td>
<td>332 Pixels</td>
<td>83 Pixels</td>
</tr>
<tr>
<td>E-Newsletter Banner (weekly)</td>
<td>600 Pixels</td>
<td>150 Pixels</td>
</tr>
<tr>
<td>E-Newsletter Button (monthly only)</td>
<td>150 Pixels</td>
<td>250 Pixels</td>
</tr>
</tbody>
</table>

Web Site Digital Video: YouTube video placement 2 GB per video

Digital Banner: Contact production for design template

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 Due Dates Deadlines:

Web Site:
- Creative due 3 days prior to the first of the month of scheduled date purchased
- Creative for Web Site can be changed at any time
- Customer must provide link for all Web Site 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 Monday, Wednesday and Friday
  - Banner ads for weekly due week prior to e-blast
  - 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

Submission:

E-mail:
Heidi@wasteadvantagemag.com

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

T: 800.358.2873
F: 888.871.4515
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wasteadvantage.com

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- twitter.com/WasteAdvantage
- linkedin.com/groups/4303008/profile
- plus.google.com/+Wasteadvantagemag
- www.youtube.com/channel/UCrDyxUu3lFfquvQb4b7v8zA
- instagram.com/wasteadvantage/

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