



# WasteAdvantage<sup>magazine</sup>

**2018 MEDIA  
PLANNER**

**The Advantage in the Waste and Recycling Industry**

PRINT | WEB | DIGITAL | E-NEWSLETTER | SOCIAL MEDIA

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 bang 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.





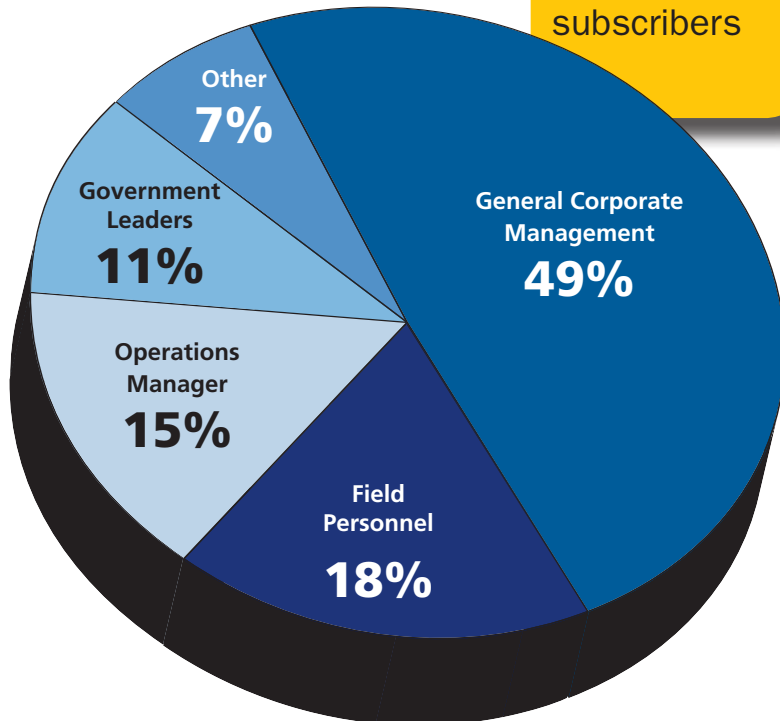
## Our Readers

More than  
**18,000**  
print  
subscribers

More than  
**32,000**  
digital  
subscribers

More than  
**30,000**  
e-newsletter  
subscribers

### Job Titles



### Print Demographics

Private Sector Waste Haulers.....	<b>45%</b>
Recycling Facilities.....	<b>27%</b>
Public Sector Waste Haulers .....	<b>15%</b>
Scrap Metal Recycling Facilities .....	<b>6%</b>
Landfills.....	<b>5%</b>
Other.....	<b>2%</b>



### Digital Demographics

Private Sector Waste Haulers .....	<b>36%</b>
Recycling Facilities .....	<b>28%</b>
Public Sector Waste Haulers .....	<b>14%</b>
Landfills .....	<b>11%</b>
Scrap Metal Recycling Facilities .....	<b>6%</b>
Other .....	<b>5%</b>



### Print & Digital Demographics

Private Sector Waste Haulers .....	<b>41%</b>
Recycling Facilities.....	<b>27%</b>
Public Sector Waste Haulers .....	<b>15%</b>
Landfills .....	<b>8%</b>
Scrap Metal Recycling Facilities.....	<b>6%</b>
Other .....	<b>3%</b>

	<b>Collection</b>	<b>Recycling/ Waste Conversion</b>	<b>Landfills/ Transfer Stations</b>	<b>Added Value Bonus Distribution*</b>
<b>January</b>	Fleet Management Business and Communication Tools	Composting	Odor/Dust Control Landfill GPS Systems	<i>*(Shows subject to change based on availability and show dates)</i> • USCC 26th Annual Conference and Trade Show
<b>February</b>	Roll-Offs Trends: 2017 Year in Review	Material Handling Equipment	Leachates	• SeminarFest 2018 • Plastics Recycling Conference 2018
<b>March</b>	Truck Bodies/Parts Trailers	Food Waste Management	Landfill Equipment	• Mid-America Trucking Show 2018 • SWANApalooza 2018 • Green Truck Work Summit 2018 • The Work Truck Show 2018 • 9th Annual MiaGreen Expo and Conference • Southeast Recycling Conference & Show • WM Symposia 2018 • The 33rd International Conference on Solid Waste Technology and Management
<b>April</b>	<b>SHOW ISSUE: WASTE EXPO 2018</b> <b>ISRI Convention &amp; Exposition • International Biomass Conference &amp; Expo • 76th Annual Wisconsin Safety &amp; Health Conference and Exposition</b>			
<b>May</b>	Containers/Carts Scales	Conveyors Separators	Facilities Planning and Design Landfill Gas Management	• 2018 Federation of New York Solid Waste Association's Conference and Trade Show • 26th Annual North American Waste-to-Energy Conference
<b>June</b>	Front Loaders/Side Loaders/ Rear Loaders Computer Systems (Hardware/Software)	Balers Compactors	Transfer Station Equipment	• Safety 2018 • Air & Waste Management Association • 111th Annual Conference and Exhibition • National Advanced Biofuels Conference & Expo
<b>July</b>	Truck Equipment Management/Personnel/Staffing	MRF Equipment/Processing Strategies	Compliance and Regulations	• National Association of Counties Annual Conference and Exposition
<b>August</b>	<b>SHOW ISSUE: WASTECON® 2018</b> <b>APWA International Public Works Congress &amp; Exhibition • Waste Conversion Technology Conference &amp; Trade Show</b>			
<b>September</b>	Waste Transportation Oils/Lubricants	Scrap Recycling Shredders/Grinders	Buildings and Shelters	• 28th Annual ARC Conference & Trade Show • E-Scrap Conference 2018
<b>October</b>	Alternative Fuels Engines	Waste Conversion	Landfill Liners and Daily Covers	• Paper & Plastics Recycling Conference • NTEA Executive Leadership Summit • Renewable Energy from Waste Conference • Canadian Waste & Recycling Expo
<b>November</b>	Equipment Leasing/Financing Arms and Lifters	E-Waste Management Sorting Equipment	Tipping Floors	
<b>December</b>	Insurance Issues Tires	Organic Recycling	Landfill Design	• Renewable Energy World International 2018 Conference



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

	12X	6X	3X	1X
Two Page Spread	<i>Call for pricing and added discounts</i>			
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 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.

	12X	6X	3X	1X
Two Page Spread	<i>Call for pricing and added discounts</i>			
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

## 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

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



# 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

Waste Advantage Magazine's highly engaging, multi-media environment connects our audience with the latest news, stories, video, products & equipment with **more than 86,000 page views and more than 20,000 visitors per month.**

### 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

<b>Openings:</b>	
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

## Print Specifications

### Print Ad Sizes

**Magazine Trim Size: 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	12/11/17	12/15/17
February	01/09/18	01/12/18
March	02/07/18	02/09/18
April	03/13/18	03/16/18
May	04/11/18	04/13/18
June	05/08/18	05/11/18
July	06/13/18	06/15/18
August	07/18/18	07/20/18
September	08/14/18	08/17/18
October	09/11/18	09/14/18
November	10/10/18	10/12/18
December	11/07/18	11/09/18

### Print 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.

## Digital Specifications

### Digital Sizes:

Ad Size	Width	Depth
Headline Banner	970 Pixels	90 Pixels
Content Banner	470 Pixels	120 Pixels
Sidebar Button	300 Pixels	250 Pixels
E-Newsletter Banner (monthly)	332 Pixels	83 Pixels
E-Newsletter Banner (weekly)	600 Pixels	150 Pixels
E-Newsletter Button (monthly only)	150 Pixels	250 Pixels

**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

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**[wasteadvantage.com](http://wasteadvantage.com)**

- [www.facebook.com/WasteAdvantageMag/](http://www.facebook.com/WasteAdvantageMag/)
- [twitter.com/WasteAdvantage](https://twitter.com/WasteAdvantage)
- [linkedin.com/groups/4303008/profile](https://www.linkedin.com/groups/4303008/profile)
- [plus.google.com/+Wasteadvantagemag](https://plus.google.com/+Wasteadvantagemag)
- [www.youtube.com/channel/UCrDyxUu3lFfquvQb4b7v8zA](https://www.youtube.com/channel/UCrDyxUu3lFfquvQb4b7v8zA)
- [instagram.com/wasteadvantage/](https://www.instagram.com/wasteadvantage/)



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