The only publication reaching more than 50,000 qualified industry professionals in both the waste and recycling industry.
Quality Starts Here.

Waste Advantage Magazine is North America’s leading monthly magazine for professionals in the $85 billion waste and recycling industry.

Reaching more than 50,000 100% qualified subscribers, insightful monthly content brings loyal and engaged readers—the decision makers who you need to reach.

Now entering our TENTH YEAR, Waste Advantage Magazine is an independent publisher with a staff who has more than 100 years of combined 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, build and grow your business, and give you the best bank for your buck.

Diverse content helps our audience stay informed while the MarketPlace 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, delivering the right audience to give you the “advantage” to help reach your marketing goals in this lucrative vertical.

Our Products

- Print
- Digital
- App
- MarketPlace
- Webinars
- Web
- Bonus Distribution
- Social Media
- E-Newsletter
Our Readers

Waste Advantage Magazine focuses on developing and maintaining a quality target audience in the waste and recycling industry. A multitude of print and digital opportunities provide potential buyers from various sectors. Our print and digital work together to give you more ways to reach your target audience on a weekly basis through print editions mailed monthly and our digital edition sent weekly via our e-newsletter. Be in front of your customers daily.

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

Digital Demographics
- Private Sector Waste Haulers: 37%
- Recycling Facilities: 28%
- Public Sector Waste Haulers: 15%
- Scrap Metal Recycling Facilities: 11%
- Landfills: 5%
- Other: 4%

Print & Digital Demographics
- Private Sector Waste Haulers: 43%
- Recycling Facilities: 27%
- Public Sector Waste Haulers: 15%
- Scrap Metal Recycling Facilities: 7%
- Landfills: 5%
- Other: 3%
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
- Smart Technologies
- Sorting Equipment
- Tarps and Tarping Equipment
- Telematics
- Tipping Floors
- Tires/Tire Pressure Equipment Monitoring
- Trailers
- Training
- Transfer Station Equipment
- Truck Bodies/Parts
- Truck Equipment
- Waste Conversion/WTE
- Waste Diversion
- 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, at angelina@wastadvantagemag.com • (800) 358-2873, ext. 7
<table>
<thead>
<tr>
<th>Month</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>Truck Bodies/Parts Oils/Lubricants</td>
<td>Composting</td>
<td>Facilities Planning and Design</td>
<td>USCC 27th Annual Conference and Trade Show</td>
</tr>
<tr>
<td>February</td>
<td>Alternative Fuels Scales Trends: Year in Review</td>
<td>Shredders/Grinders Scrap Recycling</td>
<td>Landfill Liners and Daily Covers</td>
<td>Southeast Recycling Conference &amp; Trade Show SWANApalooza 2019</td>
</tr>
<tr>
<td>April</td>
<td>Fleet Management Smart Technologies</td>
<td>Material Handling Equipment Odor/Dust Control Transfer Station Equipment</td>
<td>ISRI Convention &amp; Exposition 77th Annual Wisconsin Safety &amp; Health Conference and Exposition</td>
<td></td>
</tr>
<tr>
<td>May</td>
<td>2019 Federation of New York Solid Waste Association's Conference and Trade Show</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>July</td>
<td>Front Loaders/ Side Loaders/ Rear Loaders Roll-Offs</td>
<td>MRF Equipment/ Processing Strategies</td>
<td>Buildings and Shelters</td>
<td>National Association of Counties Annual Conference and Exposition</td>
</tr>
<tr>
<td>August</td>
<td>Trailers Containers/Carts</td>
<td>Waste Conversion Waste Diversion/Reuse</td>
<td>Landfill Equipment</td>
<td>APWA International Public Works Congress Exhibition CRRA 43rd Annual Conference Trade Show</td>
</tr>
<tr>
<td>September</td>
<td>Engines Insurance Issues</td>
<td>E-Waste Management Reuse Balers</td>
<td>Tipping Floors</td>
<td>28th Annual ARC Conference Trade Show Recon + Reuse 2019</td>
</tr>
<tr>
<td>October</td>
<td>SHOW ISSUE: WASTECON® 2019 CANADIAN WASTE &amp; RECYCLING EXPO CANADIAN WASTE TO RESOURCE CONFERENCE Paper &amp; Plastics Recycling Conference NTEA Executive Leadership Summit E-Scrap Conference 2019</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>November</td>
<td>Waste Transportation Tires</td>
<td>Compactors Separators</td>
<td>Landfill Design</td>
<td>NGV America Annual Meeting Industry Summit Greenbuild International Conference Expo</td>
</tr>
<tr>
<td>December</td>
<td>Management/Personnel/Staffing Arms and Lifters</td>
<td>Food Waste Management</td>
<td>Compliance and Regulations</td>
<td>Renewable Energy World International 2019 Conference</td>
</tr>
</tbody>
</table>

*Shows subject to change based on availability and show dates

In Every Issue From the Experts Safety Brief Maintenance In the Spotlight Breakthroughs Innovations Trash Talk Mark Your Calendar Government Gossip
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 reaches niche audiences that may be more difficult to target online.

### Editorial Ad Rates

<table>
<thead>
<tr>
<th>Two Page Spread</th>
<th>12X</th>
<th>6X</th>
<th>3X</th>
<th>1X</th>
</tr>
</thead>
<tbody>
<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>
</tr>
<tr>
<td>Third Page</td>
<td>$1,058</td>
<td>$1,149</td>
<td>$1,239</td>
<td>$1,360</td>
</tr>
<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 Table of Contents .................................................................................. $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

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

### MarketPlace Ad Rates

As a one-stop shop to help connect 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.

<table>
<thead>
<tr>
<th>Two Page Spread</th>
<th>12X</th>
<th>6X</th>
<th>3X</th>
<th>1X</th>
</tr>
</thead>
<tbody>
<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

### 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
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>19”</td>
<td>11.375”</td>
</tr>
<tr>
<td>Full Bleed</td>
<td>9.5”</td>
<td>11.375”</td>
</tr>
<tr>
<td>Full Non-Bleed</td>
<td>8.0”</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>Sixth Page</td>
<td>2.375”</td>
<td>4.75”</td>
</tr>
</tbody>
</table>

Material Due Dates

<table>
<thead>
<tr>
<th>Issue</th>
<th>Material Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>12/11/18</td>
</tr>
<tr>
<td>February</td>
<td>01/14/19</td>
</tr>
<tr>
<td>March</td>
<td>02/12/19</td>
</tr>
<tr>
<td>April</td>
<td>03/15/19</td>
</tr>
<tr>
<td>May</td>
<td>04/17/19</td>
</tr>
<tr>
<td>June</td>
<td>05/15/19</td>
</tr>
<tr>
<td>July</td>
<td>06/13/19</td>
</tr>
<tr>
<td>August</td>
<td>07/17/19</td>
</tr>
<tr>
<td>September</td>
<td>08/16/19</td>
</tr>
<tr>
<td>October</td>
<td>09/13/19</td>
</tr>
<tr>
<td>November</td>
<td>10/16/19</td>
</tr>
<tr>
<td>December</td>
<td>11/13/19</td>
</tr>
</tbody>
</table>

File Creation Guidelines:

Below are recommendations to assist you in setting up your ad file properly and to get the best quality in your print ad.

Color:

**CMYK** All colors should be created in the cmyk format. Please make sure NO Spot colors are in use in the document. Although we can convert spot colors to the CMYK format, it is considered best practice to convert them before creating the PDF file.

**Rich Black Usage:** Our recommended Rich Black build is C-60 M-40 Y-30 K-100. Only use this build for large, solid areas of black coverage. DO NOT use this build for body copy, thin lines or small elements.

**Registration Color:** NEVER use the color “Registration” that is in the Swatches palette. This is 100% of all colors and will not output correctly.

**Auto Color:** Files and page elements that have been imported from Microsoft Word and PageMaker can sometimes use the color “Auto.” This color behaves like “Registration” color and will not output correctly.

**Image Resolution:** **300 dpi** final size is recommended for images. Enlarging images will decrease the effective resolution while reducing images will increase the effective resolution. Images under 300 dpi can result in poor quality print with bitmap or grainy appearance. The quality of the original image will be a factor in how it will re-produce. Up-sampling images in Photoshop will not necessarily increase the quality.

**Bleeds:** Allow **.25 inch** past the trim size for all full page bleed ads. We need a minimum of .125” bleed but prefer .25” bleed. If you send files with less than .25” bleed and there are elements close to trim there is a risk of copy being cut off during the trimming process. **All copy, logos and important information should be at least 1/2 inch in from trim.**

**Margins:** We ask that you do not place anything important less than .25” from trim, especially type. **TRIM IS THE TOP, BOTTOM AND FACE OF THE PAGE.** If type, images and/or page numbers are within .25” of trim, it is possible for it to be cut off.

**Crop Marks:** We ask for NO crop marks as trim boxes are defined within PDFs if they are exported from the Adobe products or Quark. If you want to include them, they MUST be offset .25” to ensure that they are outside of the bleed area.

**Accepted Files:** **tif, pdf, jpg**

All fonts must be embedded and file must be flattened. Ad files created in Word or Publisher will not be accepted.

**Submission:**

Send ad files to heidi@wasteadvantagemag.com. Files too large to e-mail, please contact the production department for instructions.
Waste Advantage Magazine’s highly engaging, multi-media environment connects our audience with the latest news, stories, video, products and equipment with more than 86,000 page views and more than 25,000 visitors per month.

Web Site Banner Options

**Headline Banner (sitewide)** ..................................................$875 Monthly
Headline banners are shown on the top of each page and sitewide. Banner links to your Web site. Please provide two sizes.
Size: 970 Pixels Wide X 90 Pixels High (desktop) Size: 320 Pixels Wide X 100 Pixels High (mobile)

**Content Banner (sitewide)** ..................................................$600 Monthly
Content banners are site wide on every page. Banner links to your Web site. Please provide two sizes.
Size: 970 Pixels Wide X 90 Pixels High Size: 320 Pixels Wide X 100 Pixels High (mobile)

**Sidebar Button (sitewide)** ..................................................$400 Monthly
Sidebar buttons are placed on the right column of the Web site on every page. Banner links to your Web site.
Size: 320 Pixels Wide X 100 Pixels High

**MarketPlace Banner** ..............................................................$375 Monthly
MarketPlace banners are displayed on MarketPlace pages only. Banner links to your Web site.
Size: 970 Pixels Wide X 90 Pixels High

**MarketPlace Category Banner** ..............................................$200 Monthly
MarketPlace category banners are displayed on specific category MarketPlace pages only. Categories of choice are:
- Compressors/Balers
- Containers
- Front Load Trucks
- Landfill Equipment
- Rear Load Trucks
- Recycling Trucks & Equipment
- Roll Off Trucks
- Transfer Station Equipment
Size: 970 Pixels Wide X 90 Pixels High

**Web Site Digital Deadlines:**
- Creative due 3 days prior to the first of the month of scheduled date purchased
- Customer must provide link for all Web Site ads

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, online MarketPlace listings, social media blasts and other tools that provide comprehensive and relevant coverage to tell your story with impact and lasting value.

Waste Advantage Magazine provides several à la carte options or packages that provide a variety of digital marketing at a discounted rate. All banners include links to your Web site and an analytic report showing your audience users each month.
Web Site
Online 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 products a company would like to sell.

List your product or services on our MarketPlace and drive traffic to your site to promote your products or services.

MarketPlace Monthly Campaign
List your equipment, products and services, or job listings on our online MarketPlace, complete with contact, e-mail and Web site links. Place your listing on one or more various categories or we can create a specific category for you that is more geared to your specialty.

List your product or services on our online MarketPlace and receive:
• 30 day listings on WasteAdvantagemag.com.
• Detailed description and contact information with e-mail and Web site links.
• Analytical report on your audience each month to determine ROI

$25 Per Month
(Specific categories can be created for you if needed)

Multiple Truck and Equipment Listings
List multiple trucks and equipment monthly on our online MarketPlace at a discount rate.
You have the option to post and manage your own listings or send in your information to be posted for you. All listings receive:
• 30-day listings on Wastadvantagemag.com
• Highlight up to 5 photos on the Web with each listing
• Detailed description and contact information with e-mail and Web site links
• Username/password issued to login and access the MarketPlace 24/7
• Add, delete, edit your inventory whenever the need arises

Monthly MarketPlace Listing Rates
Package 1 = 5 Listings....................$50 per month
Package 2 = 10 Listing...................$90 per month
Package 3 = 15 Listings..................$120 per month
Package 4 = 25 Listings..................$170 per month
Package 5 = 40 Listings..................$240 per month
Package 6 = 60 Listings..................$350 per month
Package 7 = 100 Listings...............$600 per month

Featured MarketPlace Listing
Featured listing of your equipment, product or service will appear on the home page for one month containing one image and headline which is linked to your full MarketPlace listing. This is a great opportunity to potentially increase the rate of your sales.
One Month Feature Product.........$100

MarketPlace Submissions:
Image photos: 1024 x 768 (5 photos max.)
Content: Web site link, e-mail link, phone number and brief description
Waste Advantage Magazine provides a variety of extra marketing tools to boost your exposure:

**E-Newsletters, digital ads, social media, videos, Webinars and Web site posts.**

### Web Site Videos

**Web site Videos** ..................................................$250 Monthly

Videos are featured on the right hand side bar and on the dedicated video page. 
*Size: YouTube video placement 2 GB per video*

### Products/Services Monthly Feature

**Products/Services Monthly Feature** ..........$200 Monthly

Provide a products/services description on an offering your company would like to highlight. 200-300 words and two images with e-mail and Web site links.

### Social Media Postings

**Social Media Postings**

Post your company announcements on our social media outlet. All pictures must be at least 300 px x 300 px.

**One time post** ..................................................$50 Monthly

**Two posts** ....................................................$75 Monthly

### On-Demand Webinar

**On-Demand Webinar** ............................................$275 Monthly

Provide a video, paper or presentation that will be placed on the Webinar page. Each Webinar will be downloaded by a user once a download form is completed. The captured information will be provided to each advertiser.

### 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

### Digital Magazine Ad

**Digital Magazine Ad**

**Full Page Ad Size Only** ..............................................$500

Place a full-page ad in our digital version which includes live links to your e-mail or Web site. Each digital edition is sent 3X a week to our e-newsletter subscribers plus posted on our Web site. Digital ads are only available in full page sizes in the MarketPlace section.

*Size: 9.5 H x 11.25 W*

### E-Newsletter per Month

- **1X** ......................................................... $400
- **4X** .......................................................$1,000
- **8X** .......................................................$1,500
- **12X Yearly** ...............................................$2,000

### E-Newsletter per Week

A total of 13 e-newsletters distributed each month. Weekly banners will be distributed 3X a week and banners will be rotated in each issue using the two different sized banners.

- **1 week** .......................................................$400
- **2 weeks** ...................................................$800
- **3 weeks** ................................................ $1,000
- **4 weeks** ................................................ $1,500

### E-Newsletter Banner Options

**E-Newsletter Banner Options**

*Waste Advantage Magazine* produces a monthly e-newsletter and a tri-weekly e-newsletter. 13 digital e-newsletters per month sent to more than 31,000 subscribers. Banner advertising is available for both the monthly and weekly. Button advertising is available on our monthly version.

All banners include links to your Web site. E-newsletters are distributed on Monday, Wednesday and Friday. Advertisers can choose their dates accordingly.

**E-newsletter Stats**

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

**Banner Sizes:** Please provide two banner ads for e-newsletters in each size noted below: 800 x 200 pixels 400 x 500 pixels

**Material due date:** Banner ads for weekly e-newsletter due one week prior to e-blast. 

**Send files to:** heidi@wasteadvantagemag.com