Multi-media marketing strategies.  

SOLUTIONS TO SUCCEED.

As NORTH AMERICA’S LEADING MONTHLY PUBLICATION for professionals in the $85 billion waste and recycling industry, Waste Advantage Magazine REACHES MORE THAN 60,000 100% QUALIFIED SUBSCRIBERS, while providing insightful monthly content that brings loyal and engaged readers—the decision makers who you need to reach.

We are proud of our more than 10 YEARS in business and continue to be solely dedicated to covering the solid waste and recycling industry with one publication and one price. As an independent publisher with a staff that has more than 100 years of combined experience in publishing, 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.

QUALITY IS OUR PRIORITY. By focusing on one publication, we are able to give you branding, help drive up sales, reach more readers, build and grow your business, and give you the best return on your investment. Diverse content helps our audience stay informed while the MarketPlace connects buyers and sellers of new and used equipment and services.

Waste Advantage Magazine proudly supports:

**OUR PRODUCTS**

- Print
- Web
- E-newsletter
- Social Media
- Digital
- App
- Online MarketPlace
- Webinars
**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 Monday through Friday via our e-newsletter.

**BE IN FRONT OF YOUR CUSTOMERS 24/7.**

- **MORE THAN 18,000 PRINT SUBSCRIBERS**
- **MORE THAN 42,000 DIGITAL SUBSCRIBERS**
- **MORE THAN 78,000 WEBSITE VIEWERS**
- **MORE THAN 41,000 E-NEWSLETTER SUBSCRIBERS**

**TARGETED AUDIENCE REACH.**

**JOBTITLES**

- **55% GENERAL CORPORATE MANAGEMENT**
  Includes Presidents, Vice Presidents, CEOs/CFOs, Owners, Partners, Board Members, Directors, Etc.
- **19% OPERATIONS MANAGER**
  Includes Superintendents, Facility or Plant and Other Dept. Heads., General Managers, General Administration, Planners, Coordinators, Etc.
- **13% FIELD PERSONNEL**
  Technicians, Engineers, Maintenance, Specialists, Safety and Compliance, Research and Development, Etc.
- **11% GOVERNMENT LEADERS**
  Liaisons, Chiefs, Executive Directors, Team Leads, Program Managers, Assistant Directors, Etc.
- **2% OTHER**
  Includes Legal, Human Resources, Lawyers, Education, Analysts, Environmental Scientists, Etc.

**PRINT DEMOGRAPHICS**

<table>
<thead>
<tr>
<th>Job Title</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Private Sector Waste Haulers</td>
<td>38%</td>
</tr>
<tr>
<td>Recycling Facilities</td>
<td>29%</td>
</tr>
<tr>
<td>Public Sector Waste Haulers</td>
<td>17%</td>
</tr>
<tr>
<td>Scrap Metal Recycling Facilities</td>
<td>9%</td>
</tr>
<tr>
<td>Landfills</td>
<td>5%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
</tr>
</tbody>
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**DIGITAL DEMOGRAPHICS**

<table>
<thead>
<tr>
<th>Job Title</th>
<th>Percentage</th>
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<tbody>
<tr>
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<td>5%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
</tr>
</tbody>
</table>
Industry professionals providing diverse content.

**AUDIENCE INTERESTS**

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

- Alternative Fuels (LNG/CNG/RNG)
- Arms and Lifters
- Articulated Dump Trucks
- Automation
- Balers
- Buildings and Shelters
- Business and Communication Tools
- Business Strategies
- C&D
- Circular Economy
- Compliance and Regulations
- Compactors
- Composting
- Computer Systems (Hardware/Software)
- Containers/Carts
- Conveyors
- Driver Coaching
- Dust Control
- Education
- Emission Control
- Engines
- Equipment Cleaning and Supplies
- E-Waste Management
- 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
- Leachate Management
- Leasing and Financing
- Maintenance
- Management/Personnel/Staffing
- Marketing Strategies
- Material Handling Equipment
- Medical Waste Equipment and Services
- Mergers and Acquisitions
- MRF Equipment
- Odor Control
- Oils/Lubricants
- Organic Recycling
- PFAS
- Packaging
- Personal Protection Equipment
- Pest Control
- Planning and Analysis
- Processing Strategies
- Public Education
- RFID
- Rear Loaders
- Recycling
- Reuse
- Robotics
- Roll-Offs
- Route Optimization
- Safety
- Scales
- Scrap Recycling
- Separators
- Shredders/Grinders
- Side Loaders
- Siting and Design
- Smart Technologies
- Sorting Equipment
- Sustainability
- 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
- Zero Waste
- And More!

*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.*
# 2021 Editorial Calendar

<table>
<thead>
<tr>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
<th>July</th>
<th>August</th>
<th>September</th>
<th>October</th>
<th>November</th>
<th>December</th>
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</thead>
<tbody>
<tr>
<td>Fleet Management</td>
<td>Containers/Carts</td>
<td>Truck Bodies/Parts</td>
<td>Waste Transportation</td>
<td>Business and Communication Tools</td>
<td>Trailers</td>
<td>Truck Equipment</td>
<td>Equipment Leasing/Financing</td>
<td>Computer Systems (Hardware/Software)</td>
<td>Management/Personnel/Staffing</td>
<td>Scales</td>
<td>Oils/Lubricants</td>
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<td></td>
<td></td>
<td></td>
<td>Automation/Robotics</td>
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<td></td>
<td>Cranes and Grapples</td>
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<td>Balers</td>
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<td></td>
<td>Landfill Gas Management</td>
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<td></td>
<td>Compactors</td>
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<td></td>
<td>• APWA International Public Works Congress &amp; Exhibition</td>
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<td></td>
<td>E-Waste Management</td>
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<td></td>
<td></td>
<td>• CRRA 45th Annual Conference &amp; Trade Show</td>
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<td></td>
<td>Scrap Recycling</td>
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<td></td>
<td></td>
<td></td>
<td>• Waste Conversion Technology Conference &amp; Trade Show</td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td>Landfill Liners and Daily Covers</td>
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<td></td>
<td></td>
<td></td>
<td>• Zero Waste East Summit • Canadian Waste &amp; Recycling Expo 2021</td>
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<td></td>
<td>Compliance and Regulations</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Arkansas Recycling Coalition Conference &amp; Trade Show</td>
<td></td>
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<td></td>
<td>PFAS</td>
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<td></td>
<td></td>
<td>• E-Scrap Conference 2021 • Deconstruction Reuse Conference 2021</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>• Mid-America Trucking Show 2021 • Green Truck Work Summit 2021</td>
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<td></td>
<td></td>
<td></td>
<td>• Canadian Waste &amp; Recycling Expo 2021 • E-Scrap Conference 2021</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• The Work Truck Show 2021 • WM Symposia 2021 • The 36th International Conference on Solid Waste Technology and Management</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Deconstruction Reuse Conference 2021 • Northeast Recycling Council’s Fall Conference</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Southeast Recycling Conference &amp; Trade Show • Northeast Recycling Council’s Spring Conference • International Biomass Conference &amp; Expo • The Energy Expo 2020 (formerly MiaGreen) • Waste Expo 2021</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Wastecon 2021</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Bonus Distribution**
- Compost 2021
- Plastics Recycling Conference and Trade Show 2021
- SOAR 2021 (formerly SWANapalooza)
- • 2021 Federation of New York Solid Waste Association's Conference and Trade Show • Waste to Resource Conference 2021
- • Safety 2021 • 2021 Joint State Convention • Garbageman’s Invitational Golf Tournament & Social Event
- • 2021 Joint State Convention • Garbageman’s Invitational Golf Tournament & Social Event
- • APWA International Public Works Congress & Exhibition • CRRA 45th Annual Conference & Trade Show • Waste Conversion Technology Conference & Trade Show
- • Zero Waste East Summit • Canadian Waste & Recycling Expo 2021 • E-Scrap Conference 2021 • Deconstruction Reuse Conference 2021 • Northeast Recycling Council’s Fall Conference
- Wastecon 2021

*In every issue: From the Experts, Safety Brief, Maintenance, HHW Corner, Get to Know, In the Spotlight, Breakthroughs & Innovations, Trash Talk, Mark Your Calendar, Government Gossip.*
The benefits of print advertising.

**TANGIBILITY, LONGEVITY, CREDIBILITY.**

Print media is not going anywhere. Advertisers can increase their clients' revenue, gain consumers' trust, attract visual learners and younger readers, and much more by investing in print. 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.**

---

**ADVANTAGES OF PRINT:**
- **BRINGS IN HIGH QUALITY READERS.**
- **ENGAGING. READERS HAVE LONGER ATTENTION SPANS.**
- **DRIVES ACTION.**
- **DRIVES USERS ONLINE.**

---

**EDITORIAL AD RATES**

<table>
<thead>
<tr>
<th>Size</th>
<th>12X</th>
<th>6X</th>
<th>3X</th>
<th>1X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two Page Spread</td>
<td>Call for pricing and added discounts</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>
</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>$1,119</td>
</tr>
</tbody>
</table>

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**MARKETPLACE AD RATES**

**CONNECTING 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>Size</th>
<th>12X</th>
<th>6X</th>
<th>3X</th>
<th>1X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two Page Spread</td>
<td>Call for pricing and added discounts</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>
<tr>
<td>Classified 1”x1” Block</td>
<td>$55</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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**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

---

**PRINT AD BONUS**

ALL PRINT ADS RECEIVE A FREE ONE MONTH LISTING of products, services or equipment on our online MarketPlace!

ALL print ads are PLACED IN OUR DIGITAL EDITION WITH LIVE LINKS to your Web site or e-mail.

The digital edition is distributed Monday - Friday in our e-newsletter and will be posted on our Web site and social media.

---

**MAKE A BIGGER IMPRESSION**

We 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.

- **LOSE 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 Marcus Rubio for pricing: (800) 358-2873 Ext. 3 • Marcus@wasteadvantagemag.com
## PRINT AD SIZES

<table>
<thead>
<tr>
<th>Advertisement Type</th>
<th>Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Magazine Trim Size: 9&quot; x 10.875&quot;</td>
<td></td>
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</tr>
<tr>
<td>Spread Bleed</td>
<td>19&quot;</td>
<td>11.375&quot;</td>
</tr>
<tr>
<td>Full Bleed</td>
<td>9.5&quot;</td>
<td>11.375&quot;</td>
</tr>
<tr>
<td>Full Non-Bleed</td>
<td>8.00&quot;</td>
<td>9.00&quot;</td>
</tr>
<tr>
<td>Half Page Horizontal</td>
<td>7.75&quot;</td>
<td>4.75&quot;</td>
</tr>
<tr>
<td>Half Page Vertical</td>
<td>3.75&quot;</td>
<td>9.75&quot;</td>
</tr>
<tr>
<td>Half Page Island</td>
<td>4.75&quot;</td>
<td>7.75&quot;</td>
</tr>
<tr>
<td>Third Page Square</td>
<td>4.75&quot;</td>
<td>4.75&quot;</td>
</tr>
<tr>
<td>Third Page Vertical</td>
<td>2.375&quot;</td>
<td>9.75&quot;</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>3.625&quot;</td>
<td>4.75&quot;</td>
</tr>
<tr>
<td>Sixth Page</td>
<td>2.375&quot;</td>
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</tbody>
</table>

## MATERIAL DUE DATES

<table>
<thead>
<tr>
<th>Issue</th>
<th>Material Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>12/11/20</td>
</tr>
<tr>
<td>February</td>
<td>01/15/21</td>
</tr>
<tr>
<td>March</td>
<td>02/12/21</td>
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<tr>
<td>April</td>
<td>03/13/21</td>
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<td>May</td>
<td>04/13/21</td>
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<td>June</td>
<td>05/12/21</td>
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<td>July</td>
<td>06/11/21</td>
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<td>August</td>
<td>07/09/21</td>
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<td>September</td>
<td>08/06/21</td>
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<tr>
<td>October</td>
<td>09/10/21</td>
</tr>
<tr>
<td>November</td>
<td>10/08/21</td>
</tr>
<tr>
<td>December</td>
<td>11/12/21</td>
</tr>
</tbody>
</table>

## FILE CREATION GUIDELINES:

**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 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. Upsampling images in Photoshop will not necessarily increase the quality.

**Bleeds:** Allow 0.25 inch past the trim size for all full-page bleed ads. We need a minimum of 0.125" bleed, but prefer 0.25" bleed. If you send files with less than 0.25" 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 0.5 INCH IN FROM TRIM.

**Margins:** We ask that you do not place anything important less than 0.25" from trim, especially type. TRIM IS THE TOP, BOTTOM AND FACE OF THE PAGE. If type, images and/or page numbers are within 0.25" 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 0.25" 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
Digital marketing.

**24/7 EXPOSURE.**

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, weekly E-newsletters (Monday – Friday), social media announcements and posts, videos, Webinars and other tools that provide comprehensive and relevant coverage to enhance your brand with impact and lasting value.

*Waste Advantage Magazine’s* highly engaging, multi-media environment connects our audience with the latest news, stories, video, products and equipment with **MORE THAN 87,000 PAGE VIEWS AND MORE THAN 78,000 USERS PER MONTH.**

---

**WEB SITE MARKETING OPTIONS**

**HEADLINE BANNER (SITEWIDE).................................**$875/MONTH

Headline banners are shown on the top of each page and sitewide. Banner links to your Web site.

**CONTENT BANNER (SITEWIDE) ..........................**$600/MONTH

Content banners are sitewide on every page. Banner links to your Web site.

**SIDE BAR BUTTON....................................................**$400/MONTH

Sidebar buttons are placed on the right column of the Web site. Banner links to your Web site.

**MARKETPLACE BANNER ............................................**$375/MONTH

MarketPlace banners are displayed on MarketPlace pages only. Banner links to your Web site.

**SUPPLIER DIRECTORY PAGE ...............................**$150/MONTH

A dedicated page for your company that includes a 500-600 word description of your company, products/services, images, logo, video, and contact information. Direct contact form included with your page. 1X newsletter and social media posting of your company.

**MARKETPLACE CATEGORY BANNER .................**$200/MONTH

MarketPlace category banners are displayed on specific category MarketPlace pages only. Categories of choice are:

- Compactors/Balers
- Containers
- Front Load Trucks
- Landfill Equipment
- Rear Load Trucks
- Recycling Trucks & Equipment
- Roll-Off Trucks
- Transfer Station Equipment

**VIDEOS.................................................................**$250/MONTH

Videos are featured on the right-hand side of the site and on the dedicated video page and our YouTube Channel.

**ON-DEMAND WEBINAR.................................**$275/MONTH

Provide a video, paper or presentation (max. 30 minutes) that will be placed on the Webinar page and YouTube Channel. Includes 1X promotional announcement on newsletter and social media. Longer video presentations and lead capture options available. Call for more details and pricing.

---

**ADVANTAGES OF DIGITAL:**

- REACH YOUR AUDIENCE GLOBALLY
- COST EFFECTIVE
- FLEXIBLE MARKETING
- PRECISE TARGETING

---

**WEBSITE SIZES:**

**WEB SITE BANNERS:**

- Size (desktop): 970 Pixels Wide X 90 Pixels High
- Size (mobile): 320 Pixels Wide X 100 Pixels High

**SIDE BUTTONS:**

- Size: 320 Pixels Wide X 100 Pixels High

**VIDEOS:**

- Size: 2 GB per video or 3 Mbps @ 1280x720, and be no larger than 35MB total

**MARKETPLACE LISTINGS:**

- Image photos: 1024 x 768 (5 photos max.)
- Content: E-mail link, phone number and brief description

**Website Banner Deadlines:** Creative due 3 days prior to the first of the month of scheduled posting date.

---

**SUBMISSION:**

Send ad files to heidi@wasteadvantagemag.com

Files too large to e-mail, please contact the production department for instructions.
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.

- Auctions
- Bucket Truck
- Business Consulting
- Businesses for Sale
- Cabs and Chassis
- Carts
- Compactors/Balers
- Composting Equipment
- Container Delivery Units
- Containers
- Decals and Paint
- Dump Trucks
- Equipment shipping
- Fleet Management Equipment
- Front Load Trucks
- Grapple Trucks
- Hook Lift Trucks
- Insurance
- Job Listing
- Landfill Equipment
- Leasing and Financing
- Lubricants
- Luggers
- Miscellaneous
- MRF Equipment
- Notices for Proposals
- Odor Control
- Rear Load Trucks
- Recycling Trucks and Equipment
- Refurbishing Services
- Refuse Cart Lifters
- Rentals
- Roll-Off Trucks
- Safety Equipment
- Satellite Packer
- Scales
- Scrap Recycling Equipment
- Shredders/Grinders
- Side Load Trucks
- Software
- Solicitation of Interest
- Split Body Trucks
- Street Sweepers
- Tarp Systems
- Tipping Floors
- Trailers
- Transfer Station Equipment
- Truck and Equipment Maintenance Supplies
- Truck Bodies
- Truck Engines
- Truck Parts
- Truck Tires and Wheels
- Truck Transmissions
- Utility Trucks
- Vacuum Trucks
- Waste Industry Products

### Online Marketplace Buyer Connections

### MarketPlace Monthly Truck, Equipment, Service 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 Wasteadvantage.com
- Highlight up to 5 photos on the Web with each listing.
- Detailed description and contact information with e-mail link.
- Choose from multiple categories. (Specific categories can be created for you if needed.)
- Username/password issued to login and access the MarketPlace 24/7.
- Add, delete, edit your inventory whenever the need arises.

### MarketPlace Online Listing Rates:

<table>
<thead>
<tr>
<th>Package</th>
<th>Listings</th>
<th>Rate (per month)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Package 1</td>
<td>1</td>
<td>$25</td>
</tr>
<tr>
<td>Package 2</td>
<td>5</td>
<td>$50</td>
</tr>
<tr>
<td>Package 3</td>
<td>10</td>
<td>$100</td>
</tr>
<tr>
<td>Package 4</td>
<td>25</td>
<td>$150</td>
</tr>
<tr>
<td>Package 5</td>
<td>50</td>
<td>$200</td>
</tr>
<tr>
<td>Package 6</td>
<td>100</td>
<td>$300</td>
</tr>
<tr>
<td>Package 7</td>
<td>Unlimited</td>
<td>$500</td>
</tr>
</tbody>
</table>

### MarketPlace Submissions:

- **Image photos:** 1024 x 768 (5 photos max.)
- **Content:** E-mail link, phone number and brief description
- **Creative Submission:**
  - E-mail: Heidi@wasteadvantage.com
  - (Large files may be sent via Dropbox; please e-mail production for instructions.)
Digital marketing engagement.

**FASTER TO MARKET.**

E-newsletters and social media posts and boots are one of the fastest ways to reach your target audience. Your information can be sent daily and provide **FLEXIBILITY** sending your message.

Change your message daily or weekly to **ENGAGE WITH CUSTOMERS** and get your product or service information to the right people.

---

**DAILY E-NEWSLETTER ENGAGEMENT**

E-newsletters are distributed daily Monday through Friday to more than 41,000 SUBSCRIBERS. All banners include links to your website. E-newsletters give you the flexibility to place your banner in as many or as few as you would like. You make your own schedule to fit your marketing needs. All banners include links to your website or e-mail.

**Monthly Subscriber List 1X**.................................................................................................$250/MONTH

(Our monthly e-newsletter contains the digital magazine edition, the new articles from the current issue and industry news sent to subscribers once a month.)

**Daily Subscriber List 1X**................................................................................................ $250/PER NEWSLETTER

(Our daily e-newsletter contains industry news and digital magazine editions sent to subscribers Monday through Friday.)

**ADDED ADVERTISING DISCOUNTS:**

8X ........................................................................................................................................ $1,250/MONTH

12X............................................................................................................................................... $2,000/MONTH

All newsletters for one month (approx. 20)............................................................................... $3,000/MONTH

E-Newsletter banner sizes: 800 W x 200 H Pixels

Formats: jpg, gif

---

**SOCIAL MEDIA ENGAGEMENT**

Sending your message to select group or followers instantly gets your message to your target audience. Drive more traffic to your website with a post on all our social media outlets or enhance your message with a boost. All posts will be displayed on Facebook, Twitter, Instagram and LinkedIn. Boosts will be displayed on Facebook.

**One time post** .................................................................................................................. $50/MONTH

**Two posts** ................................................................................................................. $75/MONTH

**Boosts** ......................................................................................................................... Call for pricing

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**CONTENT SUBMISSIONS:**

**Image photos:** 300 px x 300 px

**Content:** Brief description.
Print and Digital Marketing.

STRONGER TOGETHER.

No matter what your marketing budget is, our seasoned staff will **DEVELOP THE RIGHT MARKETING STRATEGY** to fit your needs. We will create a schedule that will encompass print, digital or print and digital to get you in front of a professional audience in the waste and recycling industry.

**CONTACT US FOR YOUR MARKETING PLAN**

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