As North America’s leading monthly publication for professionals in the $200+ billion waste and recycling industry, Waste Advantage Magazine’s print and digital issues reach more than 75,000 100% qualified subscribers, providing insightful monthly content that brings loyal and engaged readers—the decision makers who you need to reach.

We are proud of our 14+ 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 you reach your marketing goals in this lucrative vertical.

OUR PRODUCTS

<table>
<thead>
<tr>
<th>PRINT MAGAZINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>DIGITAL MAGAZINE</td>
</tr>
<tr>
<td>WEBSITE</td>
</tr>
<tr>
<td>DAILY/MONTHLY E-NEWSLETTERS</td>
</tr>
<tr>
<td>MARKETPLACE</td>
</tr>
<tr>
<td>SUPPLIER DIRECTORY</td>
</tr>
<tr>
<td>SOCIAL MEDIA</td>
</tr>
<tr>
<td>ON-DEMAND WEBINARS</td>
</tr>
<tr>
<td>SPONSORED CONTENT</td>
</tr>
<tr>
<td>VIDEOS</td>
</tr>
<tr>
<td>BONUS DISTRIBUTION</td>
</tr>
</tbody>
</table>

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 and multi-media platforms help our audience stay informed while the MarketPlace connects buyers and sellers of new and used equipment and services.

WASTE ADVANTAGE MAGAZINE GIVES YOU SOLUTIONS TO SUCCEED.
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 issues and digital platforms work together to give you more ways to reach your target audience on a weekly basis—print editions are mailed monthly and our digital edition is sent monthly and daily via our e-newsletter.

BE IN FRONT OF YOUR CUSTOMERS 24/7.

OUR AUDIENCE

**JOB TITLES**

- **56%** General Corporate Management
- **20%** Operations Manager
- **12%** Field Personnel
- **11%** Government Leaders
- **1%** Other

**PRINT DEMOGRAPHICS**

- **27%** Recycling Facilities
- **5%** Landfills
- **6%** Scrap Metal Recycling Facilities
- **18%** Public Sector Waste Haulers
- **1%** Other

**DIGITAL DEMOGRAPHICS**

- **29%** Recycling Facilities
- **9%** Landfills
- **43%** Scrap Metal Recycling Facilities
- **17%** Public Sector Waste Haulers
- **2%** Other

**OUR READERS:**
- **75,000+ PRINT AND DIGITAL SUBSCRIBERS**
- **60,000+ DIGITAL SUBSCRIBERS**
- **60,000+ E-NEWSLETTER DAILY SUBSCRIBERS**
- **100,000+ WEBSITE MONTHLY VISITORS**
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
- Contamination Issues
- Conveyors
- Driver Coaching
- Dust Control
- Education
- Electric Vehicles
- Emission Control
- Engines
- Environmental Consulting
- Equipment Cleaning and Supplies
- E-Waste Management
- Fire Mitigation
- Fleet Management
- Food Waste Management
- Front Loaders
- Funding
- GPS
- 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/Processing
- PFAS
- Packaging
- Personal Protection Equipment
- Pest Control
- Planning and Analysis
- Processing Strategies
- Public Education
- RFID
- Rear Loaders
- Recycling
- Recycling Equipment
- Reuse
- Risk Mitigation
- Robotics
- Roll-Offs
- Route Optimization
- Safety
- Scales
- Scrap Recycling
- Security
- Separators
- Shredders/Grinders
- Side Loaders
- Siting and Design
- Smart Cities
- Smart Technologies
- Sorting Equipment
- Sustainability
- Tarps and Tarping Equipment
- Telematics
- Tipping Floors
- Tires/Tire Pressure
  Equipment Monitoring
- Trailers
- Training
- Transfer Station Equipment
- Transportation Logistics
- Truck Bodies/Parts
- Truck Equipment
- Waste Conversion/WTE
- Waste Diversion
- Waste Storage
- Waste Transportation
- Waste Treatment
- Zero Waste
- And More!

*Although we forecast specific subjects for the calendar year, which are reflected on the editorial schedule, they might shift as trends and readership needs change.

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@wasteadvantagemag.com
(800) 358-2873, ext. 7

QUALITY & INFORMATIVE CONTENT

Waste Advantage Magazine’s editorial team focuses on providing diverse content to industry professionals across the key categories of Hauling/Collection, Transfer, Recycling, C&D, Landfills and Waste Conversion.
## 2023 EDITORIAL CALENDAR

### JANUARY
- **HAULING/COLLECTION**
  - Fleet Management
  - Computer Systems (Software/Hardware)
- **RECYCLING/WASTE CONVERSION**
  - Composting
  - Horizontal Baling/Compactors
  - Waste Treatment
- **LANDFILLS/TRANSFER STATIONS**
  - PFAS
  - Landfill Design
- **BONUS DISTRIBUTION/MEDIA PARTNER**
  - COMPOST 2023

### FEBRUARY
- **HAULING/COLLECTION**
  - Trends: Year in Review
  - Oils/Lubricants
  - Front Loaders/Side Loaders/Rear Loaders
  - Scales
- **RECYCLING/WASTE CONVERSION**
  - Sorting Equipment
  - Contamination Issues
  - Waste Diversion/Reuse
  - Shredders/Grinders
- **LANDFILLS/TRANSFER STATIONS**
  - Buildings and Shelters
  - Odor/Dust Control
  - Landfill Liners/Daily Covers
- **BONUS DISTRIBUTION/MEDIA PARTNER**
  - Work Truck Week 2023

### MARCH
- **HAULING/COLLECTION**
  - Business Communications
  - Alternative Fuels
  - Telematics
- **RECYCLING/WASTE CONVERSION**
  - Work Truck Week 2023
  - International Biomass Conference & Expo
- **LANDFILLS/TRANSFER STATIONS**
  - Facilities Planning and Design
  - Transfer Station Equipment
- **BONUS DISTRIBUTION/MEDIA PARTNER**
  - Mid-America Trucking Show 2023

### APRIL
- **HAULING/COLLECTION**
  - Truck Bodies/Parts
  - Containers
  - Tires
- **RECYCLING/WASTE CONVERSION**
  - Work Truck Week 2023
  - Plastics Recycling Conference and Trade Show 2023
- **LANDFILLS/TRANSFER STATIONS**
  - Safety 2023
  - Garbageman’s Invitational Golf Tournament & Social Event
- **BONUS DISTRIBUTION/MEDIA PARTNER**
  - Waste Expo 2023

### MAY
- **HAULING/COLLECTION**
  - Truck Bodies/Parts
  - Containers
  - Tires
- **RECYCLING/WASTE CONVERSION**
  - Work Truck Week 2023
  - International Biomass Conference & Expo
- **LANDFILLS/TRANSFER STATIONS**
  - Safety 2023
  - Garbageman’s Invitational Golf Tournament & Social Event
- **BONUS DISTRIBUTION/MEDIA PARTNER**
  - Waste Expo 2023

### JUNE
- **HAULING/COLLECTION**
  - Truck Bodies/Parts
  - Containers
  - Tires
- **RECYCLING/WASTE CONVERSION**
  - Work Truck Week 2023
  - Plastics Recycling Conference and Trade Show 2023
- **LANDFILLS/TRANSFER STATIONS**
  - Safety 2023
  - Garbageman’s Invitational Golf Tournament & Social Event
- **BONUS DISTRIBUTION/MEDIA PARTNER**
  - Waste Expo 2023

### JULY
- **HAULING/COLLECTION**
  - Roll-Offs
  - Leasing/Financing
  - Insurance Issues
  - Truck Equipment
  - Waste Transportation/Logistics
  - Electric Vehicles (EVs)
- **RECYCLING/WASTE CONVERSION**
  - Separators
  - Material Handling Equipment
  - MRFs/Processing Strategies
  - Organics Recycling
  - Recycling Equipment
  - Waste Conversion
- **LANDFILLS/TRANSFER STATIONS**
  - Tipping Floors
  - Compliance and Regulations
  - Cranes and Grapples
  - Landfill Gas Management
  - Leachate Management
  - Landfill Equipment
- **BONUS DISTRIBUTION/MEDIA PARTNER**
  - PWX Public Works Expo 2023
  - CRRA Annual Conference & Trade Show
  - Waste Conversion Technology Conference & Trade Show
  - WASTECON® 2023

### AUGUST
- **HAULING/COLLECTION**
  - Trailers
  - Risk Mitigation/Security
  - Management/Personnel/Staffing
  - Training/Education
  - Engines
  - Arms and Lifters
- **RECYCLING/WASTE CONVERSION**
  - Conveyors
  - Fire Mitigation
  - Sustainability/Environmental Engineering
  - Food Waste Management
- **LANDFILLS/TRANSFER STATIONS**
  - Landfill Equipment
  - GPS
- **BONUS DISTRIBUTION/MEDIA PARTNER**
  - PWX Public Works Expo 2023
  - CRRA Annual Conference & Trade Show
  - Waste Conversion Technology Conference & Trade Show
  - WASTECON® 2023
  - Arkansas Recycling Coalition Conference & Trade
  - Northeast Recycling Council’s Fall Conference
  - E-Scrap Conference
  - Waste & Recycling Expo Canada 2023
  - Plastics Recycling World Expo

### SEPTEMBER
- **HAULING/COLLECTION**
  - Management/Personnel/Staffing
  - Training/Education
  - Engines
  - Arms and Lifters
- **RECYCLING/WASTE CONVERSION**
  - Sustainability/Environmental Engineering
  - Food Waste Management
- **LANDFILLS/TRANSFER STATIONS**
  - Landfill Equipment
  - GPS
- **BONUS DISTRIBUTION/MEDIA PARTNER**
  - PWX Public Works Expo 2023
  - CRRA Annual Conference & Trade Show
  - Waste Conversion Technology Conference & Trade Show
  - WASTECON® 2023
  - Arkansas Recycling Coalition Conference & Trade
  - Northeast Recycling Council’s Fall Conference
  - E-Scrap Conference
  - Waste & Recycling Expo Canada 2023
  - Plastics Recycling World Expo

### OCTOBER
- **HAULING/COLLECTION**
  - Management/Personnel/Staffing
  - Training/Education
  - Engines
  - Arms and Lifters
- **RECYCLING/WASTE CONVERSION**
  - Sustainability/Environmental Engineering
  - Food Waste Management
- **LANDFILLS/TRANSFER STATIONS**
  - Landfill Equipment
  - GPS
- **BONUS DISTRIBUTION/MEDIA PARTNER**
  - PWX Public Works Expo 2023
  - CRRA Annual Conference & Trade Show
  - Waste Conversion Technology Conference & Trade Show
  - WASTECON® 2023
  - Arkansas Recycling Coalition Conference & Trade
  - Northeast Recycling Council’s Fall Conference
  - E-Scrap Conference
  - Waste & Recycling Expo Canada 2023
  - Plastics Recycling World Expo

### NOVEMBER
- **HAULING/COLLECTION**
  - Management/Personnel/Staffing
  - Training/Education
  - Engines
  - Arms and Lifters
- **RECYCLING/WASTE CONVERSION**
  - Sustainability/Environmental Engineering
  - Food Waste Management
- **LANDFILLS/TRANSFER STATIONS**
  - Landfill Equipment
  - GPS
- **BONUS DISTRIBUTION/MEDIA PARTNER**
  - PWX Public Works Expo 2023
  - CRRA Annual Conference & Trade Show
  - Waste Conversion Technology Conference & Trade Show
  - WASTECON® 2023
  - Arkansas Recycling Coalition Conference & Trade
  - Northeast Recycling Council’s Fall Conference
  - E-Scrap Conference
  - Waste & Recycling Expo Canada 2023
  - Plastics Recycling World Expo

### DECEMBER
- **HAULING/COLLECTION**
  - Management/Personnel/Staffing
  - Training/Education
  - Engines
  - Arms and Lifters
- **RECYCLING/WASTE CONVERSION**
  - Sustainability/Environmental Engineering
  - Food Waste Management
- **LANDFILLS/TRANSFER STATIONS**
  - Landfill Equipment
  - GPS
- **BONUS DISTRIBUTION/MEDIA PARTNER**
  - PWX Public Works Expo 2023
  - CRRA Annual Conference & Trade Show
  - Waste Conversion Technology Conference & Trade Show
  - WASTECON® 2023
  - Arkansas Recycling Coalition Conference & Trade
  - Northeast Recycling Council’s Fall Conference
  - E-Scrap Conference
  - Waste & Recycling Expo Canada 2023
  - Plastics Recycling World Expo

*EVENT MONTHS ARE SUBJECT TO CHANGE OR CANCELLATION.*
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. 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 reaches niche audiences that may be more difficult to target online.

**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>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>
</tr>
<tr>
<td>Full Page</td>
<td>$2,389</td>
<td>$2,601</td>
<td>$2,722</td>
</tr>
<tr>
<td>Half Page</td>
<td>$1,452</td>
<td>$1,573</td>
<td></td>
</tr>
<tr>
<td>Third Page</td>
<td>$1,058</td>
<td>$1,149</td>
<td>$1,239</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$847</td>
<td>$937</td>
<td>$1,028</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
- Back Cover ................................................................. $3,575
- MarketPlace Back of Insert ............ CALL FOR PRICING
- Insert/Outserts .............................................................. CALL FOR PRICING

**ADVANTAGES OF PRINT:**

- ✓ Bring in high-quality readers.
- ✓ Builds a loyal customer base.
- ✓ Engaging. Readers have longer attention spans.
- ✓ Reach multiple generations.
- ✓ Drives action.
- ✓ Drives users online.

**PRINT ADVERTISING BENEFITS**

- ✓ 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 website or e-mail.
- ✓ The digital edition is distributed Monday - Saturday in our e-newsletter and will be posted on our website and social media.

For more information and pricing contact:

Marcus Rubio: (800) 358-2873 Ext. 3 • marcus@wasteadvantagemag.com
Sean Earley: (800) 358-2873 Ext. 2 • sean@wasteadvantagemag.com

15% of gross billing to recognized agencies net 30 days from invoice date. (All rates noted are per month.)
Setting up your ad file is crucial to getting the best print results. Please follow the sizes and detailed set up information below to ensure the best quality with your print ad.

### 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&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>Third Page Vertical</td>
<td>3.625&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>
<td>4.75&quot;</td>
</tr>
</tbody>
</table>

### MATERIAL DUE DATES 2023

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>MATERIAL DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>12/09/22</td>
</tr>
<tr>
<td>February</td>
<td>01/10/23</td>
</tr>
<tr>
<td>March</td>
<td>02/09/23</td>
</tr>
<tr>
<td>April</td>
<td>03/10/23</td>
</tr>
<tr>
<td>May</td>
<td>04/07/23</td>
</tr>
<tr>
<td>June</td>
<td>05/12/23</td>
</tr>
<tr>
<td>July</td>
<td>06/12/23</td>
</tr>
<tr>
<td>August</td>
<td>07/10/23</td>
</tr>
<tr>
<td>September</td>
<td>08/11/23</td>
</tr>
<tr>
<td>October</td>
<td>09/11/23</td>
</tr>
<tr>
<td>November</td>
<td>10/11/23</td>
</tr>
<tr>
<td>December</td>
<td>11/06/23</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.

**Bleeds for Full and Spread Ad Sizes:** 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. Bleeds are not needed for fractional ad pages.

**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.

**Ad Sizes:** Sizes for all ads are noted in the charts above. Please make sure your ad is in the correct size prior to submission of your ad material.

**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.

**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. Up-sampling images in Photoshop will not necessarily increase the quality.

**Accepted Files:** TIF, PDF, JPG
- All fonts must be embedded and the file must be flattened. Ad files created in Word or Publisher will not be accepted.

---

**AD SUBMISSION:** Send ad files to heidi@wasteadvantagemag.com Files too large to e-mail, please contact the production department for instructions at (800) 358-2873, Ext. 8.
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, daily and monthly e-newsletters, social media announcements, videos, a Supplier Directory, MarketPlace, and other tools that provide comprehensive and relevant coverage to tell your story and 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, videos, products, and equipment, etc., with more than 175,000 page views and more than 100,000 visitors per month.

**WEBSITE MARKETING OPTIONS:**

- **HEADLINE BANNER (SITEWIDE) .............. $875/MONTH**
  Headline banners are shown on the top of each page and sitewide. Banner links to your website.

- **CONTENT BANNER (SITEWIDE) .............. $600/MONTH**
  Content banners are site wide on every page. Banner links to your website.

- **SIDEBAR BUTTON ..................................... $400/MONTH**
  Sidebar buttons are placed on the right column of the website. Banner links to your website.

- **MARKETPLACE BANNER ..........................$375/MONTH**
  MarketPlace banners are displayed on MarketPlace pages only. Banner links to your website.

- **MARKETPLACE CATEGORY BANNER ...... $200/MONTH**
  MarketPlace category banners are displayed on specific category MarketPlace pages only. Banner links to your website.

- **SUPPLIER DIRECTORY PAGE ................. $150/MONTH**
  A dedicated page for your company that includes a 500 to 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, plus a promotion noted in our print issue

- **VIDEOS .................................................................. $250/MONTH**
  Videos are featured on the right-hand sidebar, on the dedicated video page, and on our YouTube Channel.

- **ON-DEMAND WEBINARS ....................... $275/MONTH**
  Provide a video presentation (max. 30 minutes) that will be placed on the Webinar page and YouTube Channel. Includes 1X promotional announcement on newsletter, print, and social media. Lead capture provided.

- **SPONSORED CONTENT .................................$600/POST**
  Sponsored content is most engaging, especially when you place your content with a media outlet who targets your core audience and already discusses topics that align with your brand.

  Now you can promote your own article featuring YOUR company’s history, products, or services. Each article contains 2,000 words, up to 4 images, logo, and contact information.

  Your article will be highlighted on our home page news section and will have a 1X news announcement on our e-newsletter and 1X post on our social media platforms.

**ADVANTAGES OF DIGITAL:**

- ✓ Reach your audience globally.
- ✓ Cost-effective.
- ✓ Flexible marketing.
- ✓ Precise marketing.
- ✓ Multiple options.
- ✓ 24/7 exposure.

**NEW!**

**DIGITAL MEDIA ADVERTISING**

**WEBSITE SUBMISSION:** Send ad files to heidi@wasteadvantagemag.com Questions? Please contact the production department for instructions at (800) 358-2873, Ext. 8.

**SIDE BUTTON:** Size: 320 Pixels Wide X 100 Pixels High

**VIDEOS:** Size: 2 GB per video or 3 Mbps @ 1280 x 720. They should be no larger than 35MB total.

**ON-DEMAND WEBINARS:** 2 GB per video or 3 Mbps @ 1280 x 720 (no larger than 35MB total) or a YouTube link of your video. 500 word max description and title of webinar. Logo and contact information (website, e-mail, phone) included. Up to 2 images may also be provided.
SUPPLIER DIRECTORY LISTING:

SUPPLIER DIRECTORY PAGE .................. $150/MONTH
This company resource page is a cost-effective way to keep your company at the forefront of waste and recycling potential buyers. Get more flexibility with your listing that allows you to update or change at any time, making your information fresh to all viewers. Your company receives a dedicated page that includes a 500 to 600 word company, product or service description, images, logo, video, and contact information. Direct contact form included with your page where potential customers can e-mail you directly. Your listing includes a 1X newsletter and social media posting of your company, plus a promotion noted in our print issue.

SUPPLIER DIRECTORY SUBMISSIONS:
Image photos: 700 pixels wide (5 photos max.)
Logo: 350 pixels wide
Contact information: (Phone, e-mail, website)

MARKETPLACE SUBMISSIONS:
Image photos: 1024 x 768 (5 photos max.)
Content: E-mail link, phone number and brief description
Creative Submission:
E-mail: Heidi@wasteadvantagemag.com

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.

To see all categories, visit wasteadvantage.com. If you have a specific category for your equipment/product, we will create it for you.

Package 1 = 1 Listing ...................... $25/MONTH
Package 2 = 5 Listings ..................... $50/MONTH
Package 3 = 10 Listings ................... $100/MONTH
Package 4 = 25 Listings ................... $150/MONTH
Package 5 = 50 Listings ................... $200/MONTH
Package 6 = 100 Listings ................. $300/MONTH
Package 7 = Unlimited Listings .......... $500/MONTH

MARKETPLACE SUBMISSIONS:
Image photos: 1024 x 768 (5 photos max.)
Content: E-mail link, phone number and brief description
Creative Submission:
E-mail: Heidi@wasteadvantagemag.com

Digital material due 3 days prior to the first of the month.
E-NOWSLETTER BANNERS:

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 per month.

Daily Subscriber List 1X ............................................................................... $250/PER E-NEWSLETTER
Our daily e-newsletter contains industry news and digital magazine editions sent to subscribers.

ADDED ADVERTISING DISCOUNTS:

4X .................................................................................................................. $800/MONTH
8X ............................................................................................................... $1,400/MONTH
12X ........................................................................................................... $2,000/MONTH
All newsletters for one month (approx. 20) ............................................... $3,000/MONTH

SUBMISSIONS:

E-Newsletter banner size: 800 W x 200 H Pixels
Formats: jpg, gif

PRODUCT/SERVICE/AUCTION PROMOTION: ....................................... $350/PER E-NEWSLETTER
Company promotion of a product or service posted on our e-newsletter. 50 words max. with one image and link to your website or e-mail.

SUBMISSIONS:
Image or logo: 200 x 200 pixels
Formats: jpg, gif
Description: 50 words max., your website link

DAILY ENGAGEMENT WITH POTENTIAL CUSTOMERS

E-newsletters is one of the fastest ways to reach your target audience. They give you the flexibility to place your banner ad or product write-up in as many or as few e-newsletters as you would like. You make your own schedule to fit your marketing needs.

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

E-newsletters are distributed daily to more than 60,000+ SUBSCRIBERS. All banners include links to your website or e-mail.

SOCIAL MEDIA

Reach our social media audience with posts and boosts for your target audience. Place a post on our social outlets any day that works with your marketing plan. Capture more engagement and impressions by boosting your post.

FACEBOOK FOLLOWERS: 3,300+
LINKEDIN FOLLOWERS: 100+
POST ................................................................. $25/POST

Word count for posts:
Facebook & LinkedIn: 100 words
Twitter: 280 characters
Instagram: 2,200 characters

TWITTER FOLLOWERS: 5,200+
INSTAGRAM FOLLOWERS: 3,200+

Image size for posts:
Facebook: 1200 x 630 pixels
LinkedIn: 1200 x 627 pixels
Twitter: 1600 x 900 pixels
Instagram: 1080 x 566 pixels
DEVELOP YOUR SUCCESSFUL MARKETING PLAN

No matter what your marketing budget is, our seasoned staff will develop the right marketing strategy to fit your needs. You decide what you need and 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.