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.

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.
NICHE MARKETING STRATEGIES

OUR PRINT AND DIGITAL AUDIENCE CONSISTS OF MORE THAN 110,000+ WASTE AND RECYCLING PROFESSIONALS.

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

5% Landfills
6% Scrap Metal Recycling Facilities
18% Public Sector Waste Haulers
27% Recycling Facilities
43% Private Sector Waste Haulers

DIGITAL DEMOGRAPHICS

4% Landfills
9% Scrap Metal Recycling Facilities
17% Public Sector Waste Haulers
29% Recycling Facilities

Publisher's Statement: https://wasteadvantagemag.com/advertising/publishers-statement/
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.
### 2023 EDITORIAL CALENDAR

#### JANUARY
- Fleet Management
- Computer Systems (Software/Hardware)
- Trends: Year in Review
- Oils/Lubricants
- Front Loaders/Side Loaders/Rear Loaders
- Scales

#### FEBRUARY
- • Composting
- • Balers/Compactors
- • Waste Treatment
- • Sorting Equipment

#### MARCH
- • Mid-America Trucking Show 2023
- • Northeast Recycling Council’s Spring Conference
- • Plastics Recycling Conference and Trade Show 2023
- • Work Truck Week 2023

#### APRIL
- • Business Communications
- • Alternative Fuels
- • Contamination Issues
- • Waste Diversion/Reuse

#### MAY
- • Truck Bodies/Parts
- • Telematics
- • Shredders/Grinders
- • Automation/Robotics

#### JUNE
- • Containers/Carts
- • Tires
- • Circular Economy
- • EPR/Packaging

#### JULY
- • Roll-Offs
- • Leasing/Financing
- • Insurance Issues
- • Truck Equipment
- • Waste Transportation/Logistics
- • Electric Vehicles (EVs)
- • Trailers
- • Risk Mitigation/Security
- • Management/Personnel/Staffing
- • Training/Education

#### AUGUST
- • Scrap Recycling
- • E-Waste Management
- • Separators
- • Material Handling Equipment
- • MRFs/Processing Strategies
- • Organics Recycling
- • Recycling Equipment
- • Waste Conversion
- • Conveyors
- • Fire Mitigation
- • Sustainability/Environmental Engineering
- • Food Waste Management

#### SEPTEMBER
- • Tipping Floors
- • Compliance and Regulations
- • Cranes and Grapples
- • Landfill Gas Management
- • Leachate Management
- • Landfill Equipment
- • GPS

#### OCTOBER
- • 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
- • North American Hazardous Materials Management Association National Conference
- • WASTECON® 2023

#### NOVEMBER
- • Management/Personnel/Staffing
- • Training/Education
- • Conveyors
- • Fire Mitigation
- • Sustainability/Environmental Engineering
- • Food Waste Management

#### DECEMBER
- • Engines
- • Arms and Lifters
- • Conveyors
- • Fire Mitigation
- • Sustainability/Environmental Engineering
- • Food Waste Management
- • GPS

*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.

**EDITORIAL AD RATES**

<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>

**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>
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</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>$880</td>
<td>$962</td>
<td>$1,017</td>
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<tr>
<td>Half Page</td>
<td>$495</td>
<td>$550</td>
<td>$605</td>
</tr>
<tr>
<td>Third Page</td>
<td>$357</td>
<td>$412</td>
<td>$440</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$275</td>
<td>$330</td>
<td>$385</td>
</tr>
<tr>
<td>Sixth of a Page</td>
<td>$214</td>
<td>$247</td>
<td>$275</td>
</tr>
<tr>
<td>Classified 1”x1” Block</td>
<td>$55</td>
<td></td>
<td></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 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 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
Bobby Roos: (800) 358-2873 Ext. 2 • bobby@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 ADVERTISING SPECIFICATIONS

PRINT AD SIZES

<table>
<thead>
<tr>
<th>Magazine Trim Size: 9&quot; x 10.875&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td>AD SIZE</td>
</tr>
<tr>
<td>Spread Bleed</td>
</tr>
<tr>
<td>Full Bleed</td>
</tr>
<tr>
<td>Full Non-Bleed</td>
</tr>
<tr>
<td>Half Page Horizontal</td>
</tr>
<tr>
<td>Half Page Vertical</td>
</tr>
<tr>
<td>Third Page Vertical</td>
</tr>
<tr>
<td>Quarter Page</td>
</tr>
<tr>
<td>Sixth Page</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>
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<tr>
<td>July</td>
<td>06/12/23</td>
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<tr>
<td>August</td>
<td>07/10/23</td>
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<tr>
<td>September</td>
<td>08/11/23</td>
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<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:
CYMK: 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.
DIGITAL MEDIA 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, 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.

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.

DIGITAL MEDIA

ADVANTAGES OF DIGITAL:
✓ Reach your audience globally.
✓ Cost-effective.
✓ Flexible marketing.
✓ Precise marketing.
✓ Multiple options.
✓ 24/7 options.

NEW!

SPONSORED CONTENT

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.

SPONSORED CONTENT .................................$600/POST

WEBSITE BANNERS: (please provide both sizes)
Size (desktop): 970 Pixels Wide X 90 Pixels High
Size (mobile): 320 Pixels Wide X 100 Pixels High

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.

Digital advertising packages available upon request.

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

Waste Advantage Magazine helps to connect buyers and sellers in the solid waste and recycling industry. These ONE-STOP-SHOPS ARE VALUABLE RESOURCES FOR READERS TO FIND ANY NEW OR USED EQUIPMENT TO FIT BUYERS’ NEEDS, as well as showcase the equipment, products, and/or services a company would like to sell.

Our MarketPlace and Supplier Directory are valuable marketing resources that are dedicated to promoting your products and/or services and driving traffic to your site.

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:
Content: 500 to 600 word description
Images: Allowed up to 2 videos
Send to: 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-NEWSLETTER 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

DIGITAL MATERIAL DUE DATES:

January 12/26/22
February 01/26/23
March 02/24/23
April 03/27/23
May 04/26/23
June 05/26/23
July 06/26/23
August 07/26/23
September 08/28/23
October 09/26/23
November 10/25/23
December 11/27/23

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 words
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.

T: (800) 358-2873   F: (888) 871-4515
E: info@wasteadvantagemag.com
PO. Box 30126 • Palm Beach Gardens, FL 33420

SALES
Marcus Rubio
V.P. of Sales & Operations
(800) 358-2873 Ext. 3
C: (267) 261-0835
marcus@wasteadvantagemag.com

Bobby Roos
Account Executive
(800) 358-2873 Ext. 2
C: (561) 677-0330
bobby@wasteadvantagemag.com

ART/PRODUCTION/WEB
Heidi Jensen
Director of Production/Design
(800) 358-2873 Ext. 8
heidi@wasteadvantagemag.com

CIRCULATION
(800) 358-2873 Ext. 6
circulation@wasteadvantagemag.com

ACCOUNTING
Elisa Weil
Accounting Manager
(800) 358-2873 Ext. 5
elisa@wasteadvantagemag.com

CONTACT US FOR YOUR MARKETING PLAN

www.facebook.com/WasteAdvantageMag
www.youtube.com/channel/UCrDyxUu3lFfquvQb4b7v8zA
instagram.com/wasteadvantage

DEVELOP YOUR SUCCESSFUL MARKETING PLAN

✓ FLEXIBLE MARKETING
✓ ADDED VALUE OPPORTUNITIES
✓ NICHE AUDIENCE
✓ ROUND THE CLOCK EXPOSURE