As North America’s leading monthly publication for professionals in the $85 billion waste and recycling industry, Waste Advantage is celebrating its 15+ YEARS of dedication to the solid waste and recycling industry. As we’ve grown, we have seen many transitions over the years. As a result, we have added even more subject focuses, events, and relevant news. In keeping up with changing trends, we have chosen to not only update our logo, but also our tagline to WASTE. RECYCLING. SUSTAINABILITY. in order to encompass an even wider audience within the industry while continuing to focus on waste and recycling and its growth. Now reaching more than 95,000 100% qualified subscribers through both print and digital, Waste Advantage continues to provide insightful monthly content that brings loyal and engaged readers—the decision makers who you need to reach.

We are proud of our 15+ YEARS in business and our FOCUS IS STILL AND ALWAYS WILL BE 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 is no longer just a print publication, but also provides digital 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 industry, Waste Advantage is 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 helps our audience stay informed while the MarketPlace connects buyers and sellers of new and used equipment and services.

Waste Advantage proudly supports:
Waste Advantage 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.

Maintain a constant presence in front of your customers around the clock.

Publisher’s Statement: https://wasteadvantagemag.com/advertising/publishers-statement/
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.

Editorial Submissions

Waste Advantage welcomes no-fee submissions for our website and print issues 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, please contact:

Angelina Ruiz, Publisher
angelina@wasteadvantagemag.com
(800) 358-2873, ext. 7

High-Quality & Informative Content

The Waste Advantage editorial team focuses on providing diverse content to professionals across the key categories of Hauling/Collection, Transfer, Recycling, C&D, Landfills and Waste Conversion.

- Alternative Fuels (LNG/CNG/RNG)
- Arms and Lifters
- Articulated Dump Trucks
- Automation
- Balers
- Biomass/Biogas
- Business and Communication Tools
- Business Strategies
- C&D
- Carbon Emissions
- Circular Economy
- Compactors
- Compliance and Regulations
- Composting
- Computer Systems (Hardware/Software)
- Containers/Carts
- Contamination Issues
- Conveyors
- Driver Coaching
- Dust Control
- Education
- Electric Vehicles
- Emission Control
- Engines
- Environmental Consulting
- EPR
- Equipment Cleaning and Supplies
- E-Waste Management
- Fire Mitigation
- Fleet Management
- Food Waste Management
- Front Loaders
- Funding
- GPS
- Hazardous Waste Management
- Hydraulic Components
- Insurance Components
- Landfill Design
- Landfill Closure/Post-Closure Procedures
- Landfill Equipment
- Landfill Gas Management
- Landfill GPS Systems
- Landfill Liners/Daily Covers
- Leachate Management
- Leasing and Financing
- Magnetic Equipment
- 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
- Recovery
- 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 and Recycling Buildings/Components
- Waste Conversion/WTE
- Waste Diversion
- Waste Storage
- Waste Transportation
- Waste Treatment
- Zero Waste
- And More!
<table>
<thead>
<tr>
<th>JANUARY</th>
<th>FEBRUARY</th>
<th>MARCH</th>
<th>APRIL</th>
<th>MAY</th>
<th>JUNE</th>
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<tbody>
<tr>
<td><strong>Collection</strong></td>
<td>• Front/Side/ Rear Loaders • Business Communication</td>
<td>• Trends: Year in Review • Alternative Fuels</td>
<td>• Fleet Management • Insurance Issues</td>
<td>• Truck Equipment • Leasing/Financing</td>
<td>• Waste Transporation/ Logistics • Scales</td>
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<tr>
<td><strong>Recycling/ Waste Conversion</strong></td>
<td>• Recycling Equipment</td>
<td>• Composting • Conveyors</td>
<td>• Shredders/Grinders</td>
<td>• Food Waste Management • Scrap Recycling</td>
<td>• MRFs/Processing Strategies • Fire Mitigation</td>
</tr>
<tr>
<td><strong>Transfer Stations/ Landfills</strong></td>
<td>• Transfer Station Equipment</td>
<td>• Tipping Floors</td>
<td>• Landfill Liners/Daily Covers</td>
<td>• PFAS • Landfill Equipment</td>
<td>• Landfill Gas Management</td>
</tr>
<tr>
<td><strong>Bonus Distribution/ Media Partner</strong>*</td>
<td>• COMPOST 2024 • Southeast Recycling Conference &amp; Trade Show • Wisconsin Integrated Resource Management Conference • Deconstruction + Reuse</td>
<td>• Mid-America Trucking Show 2024 • International Biomas Conference &amp; Expo • Work Truck Week 2024 • Sustainability in Packaging • North American Carbon World • Future of RNG North America</td>
<td>• Waste Expo 2024 • SWANA S.O.A.R. • Northeast Recycling Council’s Spring Conference • ISRI 2024</td>
<td>• Waste Expo 2024 • 2024 Federation of New York Solid Waste Association’s Conference and Trade Show • Garbageman’s Invitational</td>
<td>• 2024 Green Alliance Summit • American Chemistry Council Circularity Summit</td>
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<tr>
<th>JULY</th>
<th>AUGUST</th>
<th>SEPTEMBER</th>
<th>OCTOBER</th>
<th>NOVEMBER</th>
<th>DECEMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Collection</strong></td>
<td>• Management/ Personnel/Staffing • Risk Mitigation/ Security</td>
<td>• Oils/Lubricants • Training/Education</td>
<td>• Engines • Tires</td>
<td>• Truck Bodies/Parts • Containers/Carts</td>
<td>• Roll-Offs • Arms and Lifters</td>
</tr>
<tr>
<td><strong>Recycling/ Waste Conversion</strong></td>
<td>• Sorting Equipment • Automation/ Robotics</td>
<td>• Balers/Compactors • Separators</td>
<td>• Waste Diversion/Reuse • Circular Economy</td>
<td>• Organics Recycling • EPR/Packaging</td>
<td>• Contamination Issues</td>
</tr>
<tr>
<td><strong>Transfer Stations/ Landfills</strong></td>
<td>• Facilities Planning and Designs • Compliance and Regulations</td>
<td>• Leachate Management</td>
<td>• Waste and Recycling Buildings/Components</td>
<td>• Landfill Design</td>
<td>• Cranes and Grapples</td>
</tr>
<tr>
<td><strong>Bonus Distribution/ Media Partner</strong>*</td>
<td>• PWX Public Works Expo 2024 • CRRA Annual Conference &amp; Trade Show • Safety 2024</td>
<td>• WASTECON 2024 • Arkansas Recycling Coalition’s Recycling Conference and Tradeshow • EREF Fall Classic • NAHMA Annual Hazardous Materials Mgmt Conference • Waste &amp; Recycling Expo Canada</td>
<td>• WASTECON 2024 • 2024 Tennessee Environmental Conference</td>
<td>• Northeast Recycling Council’s Fall Conference • Plastics Recycling World Expo • Accelerate! Conference &amp; Expo by Women in Trucking Association</td>
<td></td>
</tr>
</tbody>
</table>
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. 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 effectively reaches niche audiences that may be more difficult to target online.

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.

For more information and pricing, contact:
Marcus Rubio: marcus@wasteadvantagemag.com (800) 358-2873, ext. 3
Bobby Roos: bobby@wasteadvantagemag.com (800) 358-2873, ext. 2

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>$1,663</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 |

Insert/Outserts Call for pricing (Samples must be provided)

Marketplace 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>$880</td>
<td>$962</td>
<td>$1,017</td>
</tr>
<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&quot;x1&quot; Block</td>
<td>$55</td>
<td></td>
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</table>

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

BONUS!
Added Value to Your Marketing

• 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 - Friday in our e-newsletter and will be posted on our website and social media.
• Bonus Show Distribution for selected months
Print Specifications

Print Ad Sizes
Magazine Trim Size: 9” x 10.875"

AD SIZE .................. WIDTH x HEIGHT
Spread Bleed .................. 18.5” x 11.375”
Full Bleed .................. 9.5” x 11.375”
Full Non-Bleed .................. 8.00” x 9.00”
Half Page Horizontal .................. 7.75” x 4.75”
Half Page Vertical .................. 3.75” x 9.75”
Third Page Vertical .................. 2.375” x 9.75”
Quarter Page .................. 3.625” x 4.75”
Sixth Page .................. 2.375” x 4.75”

Bleeds: Please have all bleeds be 0.25” beyond the trim size for all full and spread size ads.

Material Due Dates 2024

<table>
<thead>
<tr>
<th>Month</th>
<th>Material Due Date</th>
</tr>
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<tbody>
<tr>
<td>January</td>
<td>12/08/23</td>
</tr>
<tr>
<td>February</td>
<td>01/12/24</td>
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<tr>
<td>March</td>
<td>02/12/24</td>
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<tr>
<td>April</td>
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<td>May</td>
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<td>October</td>
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<tr>
<td>November</td>
<td>10/11/24</td>
</tr>
<tr>
<td>December</td>
<td>11/08/24</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” 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” 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.

Bleeds: Please have all bleeds be 0.25” beyond the trim size for all full and spread size ads.

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 Submissions
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 Advertising

Optimized for all mobile platforms to drive advertising impact and value, Waste Advantage 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’s highly engaging, multi-media environment connects our audience with the latest news, stories, videos, products, and equipment, etc. with more than 300,000 page views and more than 145,000 visitors per month.

Advantages of Digital:
- Reach your audience globally
- Cost-effective
- Flexible marketing
- Precise marketing
- Multiple options
- Engaged audience
- 24/7 exposure

Website Banners:
- Desktop (WxH): 970x90px
- Mobile (WxH): 320x100px

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

Supplier Directory Page: 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, plus a promotion noted in our print issue.

On-Demand Webinars: 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: Promote your company with your article featuring YOUR company’s history, products, or services. Each article contains 2,500 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.

Webinar and YouTube Channel:
- 2 GB per video or 3 Mbps @ 1280 x 720. No larger than 35 MB total. Or a YouTube link to video. Title and description, 500 word max. Logo and contact information (website, e-mail, phone) included. May include up to 2 additional images.

Digital Ad Submissions:
Send ad files to heidi@wasteadvantagemag.com

Questions? Please contact the production department for instructions at (800) 358-2873, Ext. 8.

Digital material due 3 days prior to first of the month.
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 85,000+ subscribers. All banners include links to your website or e-mail.

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.

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: 800x200px, jpg or gif

Product/Service/Auction Promotion

Promotion .................................................................................................................. $350/E-Newsletter
Company promotion of a product or service (50 word max) posted on our e-newsletter, with one image and link to your website or e-mail.

Submissions: Image or logo: 200x200px, jpg or gif. Description: 50 word max, your website link or e-mail.

Digital Material Due Dates 2024

<table>
<thead>
<tr>
<th>Month</th>
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<tbody>
<tr>
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<td>December</td>
<td>11/27/24</td>
</tr>
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</table>

Online E-Newsletter

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.

Followers: 3,600 +
Followers: 3,300 +
Followers: 5,700 +
Members: 3,400 +

Post ................................................. $75/Post

Specifications and Submissions

Word Counts:
Facebook: 80 characters
LinkedIn: 100 characters
Twitter: 280 characters
Instagram: 125 characters

Image Size:
Facebook: 1200 x 630 pixels
LinkedIn: 1200 x 627 pixels
Twitter: 1600 x 900 pixels
Instagram: 1080 x 566 pixels

E-mail to:
Heidi@wastesteadvantagemag.com
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.

Specifications and Submissions
Image photos: 700 pixels wide (5 photos max.)
Logo: 350 pixels wide
Contact information: Phone, e-mail, website
Content: 500 to 600 word description
Videos: Allowed up to 2 videos
E-mail 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.

Pricing Packages
1 Listing ......................... $25/MONTH
5 Listings ......................... $50/MONTH
10 Listings ....................... $100/MONTH
25 Listings ...................... $150/MONTH
50 Listings ...................... $200/MONTH
100 Listings ..................... $300/MONTH
Unlimited Listings ............ $500/MONTH

Specifications and Submissions
Image photos: 1024x768 (5 photos max)
Content: E-mail link, phone number, and brief description
E-mail to: Heidi@wasteadvantagemag.com

Digital material due 3 days prior to first of the month.
Regardless of your marketing budget, our experienced team will craft a suitable marketing strategy tailored to your requirements. You determine your needs, and we will formulate a timetable that covers print, digital, or both, ensuring your exposure to a professional audience within the waste and recycling industry.

Create Your Effective Marketing Plan

• Continuous 24/7 Visibility
• Specialized Audience Targeting
• Adaptable Marketing
• Flexible Marketing
• Value-Added Opportunities

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