

Waste360 Digital Packages



Reach Waste360's Online Audience (It's 102,000 strong!)

You'll get 4 months of consistent exposure (May-August) to an audience of 102,000+ waste, recycling and organics industry decision-makers. At a time when most business is being done virtually, you'll reach buyers on the web and in their inboxes.

See what tier works for your budget.

TIER 1 - \$3,000 (\$750/month)

- Posting of 1 article or press release each month (\$1,250 value)
- Waste360.com – 7,500 ad impressions/month (\$900 value)
- Daily Wire – ad in 2 issues/month (\$2,000 value)

TIER 2 - \$6,000 (\$1,500/month)

- Posting of 1 article or press release each month (\$1,250 value)
- Waste360.com – 10,000 ad impressions/month (\$1,200 value)
- Daily Wire – weekly ad (\$4,000 value)

TIER 3 - \$9,000 (\$2,250/month)

- Posting of 1 article or press release each month (\$1,250 value)
- Waste360.com – 10,000 ad impressions/month (\$1,200 value)
- Daily Wire – weekly ad (\$4,000 value)
- Waste360 "Coffee Talk" video interview (\$3,500 value)

TIER 4 - \$12,000 (\$3,000/month)

- Posting of 1 article or press release each month (\$1,250 value)
- Waste360.com – 10,000 ad impressions/month (\$1,200 value)
- Daily Wire – weekly ad (\$4,000 value)
- Waste360 "Coffee Talk" video interview (\$3,500 value)
- "Top Tips" lead gen program (\$4,000 value)

Let's Talk!

Contact us at startfishing@waste360.com
or visit us at waste360.com/startfishing.

Waste360's Coffee Talk

Get in on this new video interview series that puts you and your brand in the limelight. People are working from home, they want (and prefer) video content. Let them start their day with you and your message.



Did you know that:

- 87% of customers want to see more video from brands
- Video consumption through mobile devices rises by 100% every year
- 82% of all internet traffic will come from videos by 2022

These coveted spaces are filling up quickly.

"Top Tips" Lead Gen Program

Share your tips and showcase your expertise in these helpful "Top Tips". Lists attract eyes and interest and you can use it to showcase your expertise while filling your pipeline. A promotional campaign is built around this great opportunity.

Top Five Technologies Affecting Fleet Maintenance



Increasingly, solid waste fleet managers are turning to cutting edge technologies to optimize collections, maintenance, reporting and other operations. Here are among the top five, designed to help boost productivity, performance, efficiency and safety.

1

Fleet Tracking

Delivers critical information in real time, enabling managers to act quickly, and also generates comprehensive histories to help develop long-term strategies for overall efficiency.

Capabilities may include: Monitor vehicle location and status. Driver management and messaging. Alert of engine diagnostic trouble codes. Report speed, mileage, gas consumption and idle time, as well as customizable data. Navigation and route optimization tools.