Connect your brand with the largest audience of waste-and-recycling industry decision makers online and in person.

FISH WHERE THE FISH ARE.

2020 MEDIA KIT
Waste360 Digital Advertising — connect with revenue.

With 87% of industry professionals getting their news online, digital advertising is the perfect way to reach your target audience. Combined with WasteExpo, the largest solid waste, recycling and organics event in the hemisphere, Waste360 has you covered 24/7.

THE WASTE360 ADVANTAGE

- Home of WasteExpo, the industry reunion with 14,500+ participants
- Tap into 3 million views/year
- Get in front of 100% of the Top 100 waste companies
- Reach 102,000 decision makers
Waste360’s Audience By the Numbers

With an audience of over 102,000 waste, recycling and organics decision-makers from both the private and public sectors, Waste360 offers reach like no other industry media outlet.

TOTAL MARKET PENETRATION

Waste360 reaches all of the key stakeholders (your customers and prospects) across the industry

AUDIENCE PROFILE

Influencers and decision-makers comprise Waste360’s audience

C-Level Executives:
35%
Corporate management including Presidents, Owners, Partners, CEO’s, Chairmen of the Board and VPs

Operations Management:
33%
Private or Public Sectors including Superintendents, Directors or Managers of Sanitation, Public Works, Facility or Plant and other Dept. Heads.

Financial & Sales Management:
12%
CFOs, Treasurers, Controllers, VP Sales and Purchasing Directors

Engineering/Maintenance Mgmt:
11%
Chief Engineers, Maintenance Managers, Project Managers and Engineers

Industry Consultants:
7%

Other:
2%

Waste360.com is ranked as the #1 resource for the waste, recycling and organics industry year after year!

-WasteExpo Attendee Survey

Source: Waste360 Profile Study
Waste360.com — Primary Ad Positions

Waste360.com reaches over 102,000 unique visitors per month and draws over 3.2 million page views per year.

All ads are “run of site” unless otherwise scheduled. Minimum run = 10,000 impressions/month. Topic/Category Sponsorships are available; call for details.

**Standard Ad Unit & Price**
- Leaderboard 728x90 **$30 CPM**
- Left Rail 300x250............**$30 CPM**
- In-Article 300x250......**$30 CPM**

**Oversized Ad Unit & Price**
- Billboard 970x250 ......**$60 CPM**
- Half Page 300x600 .....**$60 CPM**
Waste360.com High Impact Opportunities

**Floor Ads** maximize visibility & engagement with this persistent unit that appears throughout Waste360.com.

The floor ad initially appears at 1200x90, and the canvas expands to 1200x410 upon click, with the ability to include video and social feeds!

**PRICE:** $1,500/month for 50% share of voice; yields ~20,000 impressions month.

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**Welcome Ads** deliver your message in a high-impact format and are limited to one view per unique visit per day.

- Standard sizes - 640x480 and 300x416 (mobile)
- Shares available in 10% increments

**PRICE:** $1,000 month for 10% share; yields ~10,000 impressions/month. Available up to a maximum of 50%
Waste360.com High Impact Opportunities

**Homepage Takeovers** provide exclusive sponsorship. The Takeover includes use of all ad units on the Waste360.com homepage as well as a sponsored content block.

Standard sizes - 728x90, 300x250, and Page Wrap

**PRICE:** $3,500/month for 20% share of voice yields ~10,000 video starts per month.

**In-article Video** auto-expands in the body of an article when the area comes into view on the user’s screen. It’s a premium environment for 30-60 seconds.

(5 spots available)

**PRICE:** $950/month for 20% share of voice; yields ~10,000 video starts per month.
Waste360 Industry Voice

Waste360 Industry Voice is content marketing made easy. Your content will be featured prominently on multiple channels, reaching our entire audience of 102,000+.

- Your content (article, video, or press release) will be:
  - hosted indefinitely on Waste360.com
  - featured in an issue of the Daily Wire e-newsletter
  - posted 1x to Waste360’s Twitter or Facebook

- Content will be SEO optimized and is linked to throughout Waste360.com
- You may provide display ads (728x90 and 300x250) to be exclusively featured on your content page

**PRICE: INQUIRE FOR PRICING**

“I wouldn’t be where I am today if it wasn’t for the cutting edge news I receive from Waste360, a must for everyone in the recycling and trash industry.”
— Rick Gray, Operations, Manager, Republic Services
Waste360 Daily Wire

Waste and recycling professionals worldwide turn to Waste360’s newsletters for essential industry content—a combination of original news, commentary and analysis. Sponsorships are unique and effective since they match buyers and sellers around compelling content.

Your daily dose of the latest news in the waste and recycling services industry that includes:

- Daily themed features on key industry topic areas. These features include case studies, analysis, best practices and Q&As with thought leaders.
- “5 Things You Need to Know”—A daily round up of headlines from around the waste & recycling industry
- Commentary from our industry columnists

Standard Ad Unit & Price

- Leaderboard 580x80............$500/issue
- 1st position 300x250 .......... $400/issue
- 2nd position 300x250 .......... $300/issue
- Sponsored content........... $750/issue
- Classified ad.................. $175/issue

AVERAGE CIRCULATION: 24,000
AVERAGE OPEN RATE: 38%

“My day starts with a coffee and the Waste360 Daily Wire.”
-Michael O’Connor, Owner, Premier Waste Services
Waste360 Recycling & Organics Weekly

Waste and recycling professionals worldwide turn to Waste360’s newsletters for essential industry content—a combination of original news, commentary and analysis. Sponsorships are unique and effective since they match buyers and sellers around compelling content.

A weekly newsletter devoted to news, commentary and analysis about recycling & organics that includes:

• A roundup of the important headlines from the past week
• A feature delivering in-depth coverage of a news story or industry trend
• A column examining issues including commodities pricing, best practices for managing facilities and workforces, e-waste and big-picture challenges facing the space

Standard Ad Unit & Price
• Leaderboard 580x80............$375/issue
• 1st position 300x250 ..........$300/issue
• 2nd position 300x250 ..........$225/issue
• Sponsored content..............$500/issue
• Classified ad......................$145/issue

AVERAGE CIRCULATION: 19,000
AVERAGE OPEN RATE: 32%
Waste360 Business Report

Waste and recycling professionals worldwide turn to Waste360’s newsletters for essential industry content—a combination of original news, commentary and analysis. Sponsorships are unique and effective since they match buyers and sellers around compelling content.

A monthly newsletter that takes the reporting of news and events in the solid waste management community one step further with interpretive and/or quantitative analysis of industry issues and events from leading industry analyst, Leone Young, plus:

- A column examining issues including commodities pricing, best practices for managing facilities and workforces, e-waste and big-picture challenges facing the space
- A feature delivering in-depth coverage of a news story or industry trend
- A roundup of the important headlines from the past week

Standard Ad Unit & Price
- Lead sponsor.........................$1,000/issue
  - includes Leaderboard 580x80 & 1st position sponsored content
- Supporting sponsor ...............$750/issue
  - includes 1st position 300x250 & 2nd position sponsored content

AVERAGE CIRCULATION: 15,000
AVERAGE OPEN RATE: 53%
Waste360 Technology Report

Waste and recycling professionals worldwide turn to Waste360’s newsletters for essential industry content—a combination of original news, commentary and analysis. Sponsorships are unique and effective since they match buyers and sellers around compelling content.

It’s an informative quarterly newsletter devoted to keeping you up-to-speed on the latest trends in technology, services and products reshaping the waste industry. Readers eagerly turn to this newsletter for important news and analysis, including:

- 4 spots available
- Technology Roundups
- Insights on route optimization and big data
- A closer look at the products paving the way
- The latest on IoT
- and much more!

Standard Ad Unit & Price
Call for pricing

AVERAGE CIRCULATION: 42,000
AVERAGE OPEN RATE: 31%

“Smart Trucks” & RO: Advancements in Refuse Fleet Tech
As more waste and recycling companies adopt “smart truck” technologies, the industry has seen greater integration of capabilities within and around the refuse truck. But knowing what technology is right for the specific needs of the solid waste and recycling sector and individual business operations is key.

Autonomous Vehicles: The Next Big Trend in the Waste, Recycling Industry
The National Waste & Recycling Association’s Safety Committee toured the American Center for Mobility to learn about the latest technologies for autonomous vehicles and what they may mean for the waste industry.
Waste360 Product News

Waste and recycling professionals worldwide turn to Waste360’s newsletters for essential industry content—a combination of original news, commentary and analysis. Sponsorships are unique and effective since they match buyers and sellers around compelling content.

Put your product or service in front of 40,000+ of the most engaged buyers in the waste, recycling, and organics industry. Your featured listing will directly drive traffic to your website or landing page and includes:

- Image or company logo (1540x800)
- Description (50 words or less)
- Header (10 words or less)

**Standard Ad Unit & Price**

- Premium Listing.................. $1,250/issue
  - 3 month run, rotates through positions 1-3
- Featured Listing .................. $750/issue
  - 3 month run, rotates through positions 4-6

**AVERAGE CIRCULATION:** 46,000  
**AVERAGE OPEN RATE:** 24%
Webinars Deliver the Leads

Sponsor a webinar to demonstrate your thought leadership and expertise to the industry and generate qualified, targeted leads.

Use a webinar to
- Generate qualified leads
- Raise your industry profile
- Generate brand awareness
- Reach top waste, recycling and organics decision-makers
- Maximize your exposure to a topic targeted audience

Sponsorship includes
- Opt-in registration list delivered to sponsor for future marketing/prospecting
- Hosted for 12 months on Waste360.com
- Branding of logo on the webinar interface
- Document download on webinar viewer (whitepapers, executive bios)
- 3 email blasts (2 prior, 1 after) to a targeted selection from Waste360’s database
- Sponsor mention/logo inclusion in all webinar marketing efforts

PRICE: $7,500 PER WEBINAR

TIP
If you promote the on-demand version of your webinar, you can get both original “no shows” and net new registrants to attend.
Content Marketing: Leverage your Market Expertise

White Papers
Custom whitepapers will establish your company as an expert and leader within the industry while driving high-quality leads. Need to create content? Waste360 has decades of experience creating content proven to engage audiences.

Lead Gen Campaigns
Contribute your own content or work with Waste360 on turnkey development of a custom lead gen campaign. Showcase your product/service, extend your brand, and position yourself as an industry leader.

NothingWasted! Podcast
Did you know 61% of listeners who heard a podcast ad were likely to purchase the featured product? Podcasts are a proven way to reel in strong leads and revenue for your business. Our NothingWasted! Podcast has generated 15,000+ listens since launching in April and it’s growing every week. The time is now for you to become one of our first sponsors before prices rise due to demand!

PRICE: INQUIRE FOR PRICING FOR ALL THE ABOVE

Content is king! Let’s showcase yours to the largest audience in the industry.
Email ROI Rocks

Directly target the most engaged group of solid waste, recycling and organics industry buyers.

We’ll work with you to select the audience (choose from job titles or geo selects), set up the email campaign and get it into the market for you. You control the entire look and feel of the email and we deploy it.

Reach deep into the waste, recycling and organics industry.

Reach across key job titles, including:

- Corporate Management
- Operations Management
- Engineering/Maintenance Management
- Financial/Sales Management
- Consultants

PRICE: $200 CPM

ROI OF EMAIL IS REAL

For every $1 you spend on email marketing, you can expect an average return of $32

EMAIL HELPS WITH CUSTOMER RETENTION TOO

80% of business professionals believe that email marketing increases customer retention (Emarsys, 2018)

CUSTOMERS LIKE TO HEAR FROM YOU

49% of consumers said that they would like to receive promotional emails from their favorite brands on a weekly basis (Statista, 2017)
Strong Social Proof

Waste360 and WasteExpo have actively engaged audiences on all of our social networks. Waste and recycling professionals look to us for insights, good shares, and commentary on the daily ins and outs of our amazing industry.

**Twitter**
@Waste360, @Waste_Expo
21,113 followers

**LinkedIn**
@Waste360
3,528 followers

**Facebook**
@Waste360, @Waste360's WasteExpo
5,910 followers

**Instagram**
@WasteExpo
2,219 followers
Waste360’s events bring buyers and sellers together in a format you won’t find anywhere else. You’ll reach this audience of engaged buyers only through Waste360, it’s part of the Waste360 advantage.

WasteExpo | May 4-7, 2020

WasteExpo 2020. It’s all about YOU.


Here’s what you can expect:

- Get fresh ideas
- Make new connections
- Make substantive business deals
- 14,500+ total participants
- 9,300+ motivated buyers
GWMS is North America’s leading technical conference for the presentation of applied and fundamental research and case studies on waste management.

In 2020 you can expect:

- **Innovative poster sessions** that were vetted by a committee of industry experts
- **Solutions** – Sponsors providing solutions to big challenges
- **Networking atmosphere** – Connect with the industry while the latest research is unveiled in a discussion-driven environment.

- **Breakthrough research** – Since this event only happens once every two years, you’ll want to be there to see this innovative research and content while you still can!
- **Award-winning golf** – Attendees, sponsors and experts will enjoy golf at the renowned Indian Wells Golf Resort in Palm Springs, CA.

Visit wastesymposium.com to see sponsorship opportunities.
Reel in new buyers with Waste360’s digital advertising opportunities explicitly built for your needs and budget.

Get on board, start fishing today!

Mark Hickey
Vice President

Chris Colina
Digital Sales Director

startfishing@waste360.com