

**DON'T WASTE MARKETING DOLLARS.
WASTE360 THEM.**

2021 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 per year



Get in front of 100% of the Top 100 waste companies



Reach 102,000 decision makers

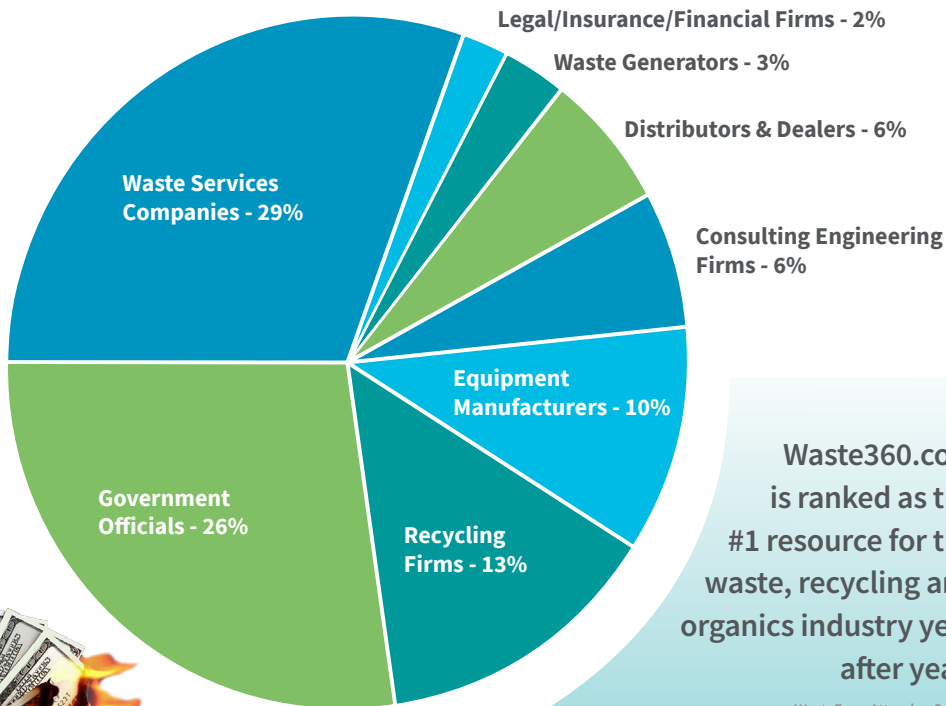


Waste360's Audience By the Numbers

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



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

-WasteExpo Attendee Survey

AUDIENCE PROFILE

Influencers and decision-makers comprise Waste360's audience

35%

C-Level Executives:



Corporate management including Presidents, Owners, Partners, CEO's, Chairmen of the Board and VPs

33%

Operations Management:



Private or Public Sectors including Superintendents, Directors or Managers of Sanitation, Public Works, Facility or Plant and other Dept. Heads.

12%

Financial & Sales Management:



CFOs, Treasurers, Controllers, VP Sales and Purchasing Directors

11%

Engineering/Maintenance Management:



Chief Engineers, Maintenance Managers, Project Managers and Engineers

7%

Industry Consultants:



2%

Other:



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.

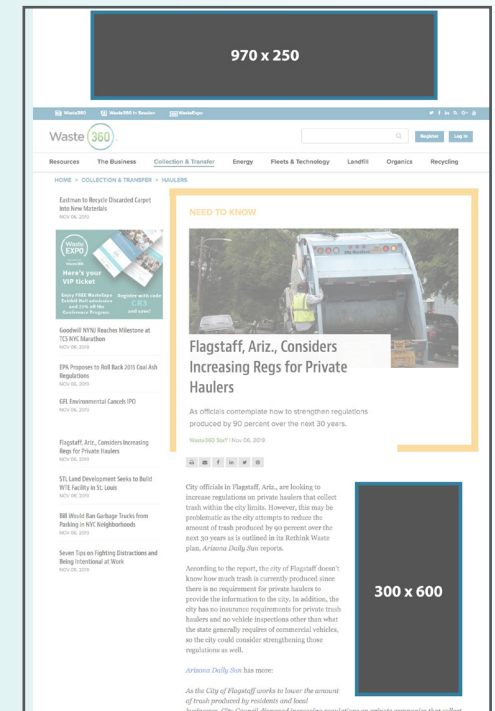
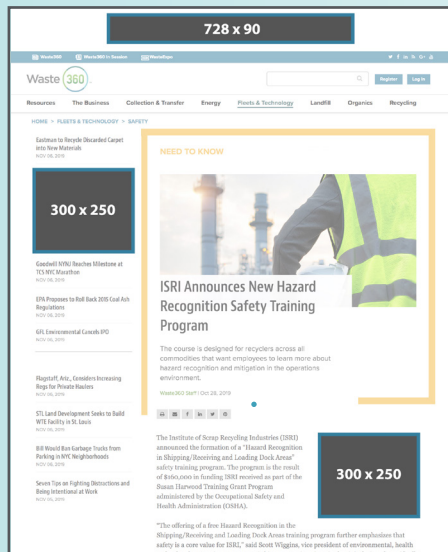
All ads are “run of site” unless otherwise scheduled. Minimum run = 10,000 impressions/month.
Topic/Category Sponsorships are available; call for details.

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**

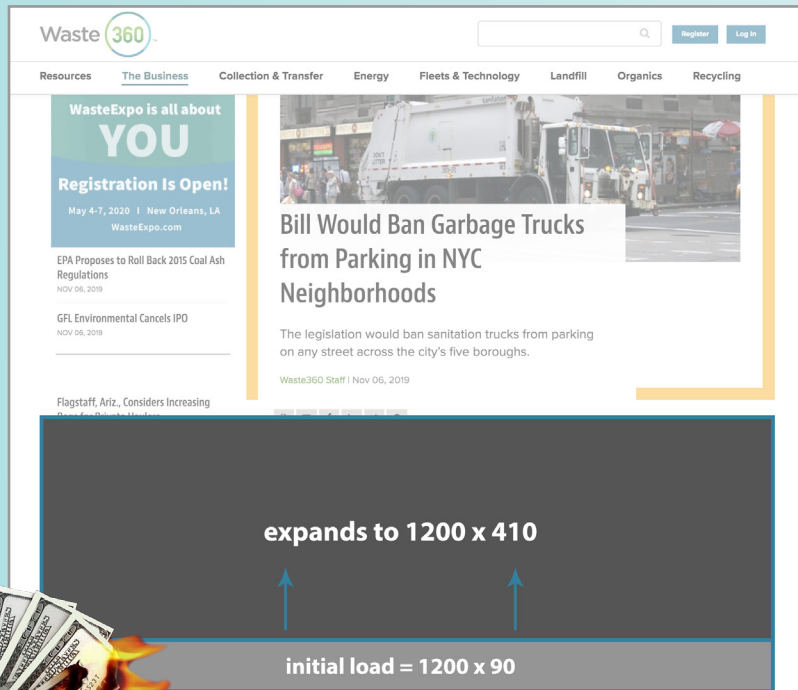


Waste360.com High Impact Opportunities

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.



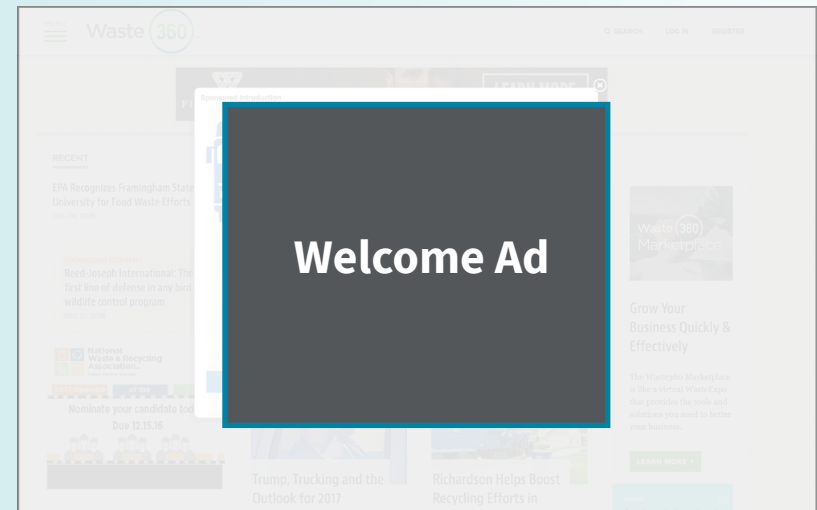
expands to 1200 x 410

initial load = 1200 x 90

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%



Welcome Ad

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.

728 x 90

300 x 250

300 x 250

300 x 250

300 x 250

Sponsored Content

Site Skin

Site Skin

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.

Waste 360

Resources The Business Collection & Transfer Energy Fleets & Technology Landfill Organics Recycling

Goodwill NYNJ Reaches Milestone at TCS NYC Marathon
NOV 06, 2019

EPA Proposes to Roll Back 2015 Coal Ash Regulations
NOV 06, 2019

GFL Environmental Cancels IPO
NOV 06, 2019

Flagstaff, Ariz., Considers Increasing Regs for Private Haulers
NOV 06, 2019

STL Land Development Seeks to Build WTE Facility in St. Louis
NOV 06, 2019

Bill Would Ban Garbage Trucks from Parking in NYC Neighborhoods
NOV 06, 2019

Seven Tips on Fighting Distractions and Being Intentional at Work
NOV 05, 2019

CWST's landfill pricing rose 6.6 percent. Increasing cost pressures and focused discipline drove the increases, while CWST's pricing was also aided by rising Northeast capacity constraints. The price increases were characterized as (at least) sustainable and likely represent a secular step-up trend, buoying the expectation that these strong overall pricing levels would continue into 2020 and beyond.

In-Article Video

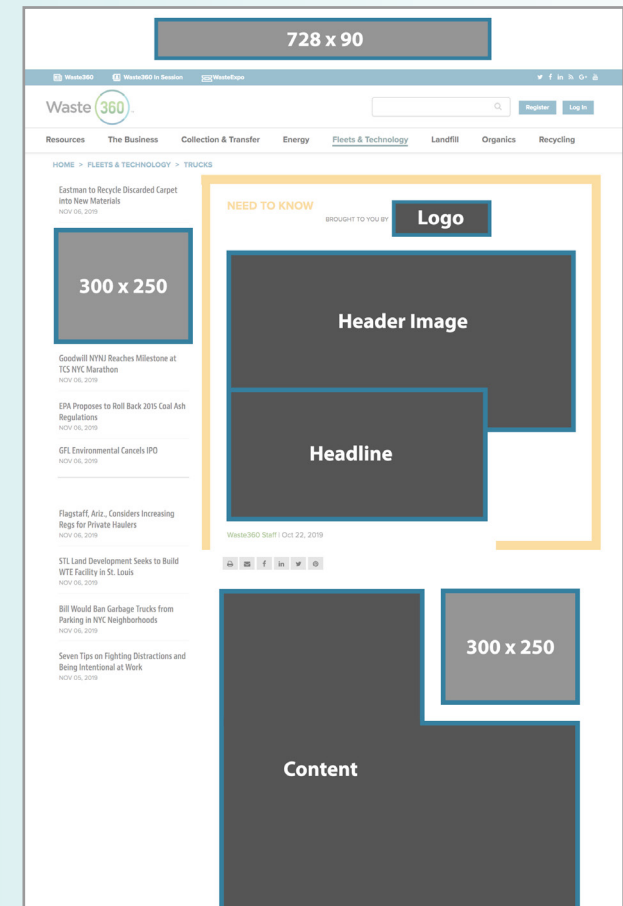
Volume figures were more of a mixed bag, with lingering effects of "non-regrettable" shedding of unprofitable accounts impacting RSG and CWST, such that their volumes were close to flat. WM posted industry-leading volume growth of 2.7 percent, and WCN's volume growth was ahead of expectations at 0.9 percent, though the company called out a "pull-forward" of special waste activity. Although all the players signaled strong commercial and MSW volumes, with service increases exceeding decreases and positive net new business, the outlook for special waste was a differentiating factor between the companies. WM noted seeing more of a "wait-and-see" approach from its industrial customers, while WCN spoke

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



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



The screenshot displays the Waste360 Daily Wire newsletter interface. At the top, the header includes the 'Daily Wire' title and the 'Waste 360' logo. Below this, the date 'DECEMBER 16, 2019' and the word 'Advertisement' are visible. A large dark blue box prominently features the dimensions '580 x 80'. The main content area is titled 'Top News' and lists several articles with accompanying images, such as 'Charges Dropped for West Lake Landfill Protesters' and 'EPA Releases Viable an Exemption for Hazardous Waste Injection Wells'. To the right of the news list, there are three distinct ad units: a 'Sponsored Content' box, a '1st 300 x 250' ad unit with a background image of people in lab coats, and a 'Classified Ad' box. At the bottom, there is a 'Popular on Waste360.com' section listing more articles like 'Recycling Destroys to Create' and 'Vanguard Renewables, VGS Awarded for Anaerobic Digester Project'. The layout is clean and professional, typical of a business-to-business newsletter.

Waste360 Recycling & Organics Weekly

2021 MEDIA KIT | 9

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%



The screenshot displays the Waste360 Recycling & Organics Weekly newsletter interface. At the top, the date is December 16, 2019. A prominent black bar indicates a '580 x 80' ad unit. Below this, the 'Top News' section lists several articles with accompanying images, such as 'Charges Dropped for West Lake Landfill Protesters' and 'EPA Releases Notice on Exemption for Hazardous Waste Injection Wells'. To the right of the news section, there are three distinct ad units: a 'Sponsored Content' box, a '1st 300 x 250' ad unit, and a 'Classified Ad' box. At the bottom, a 'Popular on Waste360.com' section lists more articles, and a '2nd 300 x 250' ad unit is shown on the right.

Waste360 Business Report

2021 MEDIA KIT | 10

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%



If you are having trouble reading this email, [read the online version](#)


Business Report

Waste 360

580x80

SEPTEMBER 22, 2020

Featured



NEW YORK STOCK EXCHANGE

Themes from WasteExpo Together Online 2020

Leone Young

Although we certainly missed the live event, and look forward to seeing everyone in person again next year, the conference held four days of very informative keynotes and sessions. We were able to listen in on quite a number of them, and in this edition of Business Report, we pull together the themes we took out of the presentations.

[FULL ARTICLE](#)

Must Reads


Top Waste Leaders are Prioritizing Sustainability

Lessons Learned from Atlanta's Ongoing Efforts to Reduce Recycling Contamination

Elizabeth Montoya Expands Leadership Role at Rubicon

NWRA Names Republic Services 2020 Organics Recycler of the Year

Rising Leaders Talk Trash



2020 Elections

The Importance of Being Politically Involved

Jim Riley

The need for the waste and recycling industry to be involved in the political process is stronger than ever. New challenges and opportunities are coming out of Washington every day. It is not enough just to be engaged in lobbying and educational activities if we are to be effective in advancing the industry's interests.

[FULL ARTICLE](#)

Sponsored Content #1

1st 300x250

Sponsored Content #2

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.

Sustainability is not a new concept. The waste and recycling industry practically invented it, right? That's why we need to be the ones to talk about it in an action-oriented way.

That's what you will find here. Real talk and bold action. Readers will see who's walking the walk, talking the talk and being innovative. You'll reach our industry and the waste generators who are prioritizing sustainability and ESG.

- 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.....**Call for pricing**
 - includes Leaderboard 580x80 & 1st position sponsored content
- Supporting sponsor**Call for pricing**
 - includes 1st position 300x250 & 2nd position sponsored content



The screenshot displays the Waste360 Sustainability Talks newsletter interface. At the top, the date is DECEMBER 18, 2019. A large dark blue banner for the 580 x 80 ad unit is prominent. Below this, the 'Top News' section lists several articles with accompanying images, such as 'Charges Dropped for West Lake Landfill Protesters' and 'New Bill Would Require Washington, D.C., Businesses to Compost Food Waste'. To the right of the news section, there are two 'Sponsored Content' blocks, each with a dark blue background and white text. The first is labeled 'Sponsored Content #1' and the second 'Sponsored Content #2'. A 300 x 250 ad unit is also visible, labeled '1st 300 x 250'. The layout is clean and professional, with a focus on industry news and sponsored content.

Waste360 Technology Report

2021 MEDIA KIT | 12

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%





Waste 360[™]
Technology Report

Delivering the latest trends in technology and products that are reshaping the waste industry.

SPONSORED BY:





"Smart Trucks" & ROI: 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.

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!



Waste360 Coffee Talks

Watch this new video interview series for some bite-sized insights from the waste and recycling industry's most innovative leaders. Get to know these leaders, their companies and what's on their minds today.

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
25,121 followers

LinkedIn

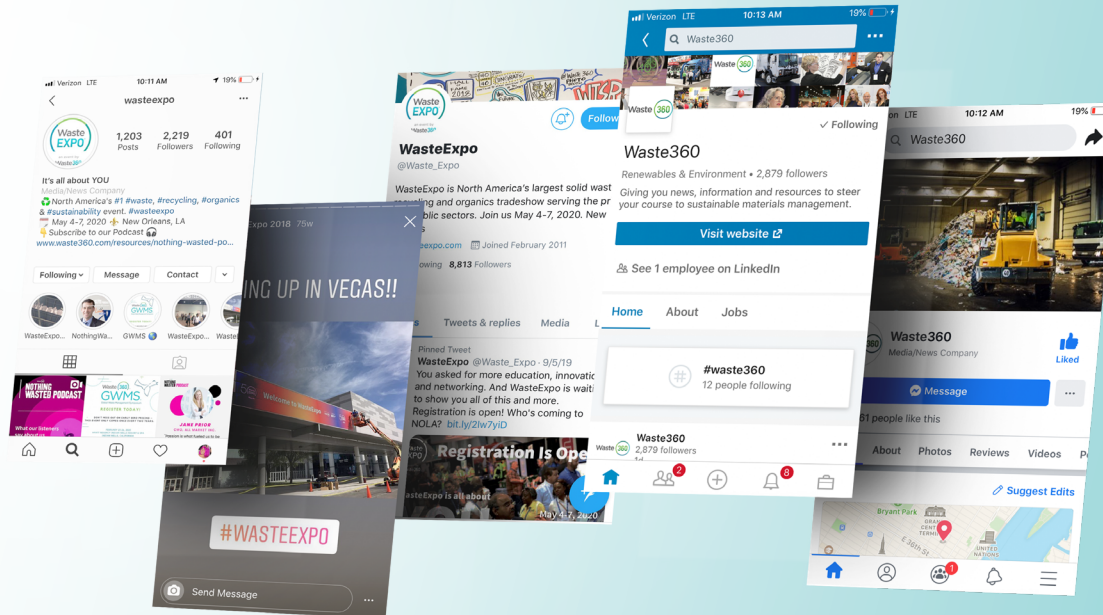
@Waste360
6,090 followers
@WasteExpo
239 followers

Facebook

@Waste360's WasteExpo
5,606 followers

Instagram

@WasteExpo
2,808 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 2021. WE — back for you.
WasteExpo | June 28-30, 2021

Attendees flock to WasteExpo for more innovation, education and solutions. Come and meet your next customer in Las Vegas. It's where real business gets done. WasteExpo 2021. You need to be here.

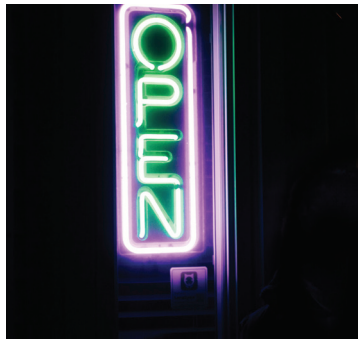
Here's what you can expect:

WasteExpo Together Online

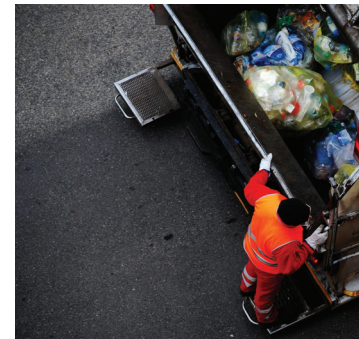
We're taking the experience of WasteExpo—the largest waste and recycling event in North America—and delivering it right to your audience online. Wherever they are.



get
fresh
ideas



make
new
connections



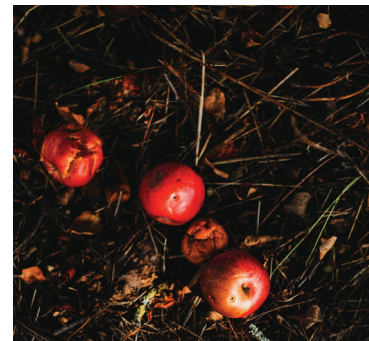
make
substantive
business
deals



14,500+
total
participants



9,300+
motivated
buyers



Stop burning your marketing dollars!



For digital opportunity inquiries, please reach
dontwaste@waste360.com