



**IS YOUR ONLINE MARKETING OFFLINE?  
REBOOT WITH WASTE360.**

**2023 MEDIA KIT**

## Gain the Waste360.com Advantage

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



250,000 monthly page views on Waste360.com



Advertising on Waste360.com drives leads and new business with the Top 100 waste companies.



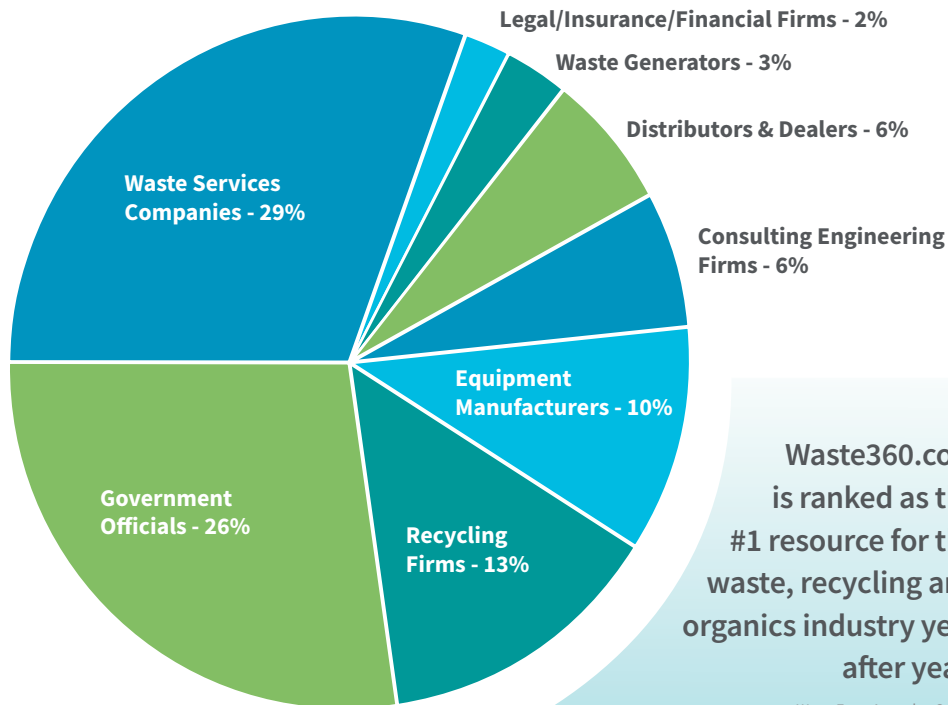
Reach 102,000 decision makers

## 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 - 2022 Editorial Calendar

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

## January

Equipment and Tech: Cameras  
Safety: OSHA Outlook  
Sustainability: Packaging  
Business/Leadership: Hiring and Retention  
Features: Collection and Transfer  
Commodities: Commodities Outlook  
Show Coverage: Compost 2022

## February

Equipment and Tech: Artificial Intelligence/  
Automation  
Safety: Slips, Trips and Falls  
Special Coverage: Black History Month  
Sustainability: Textiles/Fashion  
Business/Leadership: Q4 2020 Earnings/  
Outlook  
Features: PFAS  
Commodities: Glass  
Show Coverage: Global Waste Symposium

## March

Equipment and Tech: Software/Apps  
Safety: Musculoskeletal Injuries  
Special Coverage: National Women's Month  
Sustainability: Compost  
Business/Leadership: Operations  
Features: C&D  
Commodities: Cardboard

## April

Equipment and Tech: Trucks/Fleet  
Safety: Distracting Driving/Fleet Safety  
Special Coverage: Earth Day  
Sustainability: Reuse/Upcycle  
Business/Leadership: Q1 Earnings  
Features: Yard Waste  
Commodities: Textiles

## May

Equipment and Tech: MRFs  
Safety: Summer Safety  
Sustainability: Zero Waste/Waste  
Reduction  
Business/Leadership: Diversity, Equity and  
Inclusion  
Features: Waste to Energy  
Commodities: Aluminum and Steel  
Show Coverage: WasteExpo May 9-12

## June

Equipment and Tech: Shredders  
Safety: National Safety Month  
Special Coverage: Top 100 Waste Companies  
Sustainability: Climate Change  
Business/Leadership: Training and  
Communication  
Features: Cannabis Waste  
Commodities: Source Separation

## July

Equipment and Tech: Compactors and Balers  
Safety: Workplace Violence  
Special Coverage: Plastic Free July  
Sustainability: Alternative Fuels  
Business/Leadership: Q2 Earnings  
Features: Landfill Design  
Commodities: E-waste

## August

Equipment and Tech: Roll Offs  
Safety: Fire Prevention  
Sustainability: Emissions  
Business/Leadership: Multilingual  
Workforce  
Features: Medical Waste  
Commodities: Paper

## September

Equipment and Tech: Sorting  
Safety: Hauler Safety  
Special Coverage: Zero Emissions Day  
Sustainability: Regulatory  
Business/Leadership: Insurance  
Features: Food Waste  
Commodities: Rubber and Tires

## October

Equipment and Tech: Scales and Weighing  
Safety: Mental Health  
Special Coverage: National Hispanic Heritage  
Month  
Sustainability: Environmental Justice  
Business/Leadership: Route Optimization  
Features: Hazardous Waste  
Commodities: Plastics

## November

Equipment and Tech: Carts  
Safety: Winter Safety  
Sustainability: Energy/Solar  
Business/Leadership: Q3 Earnings  
Features: Contamination  
Commodities: Metals

## December

Equipment and Tech: Tires  
Safety: 2022 Safety Trends  
Sustainability: Biodegradable/  
Decomposition  
Business/Leadership: Merger & Acquisition  
Recap  
Features: Anaerobic Digestion  
Commodities: Commodities Recap  
Show Coverage: WasteCon Dec 5 - 7

## Waste360.com - Run of Site Advertising

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

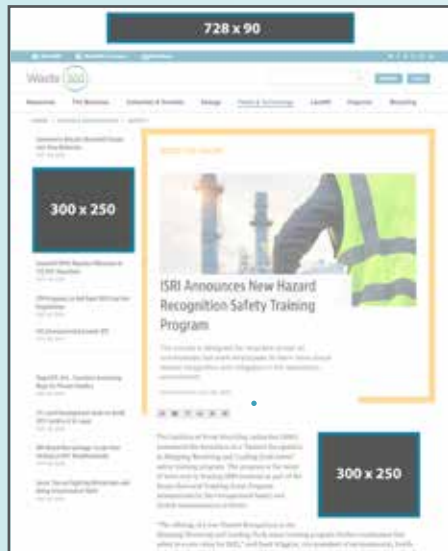
All ads are “run of site” unless otherwise scheduled.  
Topic/Category Sponsorships are available; call for details.

### Standard Ad Unit & Price

- Leaderboard 728x90 **\$50 CPM**
- Big Box 300x250.....**\$50 CPM**

### Oversized Ad Unit & Price

- Billboard 970x250 .....**\$60 CPM**
- Half Page 300x600.....**\$60 CPM**



## Waste360.com High Impact Opportunities

**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)

**PRICE:** \$5,000 per month yields 50,000 impressions

Desktop



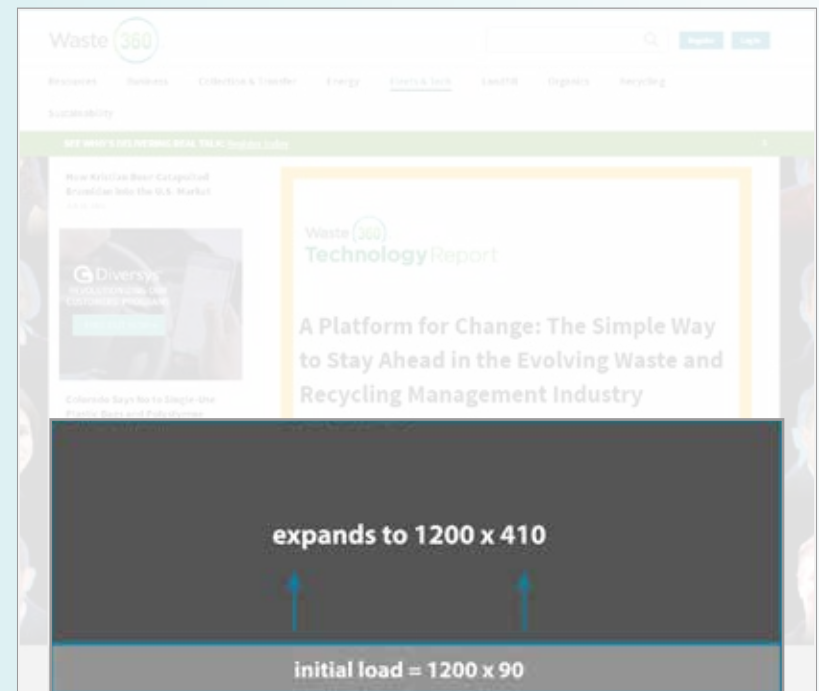
Mobile



**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 ~33,000 impressions month.



## Waste360.com High Impact Opportunities

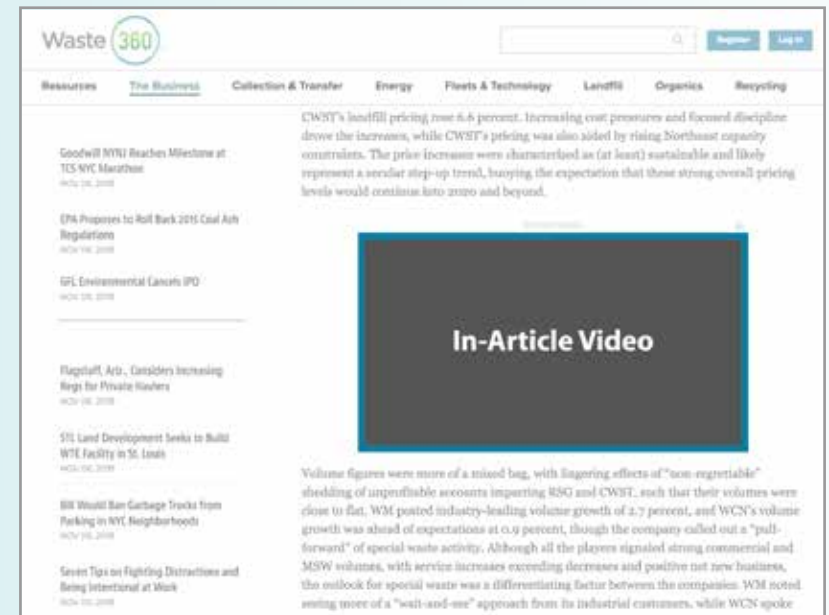
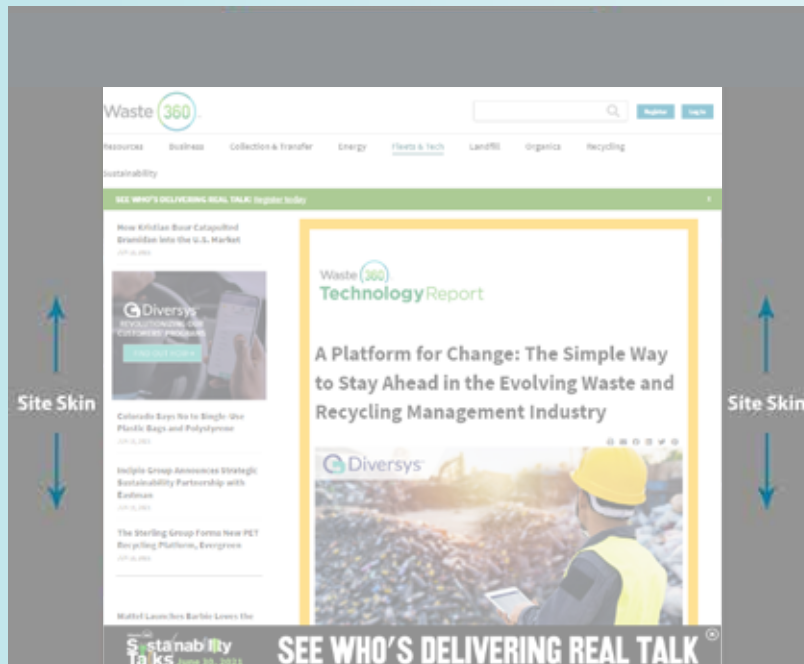
**Site Skin:** Your brand will appear on every page of the site for a full week. The site skin ads on the right and left of the site stay fixed as the user scrolls.

**PRICE:** \$3,500 per week (Monday-Sunday) and yields ~30,000 impressions.

**In-article Video:** Place your video (up to 30 secs) on Waste360.com. The video ads appear in-line with an article page.

*(Limited Availability)*

**PRICE:** \$1,000 per month and yields ~10,000 impressions.



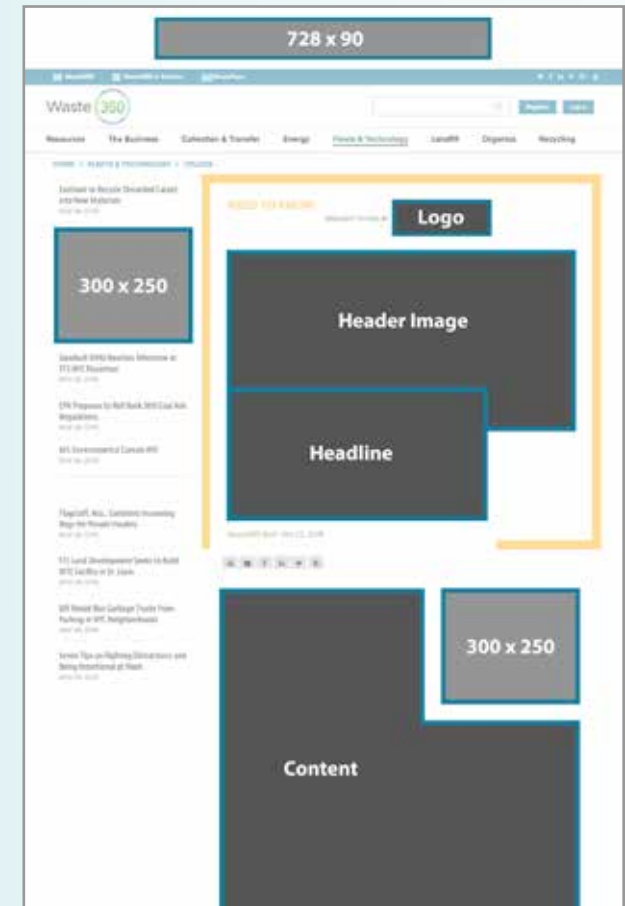


## Waste360 Industry Voice - Native Advertising

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

- Your contributed content will be:
  - Published and promoted on Waste360.com
  - Featured in Daily Wire Newsletter to 24,000+ subscribers 3 times during month
  - Featured in one Recycling & Organics Newsletter to 14,000+ subscribers during month
- Display ads (728x90 and 300x250) will appear appear on your article page for one month.

**PRICE:** \$3,600



**“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.....**\$2,000/week (Mon-Sat) or \$500/issue**
- Big Box 300x250.....**\$2,000/week (Mon-Sat) or \$500/issue**
- Sponsored content.....**\$3,000/week (Mon-Sat) or \$750/issue**
- Classified ad.....**\$1,000/week (6 issues)**

**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

2023 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 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 ..... **\$1,500/Month or \$400/issue**
- Big Box 300x250 ..... **\$1,500 Month or \$400/issue**
- Sponsored Content ..... **\$2,000 month or \$500/issue**

**AVERAGE CIRCULATION: 19,000**  
**AVERAGE OPEN RATE: 32%**



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.

**The first Tuesday of the month (subject to change) 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%**



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



## 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!

Waste **360**  
**NOTHING  
WASTED** PODCAST

**PRICE:** INQUIRE FOR PRICING FOR ALL THE ABOVE



**Content is king! Let's showcase yours to the largest audience in the industry.**



## Waste360 Coffee Talks

Watch this 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

**"I love seeing these leaders talk about their companies and innovations."**

-from a Coffee Talk fan





## Custom E-Mail Broadcast

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

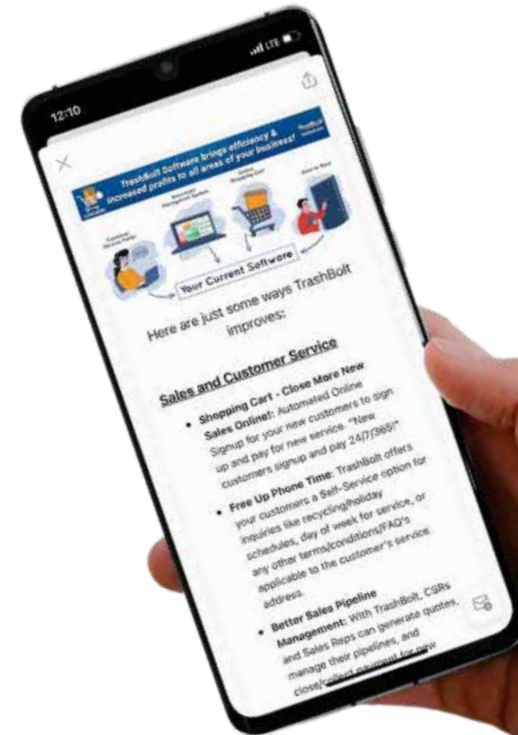
Deploy your message to our subscribers. Excellent open rates and your content is the Feature.

**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:** INQUIRE FOR PRICING



### 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  
26,170 followers

### LinkedIn

@Waste360, @WasteExpo  
7,612 followers

### Facebook

@Waste360's WasteExpo  
5,984 followers

### Instagram

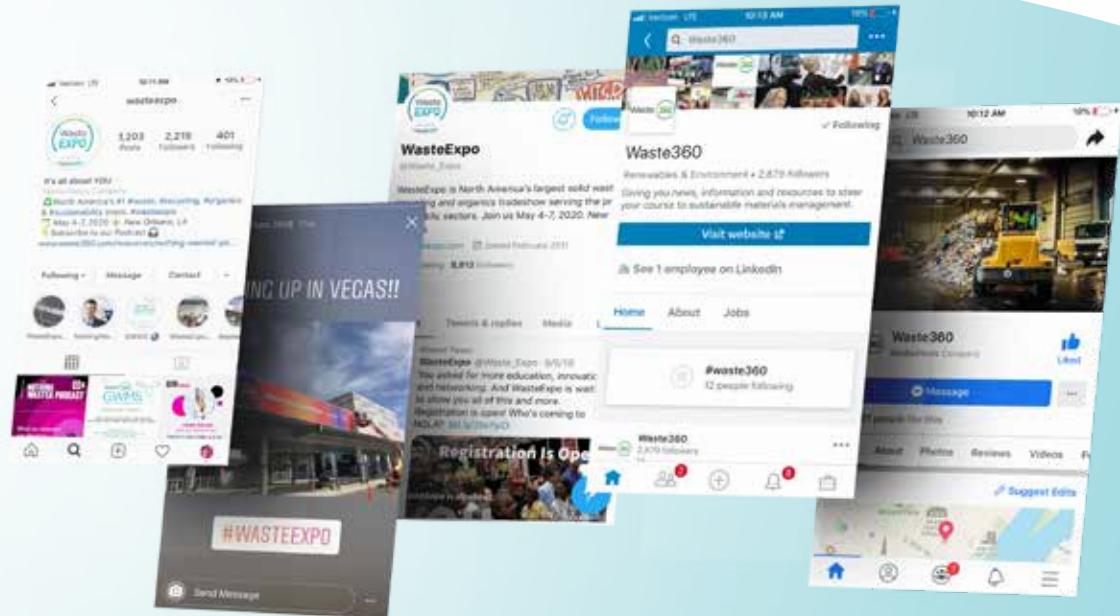
@WasteExpo  
2,914 followers

### Custom Social Program Post:

Reach Waste360 social following and retarget our site traffic on social media with your news/product launch announcement.

*(subject to editorial approval)*

**PRICE:** \$3,500 per post for two week promotion



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 2023

May 1-4, 2023

New Orleans, LA

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 2023. You need to be here.

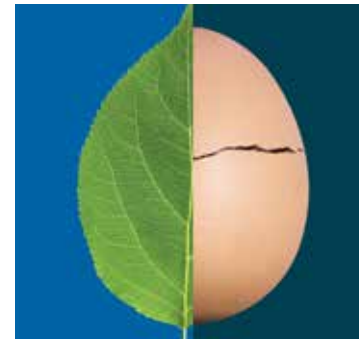


## Here's what you can expect:

get  
fresh  
ideas



make  
new  
connections



make  
substantive  
business  
deals



14,500+  
total  
participants



9,300+  
motivated  
buyers





# REBOOT WITH WASTE360.



For digital opportunity inquiries, please reach  
Peter Badeau, *Digital Sales Manager*  
[peter.badeau@informa.com](mailto:peter.badeau@informa.com)

