

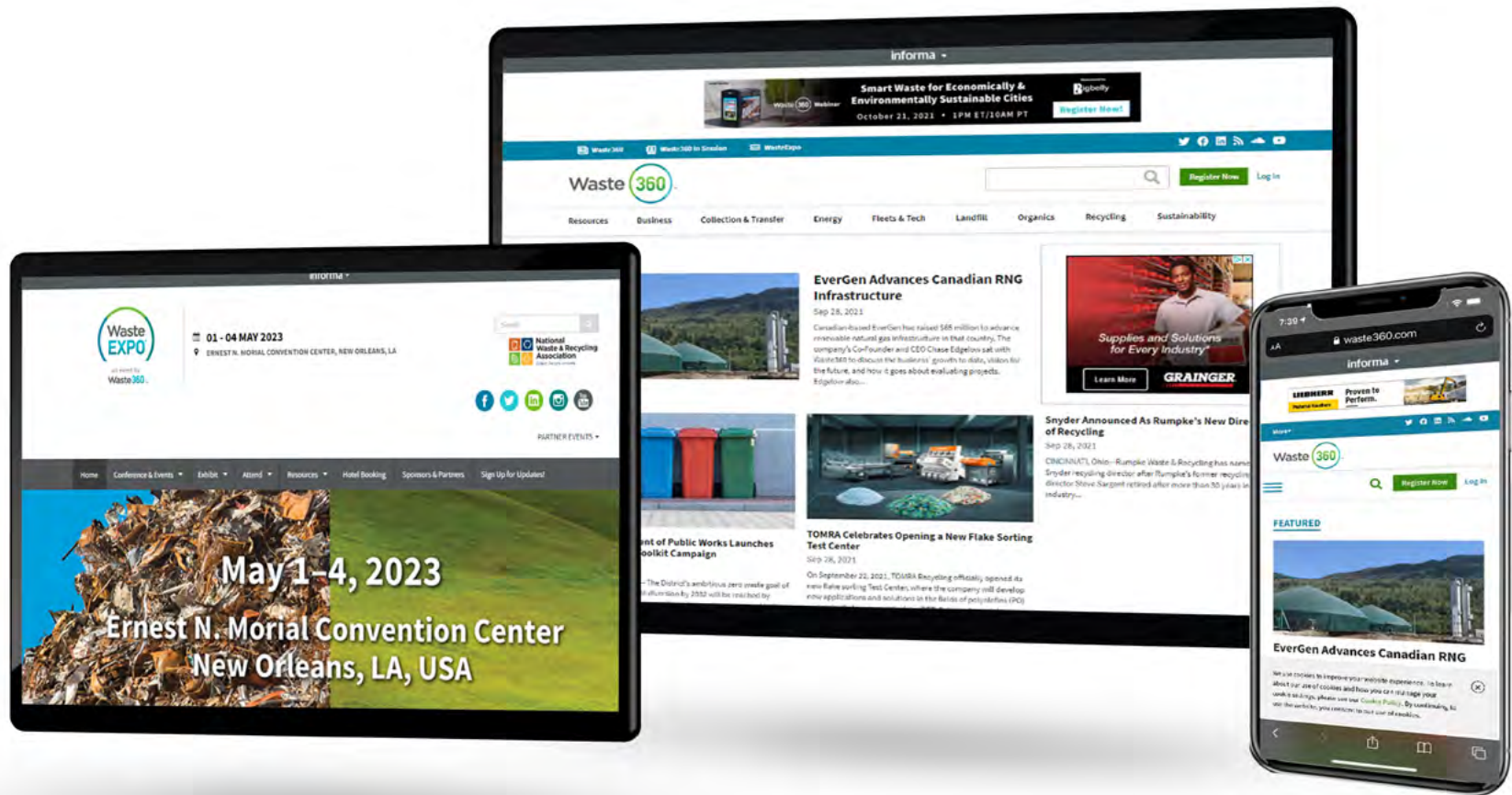


**IS YOUR ONLINE MARKETING OFFLINE?
REBOOT WITH WASTE360.**

2023 MEDIA KIT



WasteExpo & Waste360.com



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.



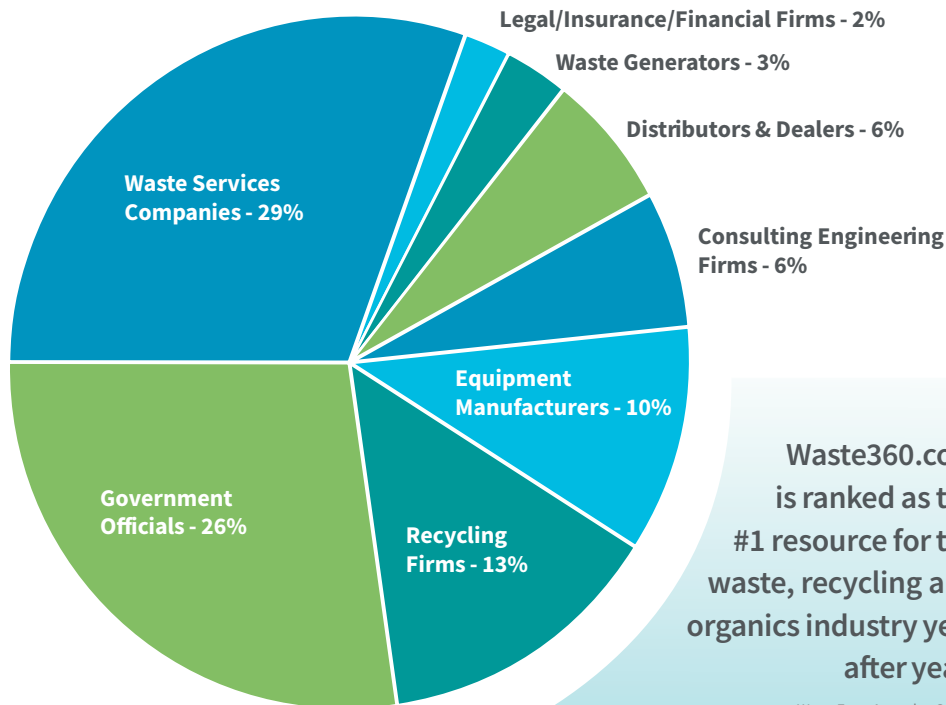
Reach 102,000 decision makers

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 - 2023 Editorial Calendar

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

January

- Legislative Outlook
- Hiring and Retention
- OSHA Outlook
- Packaging

February

- PFAS
- Black History Month
- Q4 Earnings/Outlook
- Slips, Trips and Falls
- Textiles/Fashion

March

- Commodities Report
- National Women's Month
- Operations
- Musculoskeletal Injuries
- Compost/Organics

April

- Collection and Transfer
- Earth Day
- Q1 Earnings
- Distracting Driving/Fleet Safety
- Reuse/Upcycle

May

- Waste to Energy
- DEI
- Summer Safety
- Zero Waste
- WasteExpo May 1-4

June

- Cannabis Waste
- Training and Communication
- National Safety Month
- E-waste/Right to Repair

July

- Landfill Design and Operation
- Waste and Recycling Top 75
- Q2 Earnings
- Workplace Violence
- Plastics

August

- Medical Waste
- Multilingual Workforce
- Fire Prevention
- Emissions

September

- Food Waste/Insecurity
- Partnerships
- Hauler Safety
- Waste to Fuel
- WasteCon Sep 27-29

October

- Hazardous Waste
- National Hispanic Heritage Month
- Route Optimization
- Mental Health
- Environmental Justice

November

- Contamination
- Q3 Earnings
- Winter Safety
- Energy/Solar

December

- Anaerobic Digestion
- Merger & Acquisition Recap
- 2023 Safety Trends
- Biodegradables

* Editorial coverage is subject to change in a digital-first format.

Editorial Guidelines: Are you interested in contributing an article? Please read these guidelines: <https://www.waste360.com/waste360-editorial-guidelines>. Please submit any contributed pieces by the first of the month in which the article is slated to be published to allow for review and editing.

Questions about the editorial calendar? E-mail Editorial Director Stefanie Valentic: stefanie@waste360.com

Waste360.com High Impact Opportunities

Welcome Ads

Your ad appears for 15 seconds upon entrance to the site. Deliver your message in a high-impact format and are limited to one view per unique visit per day.

Ad Sizes

- 640x480 (desktop)
- 300x250 (mobile)

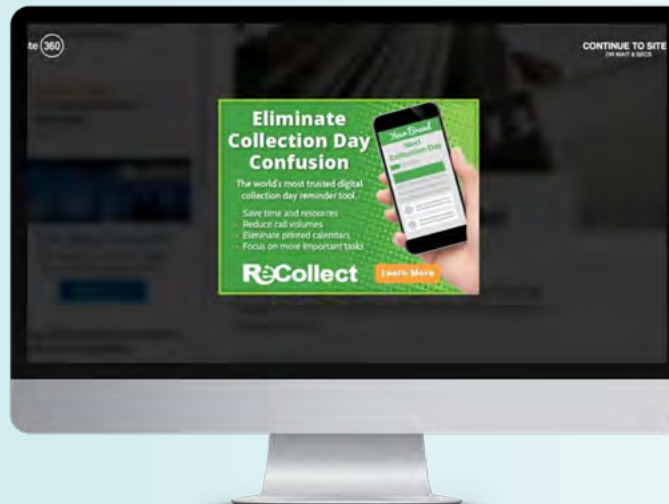
PRICE:

\$2,000 per month yields

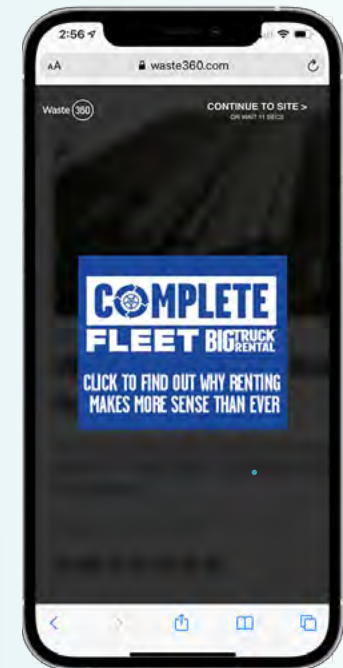
20,000 impressions

CLICK [HERE](#) TO SEE LIVE SAMPLE.

Desktop



Mobile



Waste360.com High Impact Opportunities

Site Skin plus Floor ad

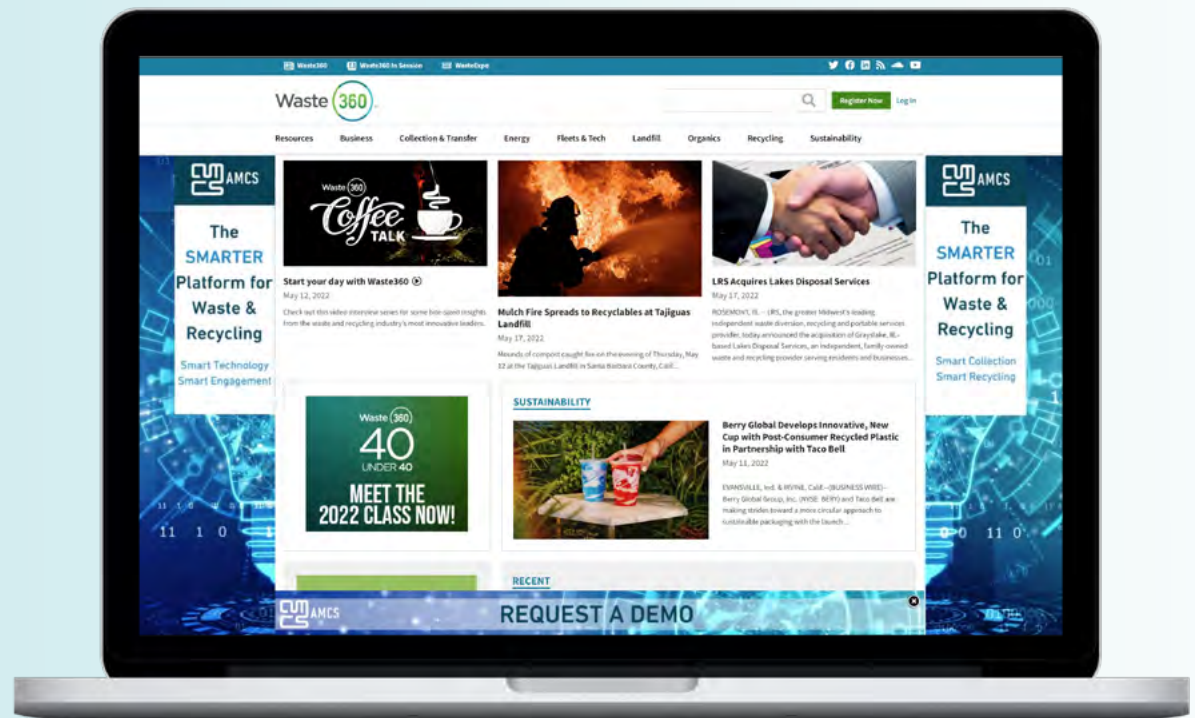
TAKE OVER Waste360.com for a full week (Monday-Sunday)

This ad unit appears on every pageview of the site (Desktop only)

PRICE:

\$3,500 per week- delivers approx. 20,000 impressions per week)

CLICK [HERE](#) TO SEE LIVE SAMPLE.



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.

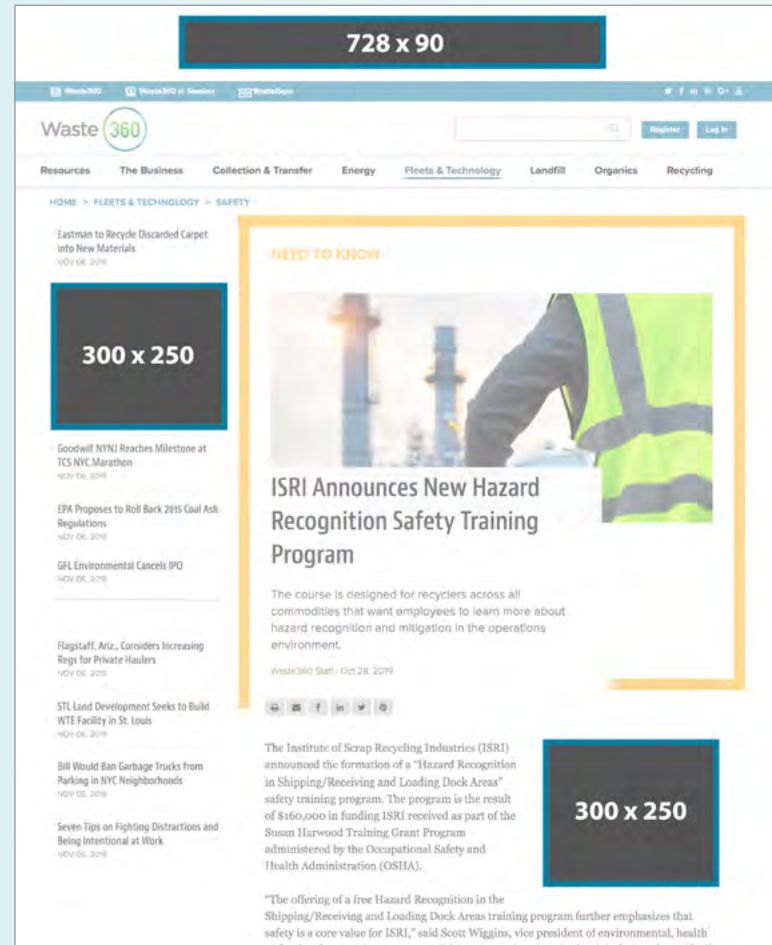
All ads are “run of site” unless otherwise scheduled.
Topic/Category Sponsorships are available; call for details.

- Leaderboard 728x90
- Big Box 300x250

PRICE:

\$1,000 per month

20,000 impressions per month... \$50 CPM

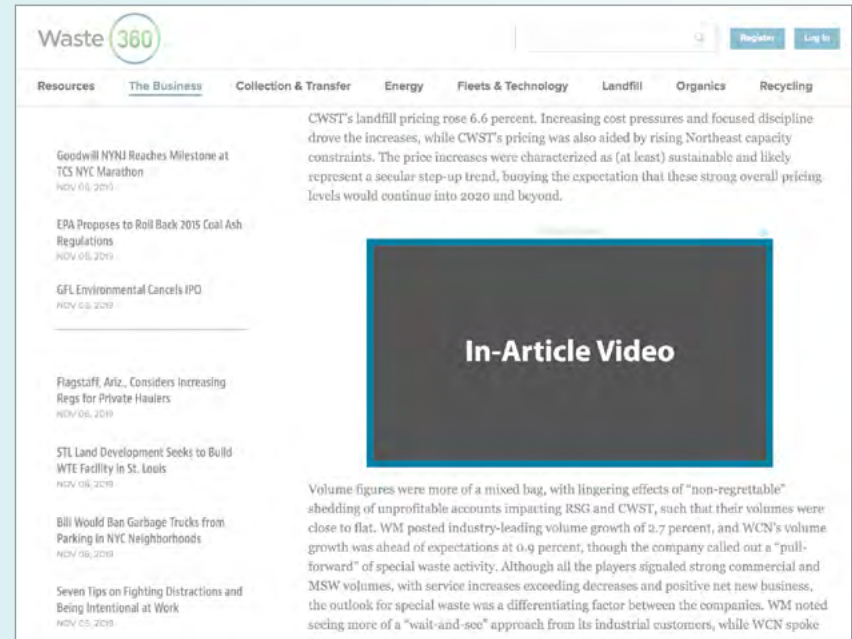


The screenshot displays the Waste360.com website interface. At the top, a dark blue banner indicates a 728 x 90 advertisement space. Below this, the website's header includes the Waste360 logo, a search bar, and navigation links for Resources, The Business, Collection & Transfer, Energy, Fleets & Technology, Landfill, Organics, and Recycling. The main content area features a list of articles on the left, including 'Eastman to Recycle Discarded Carpet into New Materials', 'Goodwill NYNJ Reaches Milestone at TCS NYC Marathon', 'EPA Proposes to Roll Back 2015 Coal Ash Regulations', 'GFL Environmental Cancels IPO', 'Flagstaff, Ariz., Considers Increasing Rags for Private Haulers', 'STL Land Development Seeks to Build WTE Facility in St. Louis', 'Bill Would Ban Garbage Trucks from Parking in NYC Neighborhoods', and 'Seven Tips on Fighting Distractions and Being Intentional at Work'. On the right, a large article titled 'ISRI Announces New Hazard Recognition Safety Training Program' is highlighted with a yellow border. This article includes a photo of a person in a safety vest and text describing the training program. A 300 x 250 advertisement space is also visible at the bottom right of the page.

Waste360.com High Impact Opportunities

In-article Video: Place your video (up to 30 secs) on Waste360.com. The video ads appear in-line with an article page. Video autostarts without sound. User can initiate sound and click through to advertiser site.

PRICE: \$1,000 per month and guarantees 10,000 video starts



The screenshot displays the Waste360.com website interface. At the top, the Waste360 logo is visible alongside 'Register' and 'Log In' buttons. A navigation bar includes links for Resources, The Business, Collection & Transfer, Energy, Fleets & Technology, Landfill, Organics, and Recycling. The main content area features a list of articles on the left, including 'Goodwill NYNJ Reaches Milestone at TCS NYC Marathon' (NOV 01, 2019), 'EPA Proposes to Roll Back 2015 Coal Ash Regulations' (NOV 05, 2019), 'GFL Environmental Cancels IPO' (NOV 05, 2019), 'Flagstaff, Ariz., Considers Increasing Regs for Private Haulers' (NOV 06, 2019), 'STL Land Development Seeks to Build WTE Facility in St. Louis' (NOV 08, 2019), 'Bill Would Ban Garbage Trucks from Parking in NYC Neighborhoods' (NOV 08, 2019), and 'Seven Tips on Fighting Distractions and Being Intentional at Work' (NOV 09, 2019). The right side of the page shows a text article about CWST's landfill pricing, followed by a large video placeholder box labeled 'In-Article Video' with a play button icon. Below the video box, there is additional text discussing volume figures and company performance.

Waste 360

Register Log In

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

Goodwill NYNJ Reaches Milestone at TCS NYC Marathon
NOV 01, 2019

EPA Proposes to Roll Back 2015 Coal Ash Regulations
NOV 05, 2019

GFL Environmental Cancels IPO
NOV 05, 2019

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

STL Land Development Seeks to Build WTE Facility in St. Louis
NOV 08, 2019

Bill Would Ban Garbage Trucks from Parking in NYC Neighborhoods
NOV 08, 2019

Seven Tips on Fighting Distractions and Being Intentional at Work
NOV 09, 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 - 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+.

Advertiser provides up to 2,500 Word article. Stays on Waste360 for one year.

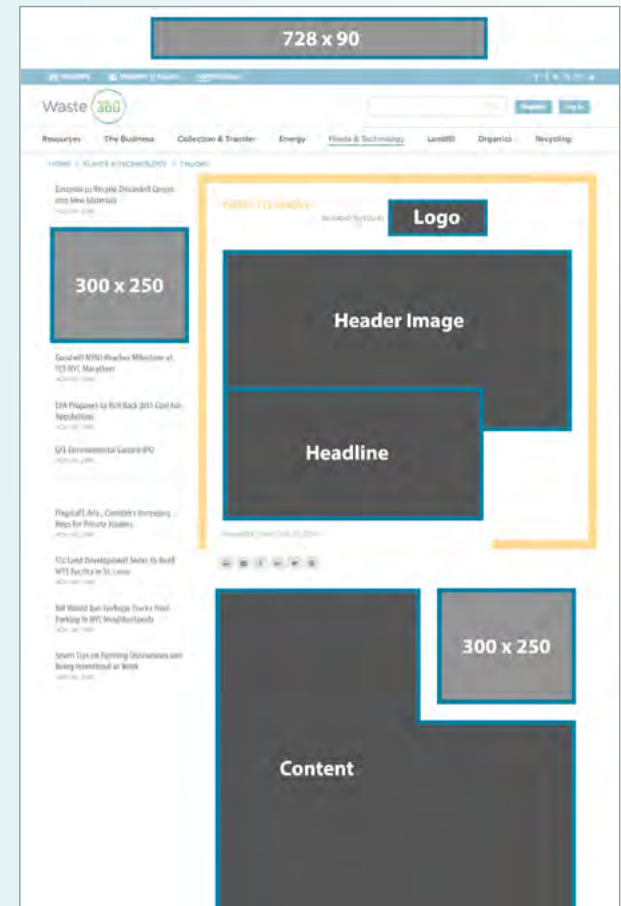
Content can be Product Page / Case Study / News / Interview / Video Page.

- 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 once during month
- Display ads (728x90 and 300x250) will appear appear on your article page for one month.

PRICE: \$3,600 net

“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.

5 Days a week, (Monday- Friday) the Daily Wire delivers 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

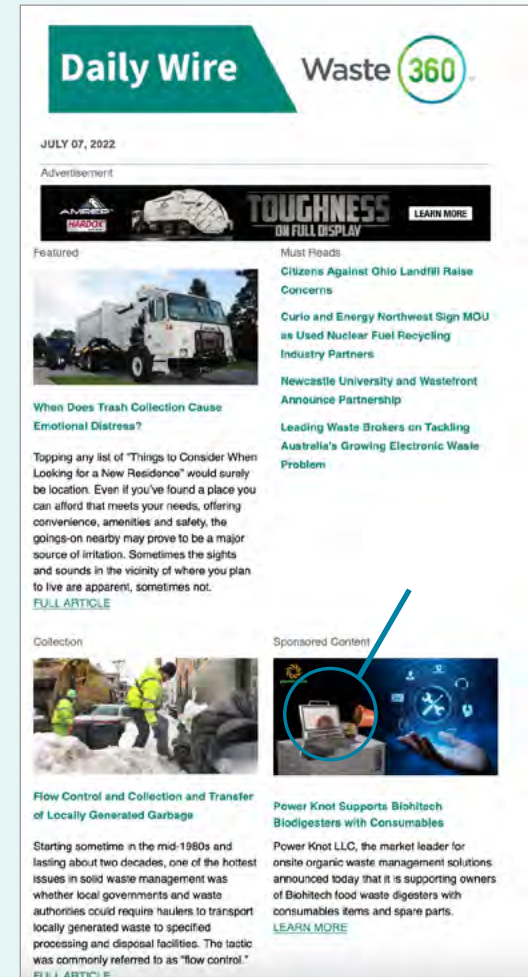
- Leaderboard 728x90 **6 ad placements during month- \$2,000 or single ad \$500 each.**
- Big Box 300x250 **6 ad placements during month- \$2,000 or single ad \$500 each.**
- Sponsored Content **6 ad placements during month. \$3,000 or \$750 per ad placement.**

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



e-Newsletter - Waste360 Recycling & Organics Weekly

2023 MEDIA KIT | 13

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 728x90 **\$1,500/Month (4 Issues) or \$400/per newsletter**
- Big Box 300x250 **\$1,500 Month (4 Issues) or \$400/per newsletter**
- Sponsored Content **\$2,000 month (4 newsletters) or \$ 600/per newsletter**

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



e-Newsletter - Waste360 Sustainability Talks

2023 MEDIA KIT | 14

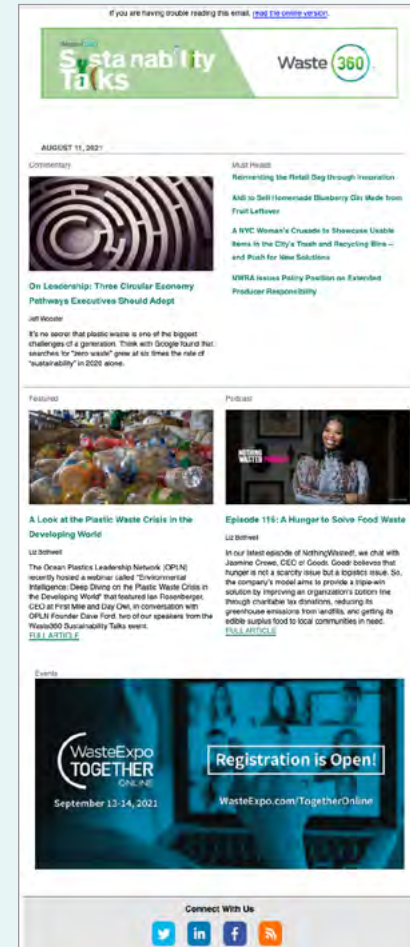
Sustainability is not a new concept. The waste and recycling industry practically invented it, right? That's why we need to be the ones to talk about it in an action-oriented way.

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

- Leaderboard 728 x 90 sponsor **\$750 per newsletter**
- Big Box 300 x 250 sponsor **\$750 per newsletter**
- Sponsored Content (Native ad) **\$1,000 per newsletter**



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.

Waste360 NothingWasted! Podcast

NothingWasted! Podcast

Did you know 61% of listeners who heard a podcast ad were likely to purchase the featured product?

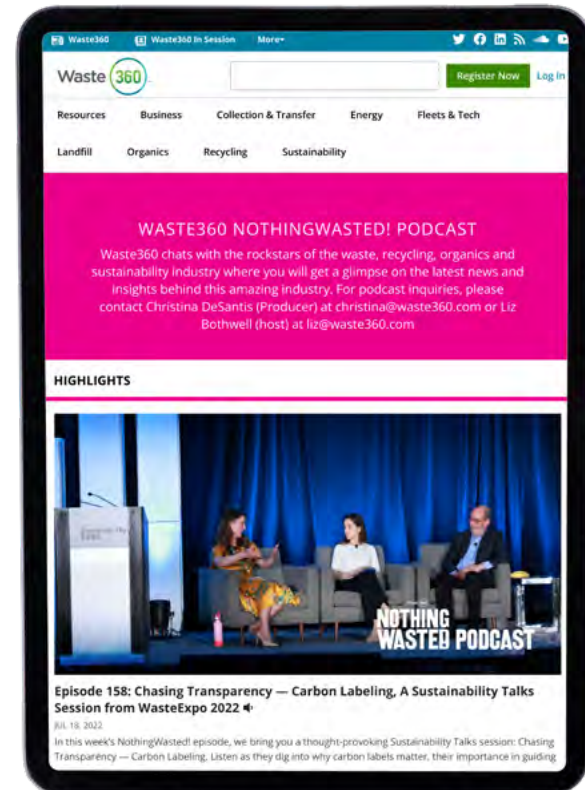
Podcasts are a proven way to reel in strong leads and revenue for your business. Our NothingWasted! Podcast has generated over 100k listens!

Package includes:

- Includes a 30 second read in 4 podcast intros
- Sponsorship logo on featured image of the podcast article on Waste360.com
- Podcast promoted via email to 70,000
- Podcast promoted on Social

PRICE: \$3,000 net

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



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

Waste360 Coffee Talks

Have a coffee talk with an editor featured on Waste360.com.

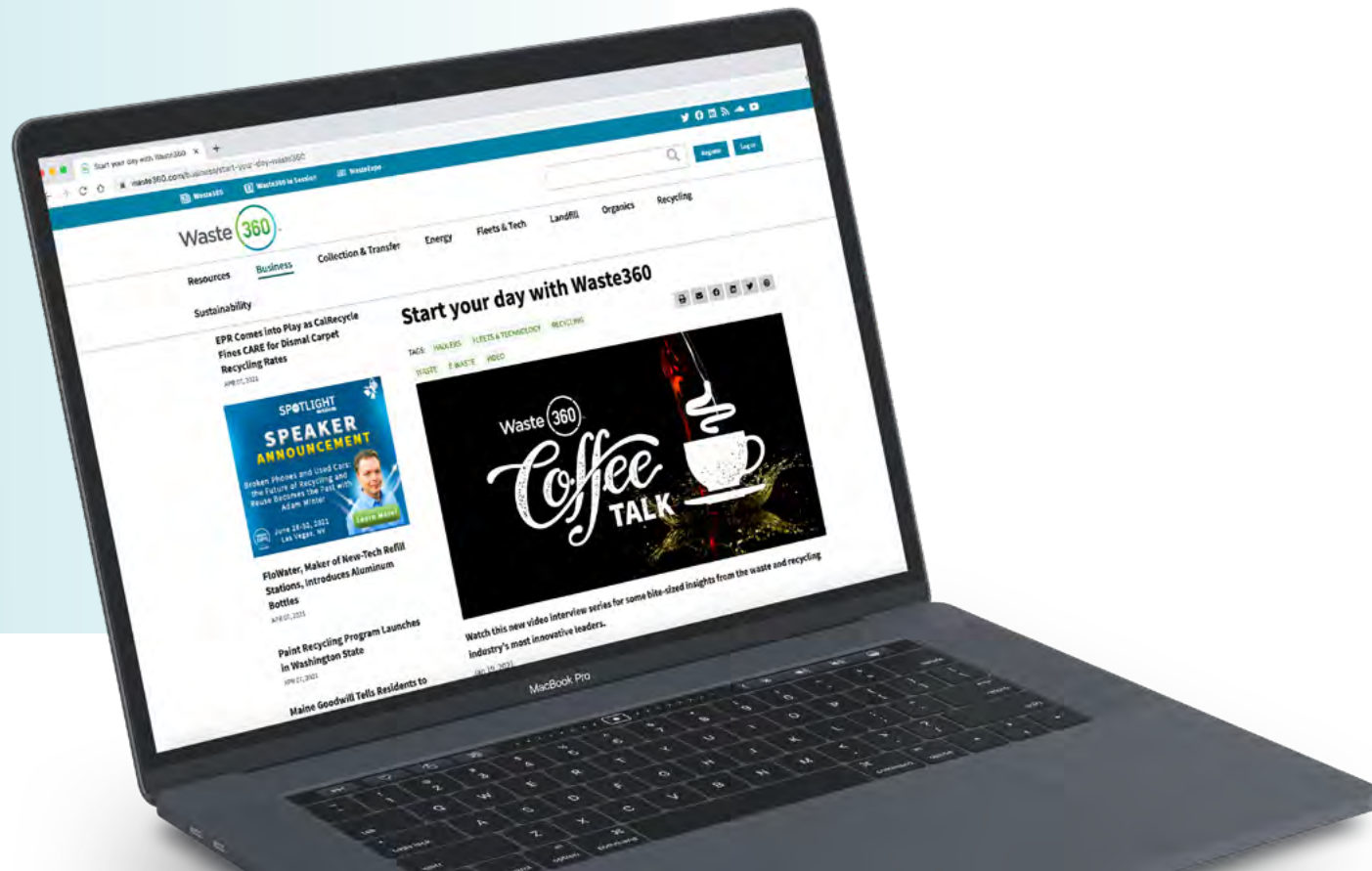
You can have a feature video interview and the Coffee talk is promoted to the entire Waste 360 audience and hosted on Waste360.com for a full year.

Your video interview will be promoted and featured on Waste360.com.

PRICE: \$5,000 net

“I love seeing these leaders talk about their companies and innovations.”

-from a Coffee Talk fan



Custom E-mail Blast

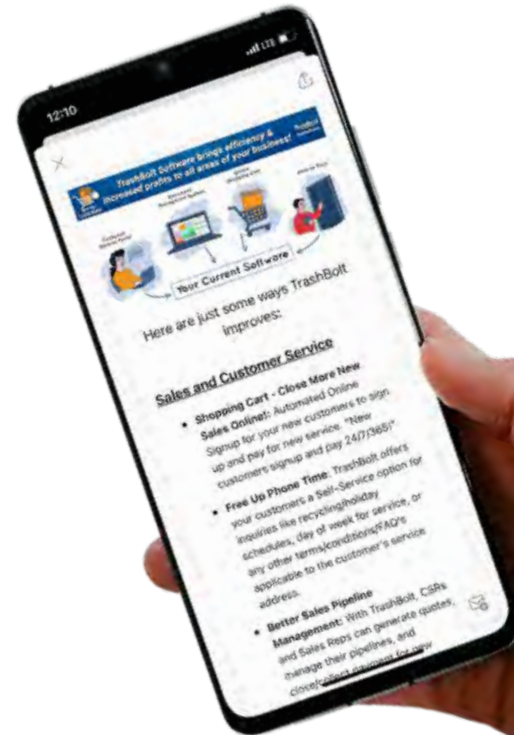
Directly target the most engaged group of solid waste, recycling and organics industry buyers.

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

Reach across key job titles, including:

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

PRICE: \$3,000 net



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

28,494 followers

LinkedIn

@Waste360, @WasteExpo

12,436 followers

Facebook

@Waste360's WasteExpo

6,238 followers

Instagram

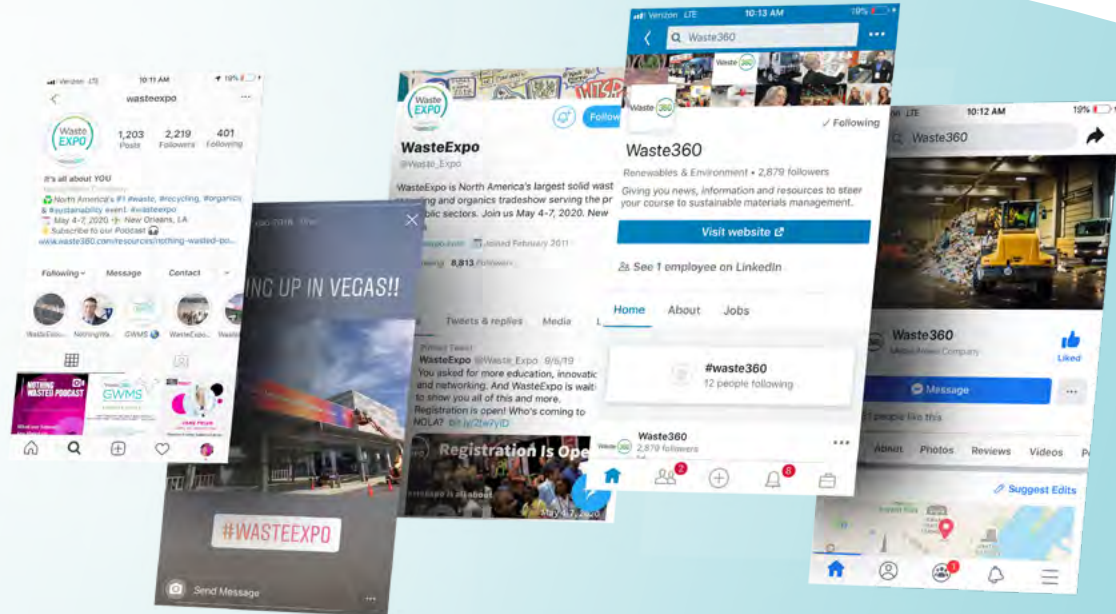
@WasteExpo

3,863 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



Pre- WasteExpo Newsletter

Pre-show e-newsletter featuring “Must See at WasteExpo”

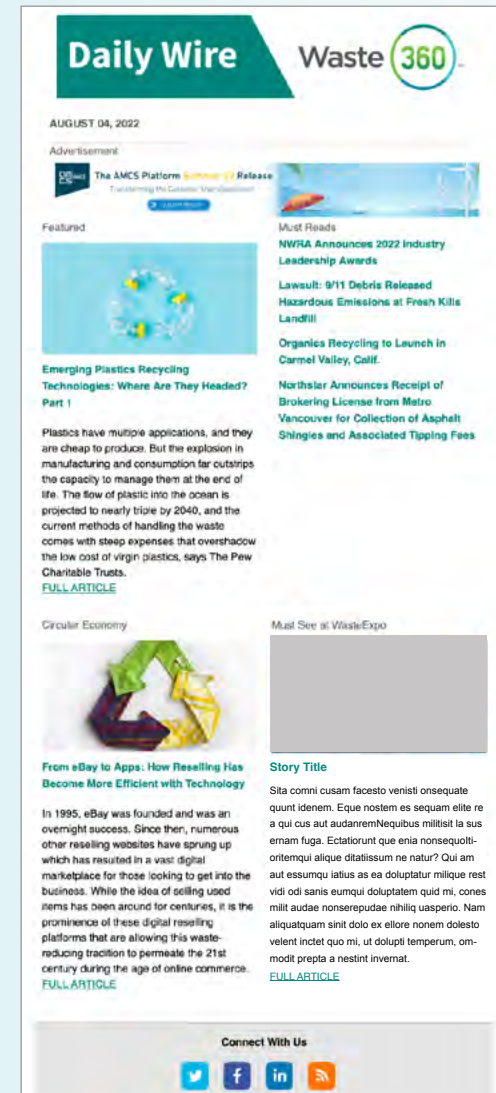
Deploy your message to our subscribers.

Your ad includes:

- Image
- Headline: 10 words
- Body text: 50 Words
- Click through URL

PRICE: \$1,000 net

- Deployed to 24,000
- Newsletter Depoys: April 19 and April 26



Pre-Show eBlast

Want to get directly in front of WasteExpo attendees before the event? And do you have a product or service that you are showing off at WasteExpo? Here's your chance to reach pre-registered attendees before their feet hit the show floor.

Pre-Show eBlast

PRICE:

- You own an eBlast to pre-registered attendees of WasteExpo: **\$2,500 net**
- Post Show eBroadcast/eBlast (includes on-site attendee registrations)
You own 100% of copy **\$3,500 net**

MOTIVATED BUYERS: 9,300+
AVERAGE OPEN RATE: 38%



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 New Orleans. It's where real business gets done. WasteExpo 2023. You need to be here.

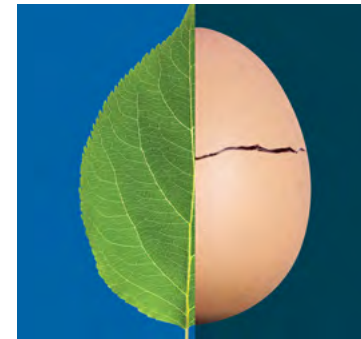


Here's what you can expect:

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 out to dontwaste@waste360.com

Peter Badeau, *Digital Sales Manager*

peter.badeau@informa.com

