IS YOUR ONLINE MARKETING OFFLINE?
REBOOT WITH WASTE360.
2023 MEDIA KIT
Waste Expo & Waste360.com

May 1–4, 2023
Ernest N. Morial Convention Center
New Orleans, LA, USA
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
- Advertising on Waste360.com drives leads and new business with the Top 100 waste companies.
- 250,000 monthly page views on Waste360.com
- 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 Management:
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 reaches over 102,000 unique visitors per month and draws over 3.2 million page views per year.

**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 - 2023 Editorial Calendar

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

<table>
<thead>
<tr>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
</tr>
</thead>
<tbody>
<tr>
<td>Legislative Outlook</td>
<td>PFAS</td>
<td>Commodities Report</td>
<td>Collection and Transfer</td>
<td>Waste to Energy</td>
<td>Cannabis Waste</td>
</tr>
<tr>
<td>Hiring and Retention</td>
<td>Black History Month</td>
<td>National Women’s Month</td>
<td>Earth Day</td>
<td>DEI</td>
<td>World Oceans Day/</td>
</tr>
<tr>
<td>OSHA Outlook</td>
<td>Q4 Earnings/Outlook</td>
<td>Operations</td>
<td>Q1 Earnings</td>
<td>Summer Safety</td>
<td>Waste and Recycling</td>
</tr>
<tr>
<td>Packaging</td>
<td>Slips, Trips and Falls</td>
<td>Musculoskeletal Injuries</td>
<td>Distracting Driving/Fleet Safety</td>
<td>Zero Waste</td>
<td>Workers Week</td>
</tr>
<tr>
<td></td>
<td>Textiles/Fashion</td>
<td>Compost/Organics</td>
<td>Reuse/Upcycle</td>
<td>WasteExpo May 1-4</td>
<td>Training and Communication</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>WASTECON</td>
<td>WasteCon Dec 5-7</td>
<td>National Safety Month</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Climate Change</td>
</tr>
<tr>
<td>July</td>
<td></td>
<td>August</td>
<td>September</td>
<td>October</td>
<td>November</td>
</tr>
<tr>
<td>Landfill Design and Operation</td>
<td>Medical Waste</td>
<td>Food Waste/Insecurity</td>
<td>Hazardous Waste</td>
<td>Contamination</td>
<td>Anaerobic Digestion</td>
</tr>
<tr>
<td>Plastic Free July</td>
<td>Multilingual Workforce</td>
<td></td>
<td>National Hispanic Heritage Month</td>
<td>Q3 Earnings</td>
<td>Merger &amp; Acquisition Recap</td>
</tr>
<tr>
<td>Q2 Earnings</td>
<td>Fire Prevention</td>
<td></td>
<td>Route Optimization</td>
<td>Winter Safety</td>
<td>2023 Safety Trends</td>
</tr>
<tr>
<td>Workplace Violence</td>
<td>Emissions</td>
<td></td>
<td>Mental Health</td>
<td>Energy/Solar</td>
<td>Biodegradables</td>
</tr>
<tr>
<td>Plastics</td>
<td></td>
<td></td>
<td>Environmental Justice</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>August</td>
<td>September</td>
<td>October</td>
<td>November</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Medical Waste</td>
<td>Hazardous Waste</td>
<td>Contamination</td>
<td>Anaerobic Digestion</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>National Hispanic Heritage Month</td>
<td>Q3 Earnings</td>
<td>Merger &amp; Acquisition Recap</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Route Optimization</td>
<td>Winter Safety</td>
<td>2023 Safety Trends</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Mental Health</td>
<td>Energy/Solar</td>
<td>Biodegradables</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Environmental Justice</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>September</td>
<td>October</td>
<td>November</td>
<td>December</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Food Waste/Insecurity</td>
<td>Hazardous Waste</td>
<td>Contamination</td>
<td>Anaerobic Digestion</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>National Hispanic Heritage Month</td>
<td>Q3 Earnings</td>
<td>Merger &amp; Acquisition Recap</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Route Optimization</td>
<td>Winter Safety</td>
<td>2023 Safety Trends</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Mental Health</td>
<td>Energy/Solar</td>
<td>Biodegradables</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Environmental Justice</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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.
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
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
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 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
**e-Newsletter - 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.

**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
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

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.
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

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.
You 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
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-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 Deploys: 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


**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