

2018 MEDIA PLANNER

POWERFUL ACCESS TO DECISION-MAKERS

PRINT | DIGITAL | MARKETING



waste today

POWERFUL ACCESS TO INDUSTRY DECISION-MAKERS



In the current multichannel business environment, marketers require a media partner with the ability to reach across multiple platforms, including print, digital, social media, video, events and custom content.

Waste Today is unique in providing a truly integrated media offering. Our total commitment to in-depth print coverage coupled with news and analysis online provides unmatched market reach.

Research shows that decision-makers of all ages engage in multiple channels. Marketers investing in one miss a fair part of the audience. *Waste Today* won't let that happen.

By engaging decision-makers across platforms and throughout the industry, we provide total market reach for our advertising customers.

Don't miss powerful opportunities to connect with decision-makers by using just one channel focus. Be market focused.

Go with the leader, we'll connect you with decision-makers across the waste and recycling industry in print and online.

James R. Keefe, Group Publisher
216-393-0254 | JKeefe@gie.net



Waste Today

OUR SISTER PUBLICATIONS



Recycling Today



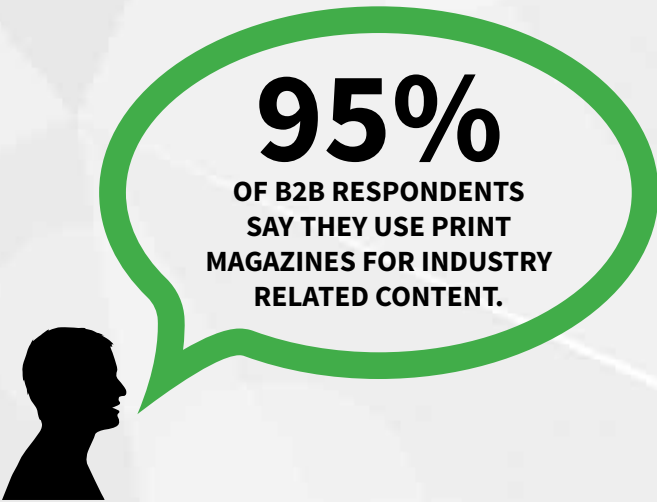
**Construction &
Demolition Recycling**



Plastics Recycling

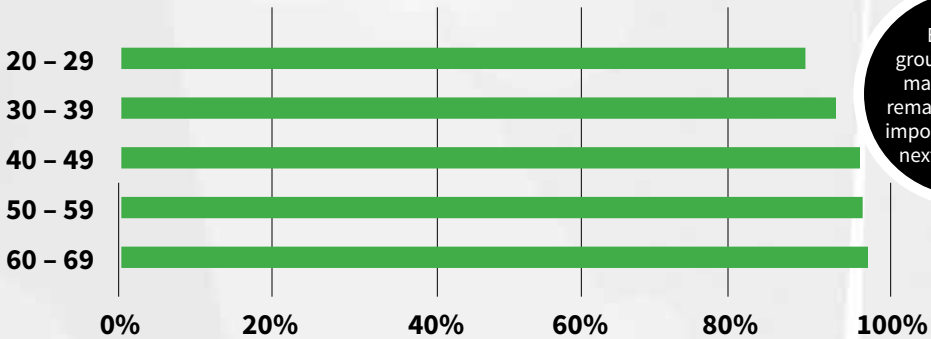
THE NEED FOR MULTICHANNEL MARKETING

In August 2017, Media Growth Research conducted a study to evaluate the media engagement of business executives. *Waste Today's* parent company participated, and the findings were insightful.



82%
FIND PRINT MAGAZINES HELPFUL IN LEARNING ABOUT NEW PRODUCTS, EQUIPMENT, SERVICES AND SUPPLIERS IN THEIR INDUSTRY.

REGARDLESS OF AGE, BUSINESS PROFESSIONALS USE PRINT MAGAZINES FOR INFORMATION THEY NEED FOR THEIR JOBS.



Each age group says print magazines will remain as or more important over the next 3-4 years.



95% OF READERS TAKE ACTION AS A RESULT OF READING ADS IN INDUSTRY PUBLICATIONS.



80%
Used a search engine



79%
Visited a company's website



48%
Recommended or purchased



45%
Called or emailed directly

POWERFUL MARKET REACH



PRINT
25,268
INDUSTRY REACH



ONLINE
52%
GROWTH IN AVERAGE MONTHLY UNIQUE VISITORS
28%
OF TRAFFIC COMES FROM A MOBILE DEVICE



EMAIL
27,750
SUBSCRIBERS
24.4%
OPEN RATE

THOUGHTFUL COVERAGE OF AN \$80 BILLION INDUSTRY

Waste Today delivers essential business insights for day-to-day operations and long-term solid waste planning.

The waste management business in the United States is an \$80 billion per year industry. From the collection of solid and special wastes through treatment, recycling and final disposal, the environmental services sector is a huge, multifaceted marketplace!

Waste Today provides industry professionals the insights they need to manage effectively. By providing timely coverage of legislation and regulation, technology, markets and contracting, as well as other trends impacting operations and long-term planning, we deliver reader engagement.

We have the largest, most experienced editorial team serving the industry, a combined 100 years of industry reporting experience.

Our experience, coupled with deep market involvement, ensures we produce a reader-driven content package.

In print, online and through our e-newsletters, our commitment to reader engagement combined with full market circulation reach ensures your advertising investment works harder!

OUR COVERAGE INCLUDES ALL ASPECTS OF:

- COLLECTION AND TRANSFER
- ORGANICS
- RECYCLING
- CONVERSION TECHNOLOGIES
- WASTE TO ENERGY
- LANDFILL MANAGEMENT
- SPECIAL AND HAZARDOUS WASTE
- MARKETS AND CONTRACTING
- MERGER AND ACQUISITION ACTIVITY












SUBSCRIBER PROFILE

FOCUSED CIRCULATION

Access to proprietary databases combined with more than 50 years of publishing experience in the waste and recycling sector ensure a circulation reach built to maximize advertising value.

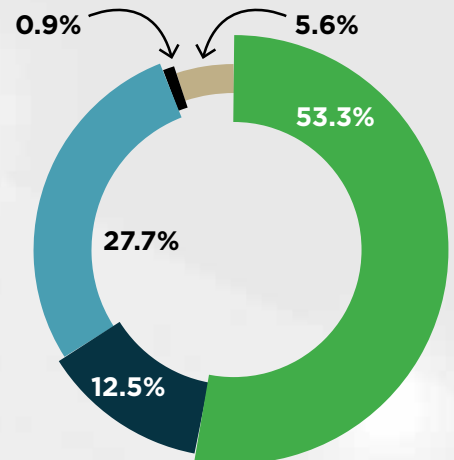
We've concisely defined our reach so marketers have clear visibility to the access we're delivering. We don't bundle dissimilar sectors or blur print and digital. It's all part of being totally transparent and working harder to deliver superior advertising effectiveness.

OUR CIRCULATION REACH:

 PRIVATE SOLID WASTE MANAGEMENT/HAULER 8,726	 MUNICIPAL/PUBLIC WASTE OFFICIAL 5,107	 TRANSFER STATION 905	 MEDICAL/SPECIALTY WASTE 1,613	 WASTE-TO-ENERGY 214
 COMPOSTING/ORGANICS 105	 RECYCLING 6,134	 LANDFILL 774	 CONSULTANT/PROJECT ENGINEERING FIRM 1,229	OTHER 461

BY TITLE:

- EXECUTIVE MANAGEMENT: **9,970**
- GENERAL MANAGERS: **3,149**
- MANAGER/SUPERVISOR: **6,999**
- COORDINATOR: **223**
- OTHER: **1,415**



TOTAL MARKET REACH: 25,268

POWERFUL TOOLS FOR INDUSTRY MARKETERS

In today's world, there is no single media channel to connect with buyers. That's why we offer marketers the ability to leverage multiple platforms to deliver your marketing message.

Waste Today holds a unique position as the leading integrated media provider in the waste and recycling marketplace. Let us help you get the most out of every dollar you invest in marketing communications.



PRINT

In 2018, we'll publish eight issues packed with insightful business intelligence for waste industry professionals.



WEB

WasteTodayMagazine.com carries the latest news. The site is optimized for mobile users ensuring easy access to articles, videos and research that matters to the industry.



E-NEWSLETTER

Our weekly e-newsletter provides comprehensive, relevant coverage. By not bombarding industry executives with daily blasts, we garner increased reader loyalty and engagement.



DIGITAL

Each edition of *Waste Today* is available digitally and optimized for all mobile platforms to drive advertising impact and value.

HIGH-IMPACT MARKETING SOLUTIONS

In addition to our print and digital products, we develop high-impact marketing tools that meet your needs and objectives.

- Custom magazines
- Case studies and advertorials
- E-newsletter creation and deployment
- Roundtable or focus group discussions
- Podcast and webinar series
- Custom landing pages
- Brochures and books
- Special events

EXHIBITOR VIDEO

In cooperation with our sister publications, *Recycling Today* and *Construction & Demolition Recycling*, we'll produce two video products around WasteExpo that can supercharge your marketing.

Video Product Preview

Your product will be presented in a professionally produced video. Distributed in advance of the expo, this commercial will highlight why attendees should visit your booth.

Video Show Daily

Each day our editors will report live from the event. You can include your video to highlight your exhibit and to reach industry executives who are not there.

Each of these video products will be distributed to *Recycling Today*, *Construction & Demolition Recycling* and *Waste Today* e-newsletter subscribers — maximum market reach!



2018 INTERACTIVE ADS:

WEBSITE (HOME PAGE)

LEADERBOARD \$994

CUBE \$815

SUPER CUBE \$1,426

BANNER

WEBSITE (INTERNAL PAGE)

LIGHTBOX \$2,376

CATEGORY IN-LINE \$1,223

E-NEWSLETTER

LEADERBOARD

CUBE

BANNER

SPONSORED FEATURE

Image (360x180 pixels)

Bold Headline
 Placit, in velitasti volutatem necumet suscipimus et et qui il lum rem quas et quibusdum et hinc qui con portibus modi et velignissum aut lam enim, qui in nosem dit recta con, orupitas ideni dolorem modicimos sitis dui.

TEXT AD

E-Newsletters	1x	12x	24x	52x
Cube Ad	\$943	\$841	\$731	\$645
Banner Ad	\$820	\$732	\$636	\$561
Leaderboard Ad	\$1,056	\$942	\$819	\$722
Text Ad	\$1,160	\$1,035	\$899	\$793

NEW

INTELLIGENT CONTENT MARKETING

In today's multichannel media world, it is harder than ever to reach the right audience to tell your story.

Waste Today is paving the way with the introduction of Intelligent Content Marketing. We enable you to create a unique marketing campaign targeting our readers once they begin to show interest in your area of expertise.

Using intuitive marketing automation, we can deliver custom content or a specified ad message to a custom-tailored target audience. Intelligent Content Marketing takes lead nurturing and retargeting to a new level.

If lead nurturing or ad targeting are in your plans, or are strategies you'd like to explore, talk with us. From small efforts to fully integrated campaigns, we can do it.

2018 RATES & SPECIFICATIONS

Advertising Rates: Frequency discounts are earned within 12 consecutive months by advertising in any combination of *Waste Today*, *Recycling Today*, *Construction & Demolition Recycling*, buyers' guides and other GIE Media titles.

SALES TEAM

Inside Ads	1x	3x	6x	12x	18x	24x
Full Page	\$4,395	\$4,263	\$4,087	\$3,956	\$3,846	\$3,626
2/3 Page	\$3,692	\$3,581	\$3,433	\$3,323	\$3,230	\$3,046
1/2 Island	\$3,063	\$2,971	\$2,849	\$2,757	\$2,680	\$2,527
1/2 Standard	\$2,699	\$2,618	\$2,510	\$2,429	\$2,361	\$2,226
1/3 Page	\$1,894	\$1,837	\$1,762	\$1,705	\$1,657	\$1,563
1/4 Page	\$1,591	\$1,543	\$1,480	\$1,432	\$1,392	\$1,313
1/6 Page	\$1,112	\$1,079	\$1,034	\$1,001	\$973	\$917

Covers	6x	12x	18x	24x
2 nd	\$6,048	\$5,443	\$4,929	\$4,451
3 rd	\$5,552	\$4,997	\$4,525	\$4,086
4 th	\$6,665	\$5,998	\$5,432	\$4,905

Colors	Single Page		Spread	
	1x	24x or Gr.	1x	24x or Gr.
Standard 2-color, extra	\$295	\$245	\$550	\$425
Matched color, extra	\$375	\$300	\$650	\$525
Matched metallic color	\$450	\$350	\$825	\$625
Four color process, extra	\$830	\$630	\$1,450	\$1,160

Other Special Positions: For guaranteed positions, add a 10% premium charge to the rate.

Classified Advertising:

- \$85 for 1st column inch, \$55 each additional inch, noncommissionable
- Standard two-color: \$35 additional; four-color: \$65 additional

Mechanical Requirements: Saddle stitch, three columns to a page. Paper stock: machine coated, 50-lb. recycled body with 100-lb. cover. Colors available: matched, 4-color process (AAAA-MPA). Trim size 7 1/8" x 10 1/2"

Digital Files, Specifications for Print and Mailing Instructions:

The preferred file format for all print advertising is high-res, press-ready .pdf, .tif, .jpg and .eps. Ads can be submitted via FTP upload. Progressive proofs or color keys required on all 4C advertising. Ship all advertising artwork, insertion orders, contracts and copy instructions for printed ads to: *Waste Today*, 5811 Canal Rd., Valley View, Ohio 44125. For information, contact Katie Morbeto at 216-393-0282 or at kmorbeto@gie.net.

Non-Bleed Ad Sizes	Width	Depth
Full Page	7"	10"
2/3 Page	4 1/2"	10"
1/2 Page Island	4 1/2"	7 1/2"
1/2 Page Horizontal	7"	4 7/8"
1/2 Page Vertical	3 3/8"	10"
1/3 Page Square	4 1/2"	4 7/8"
1/3 Page Vertical	2 1/16"	10"
1/4 Page Square	3 3/8"	4 7/8"
1/6 Page Vertical	2 1/16"	4 7/8"

Bleed Ad Sizes	Width	Depth
Single-Page	8 7/8"	10 3/4"
Trim Area	7 7/8"	10 1/2"
Live Area	7"	10"
Spread	16"	10 3/4"
Trim Area	15 3/4"	10 1/2"
Live Area	14"	10"

On all bleed advertisements, allow 3/8" from any trim edge for live or type matter. Add 1/8" to gutter for each page on spread ads. Supply ruled proof showing crop line. Bleed ads are available at no extra charge.

Commissions and General Information: 15% of gross billing allowed to recognized advertising agencies on space, color, special positions and inserts. Net 20 days from date of invoice. Advertisers and advertising agencies assume liability for all content (including text, representation and illustration) of advertisements, printed or electronic, and also assume responsibility for any claims arising therefrom made against the Publisher. Publisher reserves the right to reject advertising he feels is not in keeping with the publication's standards.



JEN MAY

ADVERTISING DIRECTOR
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JMAY@GIE.NET



ED GALLO

CONSTRUCTION &
DEMOLITION RECYCLING AND
WASTE TODAY
216-393-0310
EGALLO@GIE.NET



SHELLEY BROWN

WASTE TODAY
216-393-0236
SBROWN@GIE.NET



MARTY SMITH

RECYCLING TODAY
216-393-0279
MSMITH@GIE.NET



SHANNA FULTON

RECYCLING TODAY
216-393-0322
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	Supplement	Equipment Focus:	Operations Spotlight:	Safety Focus:	Additional Features:	Conference Spotlight	Bonus Distribution:	Close Date:	Materials Due:
Jan-Feb		Material Handling	Air Emissions Monitoring	Collection	Company Profile Waste Conversion Markets MSW Organics Programs Household Hazardous Waste	NAWTEC	C&D World, Demolition 2018, Southeast Recycling Conference, SWANApalooza	Jan. 15, 2018	Jan. 22, 2018
March		Shredding Applications	MRFs		Issue Special Focus: Landfills · Largest Landfills List · Landfill Regulatory and Compliance Update · Landfill Expansion Permitting Route Optimization WasteExpo Preview	SWANApalooza	World Biofuels Markets, Carolina Recycling Assoc, ISRI Annual Convention, Int'l Biomass Conference	Feb. 15, 2018	Feb. 22, 2018
April		Landfill Compactors	Commercial Collection		Company Profile C&D Programs MRF Technology Anaerobic Digestion Transfer Station Design	WasteExpo	WasteExpo, NAWTEC, Solid Waste & Recycling, NRRRA	March 15, 2018	March 22, 2018
May-June		Landfill Equipment	Transfer Station Management	Fire Prevention	Issue focus: Hauling · Collection Truck Innovations · Residential Routing Strategies · Fleet Purchasing Considerations Organics Management Capital Investments	WasteCon		May 15, 2018	May 22, 2018
July-Aug		Collection Carts and Containers	Collection Trucks		Company Profile Government Contracts Medical Waste Stormwater Management Postclosure Landfill Planning	Paper & Plastics Recycling Conference	Wastecon, Waste Conversion Technology Conference & Trade Show	July 16, 2018	July 23, 2018
September		Tires	Organics Processing		Company Profile Refuse-Derived Fuel Employee Training Bulk Collection Sustainable Materials Management Residential Hauling Contracts	Renewable Energy from Waste Conference		Aug. 15, 2018	Aug. 22, 2018
October	Medical Waste	Compactors and Balers	Waste to Energy	Landfills	Company Profile Food Waste Community Outreach Programs Transfer Stations	Waste & Recycling Expo Canada	Renewable Energy from Waste Conference, Canadian Waste & Recycling Expo, Paper & Plastics Recycling Conference, Northeast Recycling Council Annual Conference	Sept. 17, 2018	Sept. 24, 2018
Nov-Dec		Scales and Weighing Systems	Mixed Waste Processing		Company Profile Integrated Waste Management Mergers & Acquisitions Update Landfill Gas Utilization Fleet Maintenance Composting	U.S. Composting Council Conference		Nov. 15, 2018	Nov. 22, 2018