CROSS-PLATFORM ACCESS TO THE INDUSTRY’S BUYING POWER
WHAT CAN YOU EXPECT WHEN YOU PARTNER WITH THE LEADING INTEGRATED MEDIA PROVIDER IN THE WASTE AND ENVIRONMENTAL SERVICES INDUSTRY?

**FOCUS**

Waste Today consistently delivers high-value content that decision-makers rely on to run their businesses.

**COMMITMENT**

Our total commitment to in-depth print coverage coupled with news and analysis online provides unmatched market reach.

**COMPREHENSIVE PROGRAMS**

Our multi-platform mix of print, digital, social media, video, events and custom content drives a measurable return on your investment.

**ONLINE**

- 22% Growth in Average Monthly Unique Visitors
- 113% Growth in Pageviews

**CIRCULATION REACH**

- 25,195

**EMAIL**

- 23,312 subscribers
- 23.55% open rate

CONNECT WITH DECISION-MAKERS ACROSS THE INDUSTRY: PARTNER WITH WASTE TODAY.
SUBSCRIBER PROFILE

FOCUSED CIRCULATION

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

We clearly define our reach, so marketers have absolute visibility to the access we’re delivering. We don’t bundle dissimilar sectors or blur print and digital. It’s all part of being transparent and working harder to deliver superior advertising effectiveness.

OUR CIRCULATION REACH*:

<table>
<thead>
<tr>
<th>Category</th>
<th>Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>PRIVATE SOLID WASTE MANAGEMENT/HAULER</td>
<td>8,429</td>
</tr>
<tr>
<td>MUNICIPAL/PUBLIC WASTE OFFICIAL</td>
<td>5,025</td>
</tr>
<tr>
<td>TRANSFER STATION</td>
<td>858</td>
</tr>
<tr>
<td>MEDICAL/SPECIALTY WASTE</td>
<td>1,525</td>
</tr>
<tr>
<td>WASTE TO ENERGY</td>
<td>275</td>
</tr>
<tr>
<td>COMPOSTING/ORGANICS</td>
<td>124</td>
</tr>
<tr>
<td>RECYCLING</td>
<td>5,994</td>
</tr>
<tr>
<td>LANDFILL</td>
<td>910</td>
</tr>
<tr>
<td>CONSULTANT/PROJECT ENGINEERING FIRM</td>
<td>1,103</td>
</tr>
<tr>
<td>OTHER</td>
<td>952</td>
</tr>
</tbody>
</table>

TOTAL MARKET REACH: 25,195

*May/June 2018 issue

BY TITLE:

- EXECUTIVE MANAGEMENT: 13,154
- GENERAL MANAGERS: 3,095
- MANAGER/SUPERVISOR: 7,027
- COORDINATOR: 262
- OTHER: 1,657

PRINT
In 2019, 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 is optimized for all mobile platforms, driving advertising impact and value.
THOUGHTFUL COVERAGE
OF AN $80 BILLION INDUSTRY

BY DRIVING READER ENGAGEMENT, WE ENSURE ADVERTISING VALUE.

Waste Today provides industry professionals the insights they need to manage effectively. With a focus on the business intelligence industry professionals need to guide their operations, we deliver reader engagement.

Timely coverage of legislation and regulations, technology, markets and contracting, as well as other trends affecting operations and long-term planning, keeps executives and managers involved, in print and online!

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
EXCLUSIVE MARKETING SOLUTIONS

Waste Today holds a unique position as the leading integrated media provider in the waste and environmental services industry. Use the strength of our brand along with our innovative and integrated media solutions to achieve your marketing objectives and maximum ROI.

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 Intelligent Content Marketing. We enable you to create a unique marketing campaign targeting your readers who have a specific interest in your area of expertise. Using intuitive marketing automation, we can deliver your custom content or a specific ad message to a particular audience that has shown interest in your product/service. Target messaging to prospects in a specific geographic region or based on the content they are reading on our website. Send triggered messages to prospects who have reacted to your ad or e-blast.

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.

ASK THE EXPERTS

A unique content marketing solution that positions your team as industry experts, delivering your message in print and online.

BRAND VISION

By combining print, e-mail, online and e-newsletter channels, our Brand Vision positions you as a thought leader. It’s a unique and powerful package.

CONVENTION PRODUCT PREVIEW

This e-newsletter is sent to Recycling Today, Construction & Demolition Recycling and Waste Today lists before the big spring events, increasing awareness of your products.

NEW!

IN 2019 WE ARE OFFERING THESE NEW MARKETING TOOLS

Select the tools that best deliver your marketing message to the waste and environmental services industry.

SPECIAL REPORTS

Our editorial team will prepare a series of special reports for industry decision-makers. Become an exclusive sponsor of these reports to position your company as an industry leader.

PROJECT SHOWCASE

An ideal marketing opportunity for projects, the showcase provides up to 20 slides with narrative. Deployment on our website and e-newsletter provides deep market reach.

VIDEO REPORTS

Sponsoring our video reports allows industry marketers to deliver their messages in a unique way while leveraging web, social media and e-mail marketing channels.

SUPPLIER SPOTLIGHT

Highlight your company on our homepage and get exposure through our e-newsletter and social media channels. Exclusive to one supplier each month.
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

OUR SISTER PUBLICATIONS

PROVIDING PROVEN MARKET ACCESS SINCE 1963
**2019 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.

### 2019 PRINT

#### FREQUENCY DISCOUNTS

<table>
<thead>
<tr>
<th>Frequency</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
<th>18x</th>
<th>24x</th>
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<tbody>
<tr>
<td>FULL PAGE</td>
<td>$4,527</td>
<td>$4,391</td>
<td>$4,210</td>
<td>$4,074</td>
<td>$3,961</td>
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<tr>
<td>1/2 PAGE</td>
<td>$3,803</td>
<td>$3,689</td>
<td>$3,556</td>
<td>$3,422</td>
<td>$3,327</td>
<td>$3,137</td>
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<tr>
<td>1/3 ISLAND</td>
<td>$3,155</td>
<td>$3,061</td>
<td>$2,934</td>
<td>$2,840</td>
<td>$2,761</td>
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<tr>
<td>1/2 STANDARD</td>
<td>$2,780</td>
<td>$2,696</td>
<td>$2,585</td>
<td>$2,502</td>
<td>$2,432</td>
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<tr>
<td>1/3 PAGE</td>
<td>$1,951</td>
<td>$1,893</td>
<td>$1,815</td>
<td>$1,756</td>
<td>$1,707</td>
<td>$1,610</td>
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<tr>
<td>1/4 PAGE</td>
<td>$1,639</td>
<td>$1,590</td>
<td>$1,524</td>
<td>$1,475</td>
<td>$1,434</td>
<td>$1,352</td>
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<tr>
<td>1/5 PAGE</td>
<td>$1,145</td>
<td>$1,111</td>
<td>$1,066</td>
<td>$1,031</td>
<td>$1,002</td>
<td>$945</td>
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#### COLOR CHARGES

<table>
<thead>
<tr>
<th>Color Type</th>
<th>1x</th>
<th>2x OR GR.</th>
<th>1x</th>
<th>2x OR GR.</th>
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</thead>
<tbody>
<tr>
<td>STANDARD 2-COLOR, EXTRA</td>
<td>$295</td>
<td>$245</td>
<td>$550</td>
<td>$425</td>
</tr>
<tr>
<td>MATCHED COLOR, EXTRA</td>
<td>$375</td>
<td>$300</td>
<td>$650</td>
<td>$525</td>
</tr>
<tr>
<td>MATCHED METALLIC COLOR</td>
<td>$450</td>
<td>$350</td>
<td>$825</td>
<td>$625</td>
</tr>
<tr>
<td>FOUR COLOR PROCESS, EXTRA</td>
<td>$830</td>
<td>$630</td>
<td>$1,450</td>
<td>$1,160</td>
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</table>

#### COVER CHARGES

<table>
<thead>
<tr>
<th>Cover Type</th>
<th>6x</th>
<th>12x</th>
<th>18x</th>
<th>24x</th>
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</thead>
<tbody>
<tr>
<td>2nd COVER</td>
<td>$6,229</td>
<td>$5,606</td>
<td>$5,077</td>
<td>$4,585</td>
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<tr>
<td>3rd COVER</td>
<td>$5,718</td>
<td>$5,146</td>
<td>$4,660</td>
<td>$4,209</td>
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<tr>
<td>4th COVER</td>
<td>$6,864</td>
<td>$6,178</td>
<td>$5,594</td>
<td>$5,052</td>
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</tbody>
</table>

**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 7/8" 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. 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 additional information, contact Katie Morbeto at 216-393-0282 or at kmorbeto@gie.net.

**Non-Bleed Ad Sizes:**

- **Full Page:** 7” x 10”
- **1/2 Page:** 4 1/2” x 7”
- **1/3 Page Island:** 4 1/2” x 4 1/2”
- **1/4 Page Vertical:** 2 1/2” x 4”
- **1/4 Page Square:** 3” x 4 1/2”
- **Bleed Ad Sizes:**
  - **Single Page:** 8 1/8” x 10 1/2”
  - **Trim Area:** 7 7/8” x 10 1/2”
  - **Live Area:** 7” x 10”
  - **Spread:** 16” x 10 1/2”
  - **Live Area:** 14” x 10”

**Bleed Ad Instructions:**

On all bleed advertisements, please allow 1/4” from any trim edge for live or type matter. Add 1/4” to gutter for each page on spread ads (perfect bound only). 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.
<table>
<thead>
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<tbody>
<tr>
<td><strong>Supplement</strong></td>
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<td></td>
<td>Medical Waste</td>
</tr>
<tr>
<td><strong>Equipment Focus:</strong></td>
<td>Material Handling</td>
<td>Shredding Applications</td>
<td>Landfill Compactors</td>
<td>Landfill Equipment</td>
<td>Collection Carts and Containers</td>
<td>Hauler Trucks</td>
<td>Compactors and Bales</td>
<td>Scales and Weighing Systems</td>
</tr>
<tr>
<td><strong>Operations Spotlight:</strong></td>
<td>Air Emissions Monitoring</td>
<td>MRFs</td>
<td>Commercial Collection</td>
<td>Transfer Station Management</td>
<td>Collection Trucks</td>
<td>Organsics Processing</td>
<td>Waste to Energy</td>
<td>Mixed Waste Processing</td>
</tr>
<tr>
<td><strong>Safety Focus:</strong></td>
<td>Collection</td>
<td>Dust/Odor Suppression</td>
<td>Employee Training</td>
<td>Fire Prevention</td>
<td>Hauler Safety</td>
<td>Landfills</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Additional Features:</strong></td>
<td>Company Profile</td>
<td>MSW Organics Programs</td>
<td>Household Hazardous Waste</td>
<td>Industry Outlook</td>
<td>Contamination Management</td>
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</tr>
</tbody>
</table>