

# Advertising Programs

## YOUR PRODUCT SPOTLIGHT HERE!



Waste News' Product Spotlights are published once a month and are an affordable way to reach 51,000+ qualified industry buyers and waste generators. Each Spotlight includes a four-color photo, 50 word description, and website exposure. Call your sales representative or **330-865-6176** to reserve your space!

**Company Name**

**4-color photo**

**Descriptive Copy (50-words max)**

**Company Name**

**Address**

**Phone/Fax/Web Address**

Showcase your product or service with a Product Spotlight. Use this high-impact, value-added promotional opportunity to enhance your company product or service with a four-color photo and 60-word description. We'll even create your Spotlight free of charge. Just supply a photo or electronic image along with a 60-word description.

Spotlights appear once each month in Waste News. The Value-Added Program Chart details how program advertisers can earn free Spotlights.

**Rates (Rate Card #14)**

**\$1,200 per print ad**

Program includes automatic placement on the web. Gross rates apply.

## Value-Added Program

**If you spend:**

**You will receive:**

\$5,000 - \$15,000

1 Product Spotlight FREE\*

\$15,000 - \$25,000

2 Product Spotlights FREE\*

\$25,000 - \$50,000

3 Product Spotlights FREE\*

\$50,000 or more

4 Product Spotlights FREE\*

(Gross dollars)

\*Includes web exposure

## Waste Expo and WASTECON Show Packages

Waste Expo Show Package	WASTECON Show Package
April 14 Pre-Show Issue Closes 4/2	September 29 Pre-Show Issue Closes 9/17
April 28 Show Issue Closes 4/16	October 13 Show Issue Closes 10/1
May 12 Post-Show Issue Closes 4/30	October 27 Post-Show Issue Closes 10/15

For Show Package Details, contact your Waste News sales representative.