

# Online Buyers Guide



## Waste News Online Buyers Guide

The industry's most comprehensive interactive tool connecting buyers and sellers in the waste industry!

WASTE NEWS BUYERS GUIDE is available online at [www.wastenews.com](http://www.wastenews.com). For suppliers of equipment, products or services to businesses that generate and manage waste, the Buyers Guide is the ideal advertising environment for year-round, 24/7 exposure to build brand awareness and generate leads anywhere, anytime.

Enhanced by the power and flexibility of Flash technology, this Buyers Guide's interactive graphics and dynamic content enables users to navigate, search and view information quickly and easily from a desktop.

### Full-Page Sponsorship: \$5,200

- Rotating Banner Ad appears on Splash Page
- Logo Box ad on Splash Page
- Rotating Banner Ad appears on Welcome Page
- Sponsorship Logo Box appears at the top of Search Page
- Active Email and Web Site links

#### Ad Sizes:

- Full-page ad: 420 x 445 pixels
- Banner ad: 468 x 60 pixels
- Logo Box ad: 80 x 60 pixels

### Half-Page Sponsorship: \$2,800

- Sponsorship Logo Box appears on Welcome Page
- Rotating Half-page Ad on Search Page
- Active Email and Web Site links

#### Ad Sizes:

- Half-page ad: 420 x 250 pixels
- Logo Box ad: 80 x 60 pixels

### Quarter-Page: \$1,700

- Rotating Quarter-Page ad on Search Page
- Active Email and Web Site links

#### Ad Size:

- Quarter-Page ad: 250 x 210 pixels

## General Requirements & Specifications

- Advertiser's name, logo, and /or url must appear in the creative. No blind ads are allowed
- Spyware is prohibited
- Spawning multiple pop-ups or pop-unders off an initial ad load is prohibited
- Ads that attempt to install software on the user's computer are prohibited
- Flash ads are acceptable up to Flash version 8

Flash Ads must conform to all other specifications and must also be sent including:

- Final .swf file
- Native .fla must be submitted
- All fonts must be embedded (note: check to be sure there are no dynamic text fields)
- The background color of the creative
- Only one .swf is permitted per ad spot
- No sound is permitted in the creative
- No internal links or buttons are permitted (the topmost layer of the ad will contain url redirection tracking for the ad)
- The url for redirection should be submitted with the ad
- Animation should only last as long as the maximum transition time for the ad spot (note: varying computer speeds and download speeds may make this time shorter— allow for 1 second variances in creative to account for this Transition Times:
- The transition from the splash page to the main page is 4 seconds
- The transition time from banner to banner is 13 seconds
- The transition time from ad to ad is 11 seconds

#### Ad sizes:

- Welcome Page Featured Sponsor Logo Box Ad: 80x60 pixels – Static
- Company Logo Ad on Search Page: 240x180 pixels – Static
- Full-page Ad: 420 x 445 pixels – Rotating\*
- Half-page Ad: 420 x 250 pixels – Rotating\*
- Quarter-page Ad: 250 x 210 pixels – Rotating\*
- Banner Ad: 468 x 60 pixels – Rotating\*

\*All rotating ads become static when the user selects to view the sponsoring company's details.

## Additional Advertising Options

- Company Logo (240 x180 pixels) near listing on Search Page: \$250
- Web Site link on Search Page: \$150
- Featured Company Listing on Search Page: \$125

Gross rates apply.

Vector art is required. All image sizes are in pixels.