



A Portfolio of Solutions

Waste News, the flagship of the portfolio of products, is an important news and information resource among readers throughout the industry. For marketers, the portfolio of integrated products delivers strategic and creative solutions to promote brands and introduce new products and services across a variety of channels from print to online and everything in between.

There are twelve market-driven solutions that round out the Waste News product portfolio. Each has a distinct purpose and is designed to integrate with the full range of products in the portfolio and complement the most sophisticated advertising and marketing campaigns.

No matter what you need, Waste News has the solution to help you successfully connect with key decision-makers throughout the industry: Print Edition, Classifieds, Online Buyers Guide, Wastenews.com, Digital Edition, Daily E-mail, Reprints, Direct Mail & E-mail Lists, Conferences, Photo Gallery, Custom Web/Electronic Products, and Webinars.

Environmental managers and marketers look to Waste News as their immediate source for integrated marketing solutions in

print, online and various electronic media to establish brand awareness, cultivate new markets, increase market share and generate leads.

Subscribers read Waste News because it is the industry newspaper that continuously informs, educates and delivers value. Every issue gives subscribers the opportunity to read how industry issues will affect their companies and how this relevant information can help them make more informed business decisions for their organizations.

Waste News delivers an integrated product portfolio of twelve distinct print, online and custom products to help marketers successfully connect with key decision-makers throughout the industry.

Today's environmental marketers are looking for integrated solutions to meet strategic objectives.

Because these savvy marketers are communicating differently—and with a greater sense of urgency, the demand for targeted solutions is paramount.

Waste News has the solution. Leverage the entire product portfolio to achieve targeted results.