

www.WasteRecyclingNews.com

Generating More Than 6.3 Million Impressions Per Year

WasteRecyclingNews.com is the premier environmental site and the industry's only online source that covers breaking news on the entire environmental management industry. Professionals industry-wide are regular visitors to WasteRecyclingNews.com because it is an important resource for industry news, content-rich archives, major industry rankings, and surveys.

For advertisers the versatility of online advertising is the ideal complement to a print campaign. In fact, 44% of visitors to WasteRecyclingNews.com don't subscribe to the print edition of Waste & Recycling News.* As a result, WasteRecyclingNews.com is a perfect adjunct to a totally integrated advertising program in Waste & Recycling News.

*Publisher's Own Data March 2008.

Sponsorship Ad Rates

	12-Months Rotating	Per Month Rotating	
Top Banner	\$12,500	\$1,300	(Run of Site)
Skyscrapers (non-rotating)	\$15,000 Exclusive*		(Run of Site)
Button Ad	\$7,000	\$1,000	(Run of Site)
Embedded Ad	\$8,500 (rotates only on home page)	\$1,000 (rotates only on home page)	
Search Engine Sponsorship:	\$25,000 for one-year (includes banner ad on search results page)		

Gross Rates apply.

*Excludes section sponsorship program.

Program Includes

- HTML link to advertiser web site
- One category bold listing in the online Buyers Guide

Web Site Mechanical Specifications

File Type Accepted:..... Gif, JPEG, swf
(swf files need to be saved down to version 6 or lower and must follow the modifications required – see instructions at www.craini2i.com/flash)

File Size: GIF and JPEG – 30KB, swf – 50KB

Third Party Ads: Third party ad tags such as double click, atlas, etc. are acceptable

Third Party Tag Type: Standard tag or iframe/javascript

Web Banner Dimensions

Top Banner:	728 x 90 pixels
Skyscraper:	160 x 600 pixels
Button Banner:	180 x 150 pixels
Embedded Banner:	440 x 40 pixels



WasteRecyclingNews.com receives nearly 5,000 unique visitors per day who stay online 7 minutes per visit.

Source: Publisher's Own Data, June 2008.