

Daily E-mail

Features The Day's Top News Stories

Expand your online reach as a sponsor of the *Waste & Recycling News Daily E-mail*, a free e-newsletter featuring industry headline news stories published on the *Waste & Recycling News* website.

The Daily E-mail reaches nearly 20,000* professionals. *Waste & Recycling News'* Daily E-mail arrives mid-day for many industry decision-makers because it is the only e-newsletter that provides the day's top news on the entire environmental industry. Delivered FREE to subscribers' desktops and PDAs via email every day, recipients get a quick and insightful read on current and breaking industry news. Also included on Tuesday and Thursday of the Daily E-mail is Inbox, the popular and exclusive online column that offers a unique perspective on environmental issues impacting business and government.

*Source: Publisher's Own Data, August 2008.

Daily E-mail Sponsorships

	Per Day
Top Banner	\$350
Embedded Ad	\$320
Button Ad.....	\$260

Gross Rates apply.

Program: Ads will appear one day per week on a rotating basis for the length of time you purchase, pending availability. A URL link must be provided for the text version of Daily E-mail.

Daily E-mail Banner Ad Dimensions

Top Banner: 468 x 60 pixels

(includes maximum 35-word description; link required; non-HTML message must include URL link for text version)

Left Side Button Banner: 120 x 240 pixels

(non-HTML message must include URL link for text version)

Embedded Banner: 440 x 40 pixels

(non-HTML message must include URL link for text version)

Daily E-mail Production Specifications

File Format: GIF or JPEG

Maximum File Size: 40KB

Note: IBM PC compatible formats are preferred; Macintosh is acceptable if formatted to IBM compatible standards.

