

Online Buyers Guide and CD-ROM

Connecting Buyers and Sellers Throughout the Waste & Recycling Industry!



Waste & Recycling News Buyers Guide is available on CD and published online at www.WasteRecyclingNews.com. For suppliers of equipment, products or services to businesses that generate and manage waste, this digital 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, the Buyers Guide's interactive graphics and dynamic content enables users to navigate, search and view information quickly and easily from any computer.

Full-Page Sponsorship: \$5,200

- Company logo appears on CD-ROM packaging
- Rotating Banner Ad appears on Splash Page
- Logo Box ad on Splash Page
- Rotating Banner Ad appears on Welcome Page; rotates with each new launch of CD
- 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 Sponsorship: \$1,700

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

Ad Size:

- Quarter-Page ad: 250 x 210 pixels

Additional Advertising Options

- Company Logo (240 x 180 pixels) near listing on Search Page: **\$250**
- Web Site link on Search Page: **\$150**
- Featured Company Listing on Search Page: **\$125**

Gross rates apply.

There is no color charge for ads on CD-ROM. Vector art is required. All image sizes are in pixels.

Waste News Online Buyers Guide & CD-Rom Ad Specifications and Guidelines version

General Requirements:

- 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.

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*
(2 ads may be submitted: one for an 11 second transition and one that will be displayed as long as a user is viewing the details of the listing).
- **Half-Page Ad:** 420 x 250 pixels – Rotating*
(2 ads may be submitted: one for an 11 second transition and one that will be displayed as long as a user is viewing the details of the listing).
- **Quarter-Page Ad:** 250 x 210 pixels – Rotating*
(2 ads may be submitted: one for an 11 second transition and one that will be displayed as long as a user is viewing the details of the listing)
- **Banner Ad:** 468 x 60 pixels – Rotating*
(2 different banners should be developed: one for a 4 second transition and one for an 11 second transition. Using the same banner for both spots is acceptable, but not recommended).

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