

Digital Edition

Engaging Readers, Connecting with Customers

Technology is rapidly changing the way marketers reach customers and the way customers receive industry news and information about products and services.

That's why every print edition of *Waste & Recycling News* is now available in digital format and accessible online at WasteRecyclingNews.com. Every advertiser in the print edition of *Waste & Recycling News* automatically receives expanded coverage through the Digital Edition of *Waste & Recycling News*.

The environmentally-friendly Digital Edition replicates the experience of paging through the print edition. For advertisers the *Waste & Recycling News* Digital Edition establishes an important and direct relationship with readers. Through advanced technology, the Digital Edition provides expanded exposure of print advertising campaigns and enables readers to immediately link to sales and marketing messages.

New Multimedia Enhancements Improve Reader Experience, Delight Advertisers

Imagine turning your traditional print ad into an interactive marketing message for your customers and prospects. Now you can incorporate audio clips, video clips and other multi-media formats into our Digital Edition with ease. *Waste & Recycling News* offers you the opportunity to enhance your advertising message in the Digital Edition with a full complement of unique and dynamic multi-media solutions.

Digital Edition Advertising Opportunities

- **Blow-in Ad:** this ad overlays the cover of the newspaper or it can appear on any page within the digital edition; blow-ins are not blocked by pop-up blockers and the ad enhancements remain in the edition for the life of the hosting archive:
\$200 per issue.
- **Bellyband Ad:** this ad spans the front cover horizontally:
\$225 per issue.
- **Welcome Page Video:** place your video on the welcome page that appears alongside the cover. *\$225 per issue.*
- **Email Notification Sponsorship:** small banner ad appears in the email message to recipients of the digital edition:
\$300 per issue.
- **Custom Linking:** logos, words, or images within your ad can be linked and redirected to product pages or web site:
\$100, 3-links per issue.
- **Navigation Bar Sponsorship:** advertiser logo appears in upper right corner of navigation bar; appears on every page of the digital edition. Limit one advertiser per issue.
\$100 per issue.



Digital Edition Ad Specifications & Guidelines:

Welcome Page Video: specify multimedia file type (SWF, AVI, MOV, MPG, HTML or animated GIF); include version information. Specify either play on viewing or play on demand; loop options for multimedia: repeat audio/video, or do not repeat.

Blow-in: 320 pixels wide x 240 pixels high, equals 4.4" wide x 3.3" high. Standard file size: 5MB max. Ads appear in a window; they can be JPEG, GIF, animated GIF, or multimedia which can play immediately upon viewing the page or the user can click on the start function to play on demand.

Bellyband: 400 pixels wide x 154 pixels high, equals 5.5 wide x 2.2" high. Standard file size: 100 KB max. Ads appear in a window; they can be JPEG, GIF, animated GIF, or multimedia which can play immediately upon viewing the page or the user can click on the start function to play on demand.

Email Notification: 125 pixels wide x 125 pixels high.

Custom Linking: provide URL address for link (not to exceed 255 characters).

Discover the Digital Difference

Expand your advertising and marketing reach as a sponsor of a *Waste & Recycling News* Digital Edition, contact your sales representative for details.