

Waste & Recycling News Webinars

Customized, On-Demand and Interactive

Waste & Recycling News Webinars are interactive digital events that deliver customized audio and video webcasts to your customers cost-effectively over the Internet. Using the most sophisticated tools and the latest technology including an easy-to-use interface, we work with you to create on-demand audio webcasts quickly and easily. Webinars are run live or pre-recorded and are archived for 3 months to enable on-demand viewing.

Webinar Sponsorships

As a sponsor of a *Waste & Recycling News* Webinar you can provide the target audience with content about a new product, service, or company information.

Webinar sponsorship programs include:

- Exposure to the *Waste & Recycling News* targeted industry audience
- A co-branded marketing campaign
 - Print ads in *Waste & Recycling News* (four Junior, 4-color ads)
 - Eight email promotions to *Waste & Recycling News* Daily E-mail Subscribers
 - Side button ad to appear 12 times over a 3-month period on *Waste & Recycling News* Daily E-mail
- Increased exposure through live and on-demand viewing
- Qualified leads generated from user registrations

Fully Leverage the Benefits of a *Waste & Recycling News* Webinar through:

Customization: Reinforce corporate identity with easily branded event lobbies, registration pages, and event consoles

Measurement: Analyze and measure the impact of on-demand webcasts with real-time, online reporting

Interactivity: Engage audience members with polls and email Q&A

Webinars Save Time, Save Money

Webinars are one of the most cost-effective and efficient methods for delivering rich media communications to key audiences over the Internet. To learn more about *Waste & Recycling News* Webinars and the benefits of these innovative and exciting online events, contact your *Waste & Recycling News* sales representative today.

