

Photo Gallery

A Perfect View 24/7



Photo Gallery, a special online section of *WasteRecyclingNews.com*, brings to life the excitement at industry-wide events. For advertisers, the Photo Gallery presents another new and exciting marketing dimension that makes a lasting impression right alongside *Waste & Recycling News*.

Featured on *WasteRecyclingNews.com*

As *Waste & Recycling News* covers industry events, conferences and seminars, the online Photo Gallery, a featured section on *WasteRecyclingNews.com* gives advertisers a unique opportunity for company, product or service sponsorships.

Direct Mail and E-mail Lists

Targeted and Responsive



Waste & Recycling News Direct Mail and E-mail Lists are a fast, effective way to reach your best prospects in the industry. Leverage these lists to become top-of-mind when buyers are ready to buy!

Waste & Recycling News lists can help you maximize your response through multi-channel marketing – the strategic approach of reaching the same prospects with a similar or related message through a combination of two or more direct marketing methods including email and direct mail. This technique is a powerful strategy that enables you to make multiple impressions about your company, product or service to the same key decision-makers while maximizing response rates.

Photo Gallery captures the visual excitement and spontaneity of industry events. Because of its popularity among attendees, exhibitors and particularly those who are unable to attend industry events, Photo Gallery is archived on *WasteRecyclingNews.com* for on-demand viewing – one more reason why Photo Gallery is a great sponsorship opportunity.

A Picture Perfect Strategy

As you prepare your strategy for your next tradeshow or industry event, remember to include Photo Gallery as part of your plan. Contact your *Waste & Recycling News* sales representative for sponsorship details.

As you develop your next integrated marketing campaign reach key decision-makers throughout the industry with direct mail and e-mail lists from *Waste & Recycling News*. These lists are compiled of active subscribers to *Waste & Recycling News* – individuals who are recipients of one of the most well-respected trade newspapers in the industry today.

The professionals on the *Waste & Recycling News* direct mail and e-mail lists have given their permission to receive information from third parties.

Access our controlled-circulation list today. For specific details about the most up-to-date, highly-targeted and best list for your next direct mail or e-mail campaign, contact your *Waste & Recycling News* sales representative for details.