

Waste & Recycling News Reprints

Make a Lasting Impression with Impact



Did you know Reprints of articles and advertisements from *Waste & Recycling News* are the perfect sales tool for direct marketing? It's a fact because Reprints allow you to share information with your marketplace in a branded experience. *Waste & Recycling News* Reprints provide you with one of the most powerful and cost-effective marketing tools anywhere. Reprints can help you build instant credibility, create enthusiastic buzz throughout the industry and maximize your exposure to the people who matter most.

Here are just a few ways Reprints can extend your marketing reach:

- **Direct Mail:** Include reprints to enhance your brand image
- **Sales Collateral:** Include reprints with sales proposals to add third-party credibility
- **Trade Shows:** Distribute reprints at shows to create buzz and boost booth attendance
- **Press Kits:** Share your featured press in media kits and press release materials
- **Employee Training & Recruiting:** Share product reviews and company history during training sessions

- **Investor Relations:** Include interviews and coverage to enhance annual reports and increase investor confidence
- **Online Marketing:** Distribute your coverage via email or post the article to your website with tracking capabilities

Expand and enhance your online marketing with Eprints and NXTprints. Both are designed to capture the efficiencies of the web and present your featured press in unique ways.

The Eprint (delivered as a pdf) is great as an email attachment, or a download. The NXTprint is flash-based, making it simple and effective to deliver via email, and it's integrated tracking features helps capture ROI.

Reprint Management Services is the authorized provider of reprint marketing products for *Waste & Recycling News*. Reusing your press is a powerful way to showcase your company and establish credibility alongside the industry recognized brand of *Waste & Recycling News*.

To order reprints contact: Reprint Management Services, 1808 Colonial Village Lane, Lancaster, PA 17601, phone: 717-399-1900, fax, 717-399-8900, email: info@reprintbuyer.com, and website: www.reprintbuyer.com.

Waste & Recycling News Conferences

Network with Industry Professionals

Waste & Recycling News custom events are another strategic component of our totally integrated marketing portfolio. As the leading news source for businesses that generate and manage waste, *Waste & Recycling News* looks for strategic opportunities to create targeted events that bring together key decision-makers from business, industry and government.



From roundtables to custom conferences *Waste & Recycling News* organizes, manages, and produces key events across the country. These premiere events are educational and provide unprecedented networking opportunities.

Interested in developing and sponsoring a custom conference or event, please contact your *Waste & Recycling News* sales representative.