

Waste Age[®]

2009

editorial calendar



Issue	Special Focus	Collection/Transfer	Landfill Management	Recycling/Processing/Composting	Value-Added/Special Features	Bonus Distribution
January Closing Date: Dec. 3, 2008	<ul style="list-style-type: none"> • 2010 Emission Standards • Hauler Profile 	<ul style="list-style-type: none"> • Software/Scales 	<ul style="list-style-type: none"> • Finding the Optimal Daily Cover for Your Landfill 	<ul style="list-style-type: none"> • Grinders & Chippers Product Survey 	<ul style="list-style-type: none"> • Company Profiles - 1/3 page Company profile with purchase of a full-page ad 	SWANA Thinking Outside the Blue Box www.swana.org Feb 9-13 • Portland, OR
February Closing Date: Jan. 7, 2009	<ul style="list-style-type: none"> • Reducing Fuel Consumption and Operating Costs 	<ul style="list-style-type: none"> • Automated Collection 	<ul style="list-style-type: none"> • Starting a Landfill Gas to Energy Project 	<ul style="list-style-type: none"> • Designing Transfer Stations 	<ul style="list-style-type: none"> • Product Showcase: Double your exposure with a product ad 	SWANA Landfill Gas www.swana.org March 9-13 • Atlanta, GA
March Closing Date: Feb. 4, 2009	<ul style="list-style-type: none"> • The Use of Alternative Fuels • Leasing and Financing Equipment 	<ul style="list-style-type: none"> • Tarps and Components Product Survey 	<ul style="list-style-type: none"> • Maximizing a Landfill's Lifespan Through GPS, GIS and Other High-Tech Tools 	<ul style="list-style-type: none"> • Facility & Container Odor Control Product Survey 	<ul style="list-style-type: none"> • Company Profiles - 1/3 page Company profile with purchase of a full-page ad 	Mid America Trucking Show www.truckingshow.com March 19-21 • Louisville, KY
April Closing Date: March 5, 2009	<ul style="list-style-type: none"> • Spec'ing Truck Components (Suspensions, Bodies, Etc.) • Improving Workplace Safety 	<ul style="list-style-type: none"> • Truck Engine & Tires Product Survey 	<ul style="list-style-type: none"> • Siting and Expanding Landfills 	<ul style="list-style-type: none"> • Hauling and Processing C&D Debris 		Truck Blue Book April 29 - May 1 • Kansas City, MO
May Closing Date: April 6, 2009	<ul style="list-style-type: none"> • Official WasteExpo Show Issue • Flow Control 	<ul style="list-style-type: none"> • Commercial Collection • Carts, Arms & Lifters & Safety Equipment Product Survey 	<ul style="list-style-type: none"> • Landfill Liner, Geotextile & Erosion Control Product Survey 	<ul style="list-style-type: none"> • Handling E-Waste 		WasteExpo www.wasteexpo.com June 8-11 • Las Vegas, NV NAWTEC www.SWANA.org May 18-22 • Chantilly, VA
<p>Ask your salesperson about increased exposure with the exclusive WasteExpo Online Show Daily and special WasteExpo advertising packages including the WasteExpo Show Guide distributed to all attendees!</p> <p style="text-align: right;">Show Guide Closing Date: April 6, 2009.</p>						
June Closing Date: April 22, 2009	<ul style="list-style-type: none"> • WasteExpo At Show Issue • Waste to Energy Facilities 	<ul style="list-style-type: none"> • Route Optimization Using Software, GIS and GPS 	<ul style="list-style-type: none"> • Managing Landfill Pests & Other Annoyances (Bird Control, Blowing Trash, Etc.) 	<ul style="list-style-type: none"> • Retrofitting MRFs for Single-Stream Recycling • Baler and Container Compactor Product Survey 		WasteExpo June 8-11 • Las Vegas, NV SWANA Landfill Symposium June 1-5 • Savannah, GA
July Closing Date: June 5, 2009	<ul style="list-style-type: none"> • Annual Buyers' Guide • WasteExpo Wrap Up 	<ul style="list-style-type: none"> • Transfer Trailers, Roll-Offs & Hook-Lifts Product Survey 	<ul style="list-style-type: none"> • Landfill Compaction 	<ul style="list-style-type: none"> • Shredder & Grinder Product Survey 	<ul style="list-style-type: none"> • WasteExpo Product Showcase: Post-show exposure with product ad 	NACO www.naco.org July 24-28 • Nashville, TN
August Closing Date: July 8, 2009	<ul style="list-style-type: none"> • Waste Age 100 • WASTECON Show Preview 	<ul style="list-style-type: none"> • Truck Tarps Product Survey • Trailers, Floors and Tipplers Product Survey 	<ul style="list-style-type: none"> • Shipping Waste Out of State for Disposal 	<ul style="list-style-type: none"> • Recycling Markets Overview • Food Waste & Composting 	<ul style="list-style-type: none"> • Company Profiles - 1/3 page Company profile with purchase of a full-page ad 	APWA www.apwa.net Sept. 13-16 • Columbus, OH SWANA WASTECON www.swana.org Sept. 22-24 • Long Beach, Calif.
September Closing Date: Aug. 5, 2009	<ul style="list-style-type: none"> • WASTECON At Show Issue 	<ul style="list-style-type: none"> • Stationary & Onboard Scales & Software Product Survey • Residential Collection 	<ul style="list-style-type: none"> • Landfill Methane Gas and Leachate Management 	<ul style="list-style-type: none"> • Grinders, Wood Chippers and Document Shredders Product Survey 		
October Closing Date: Sept. 4, 2009	<ul style="list-style-type: none"> • The Next Generation of Industry Leaders 	<ul style="list-style-type: none"> • Annual Truck and Body Report 	<ul style="list-style-type: none"> • Landfill ADC Product Survey 	<ul style="list-style-type: none"> • Increasing Participation Through Single-Stream Recycling 		NLC www.nlc.org Nov. 10-14 • San Antonio, TX
November Closing Date: Oct. 5, 2009	<ul style="list-style-type: none"> • Fleet Maintenance 	<ul style="list-style-type: none"> • Carts, Arms & Lifters & Safety Equipment Product Survey 	<ul style="list-style-type: none"> • Landfill Dozers, Compactors Scrapers & Loaders Product Survey 	<ul style="list-style-type: none"> • MRF Safety 	<ul style="list-style-type: none"> • Product Showcase: Double your exposure with a product ad 	
December Closing Date: Nov. 4, 2009	<ul style="list-style-type: none"> • Hauler Profile • Waste Age Green Awards 	<ul style="list-style-type: none"> • Collection Managers Roundtable 	<ul style="list-style-type: none"> • Landfill Safety 	<ul style="list-style-type: none"> • Baler and Container Compactor Product Survey 	<ul style="list-style-type: none"> • Company Profiles - 1/3 page Company profile with purchase of a full-page ad 	

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Leverage WasteAge.com's 95,000+ monthly page views* to position your brand alongside relevant, trusted content that engages customers and creates measurable results.

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- Collections/Transfer
- Waste Safety
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- Waste Legislation
- Landfill Management
- Waste Technology
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Provide expert advice and savvy business solutions as you answer category-specific questions on WasteAge.com. Demonstrate your industry thought leadership and establish an interactive, engaging dialogue with your customers. Sponsorable Sections include:

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- Landfill Equipment
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Waste Age Wire

Waste Age Wire is the must-read, industry E-Newsletter that delivers the latest headlines and the best insights on current waste events. Feature your message on this highly respected online news vehicle delivered to 18,000* influential waste management professionals.



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Digital Edition

Your ads come to life! Take advantage of new multimedia advertising enhancements to interactively engage customers, expand your reach, drive ROI and realize your marketing goals.



Lead Generation/Interactive Marketing

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- White Paper
- Blog
- Webinar
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For more details on Waste Age online products, see the 2009 Media Kit or ask your sales consultant. * Publisher's Own Data

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- Buyers' Guide
- Interstitial Web site Ad
- E-postcards
- Custom E-blasts
- Online Special Reports
- Custom Research

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& Drive
Traffic**

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