



# Waste Age<sup>®</sup>

**DIGITAL**  
Magazine

**Extended, Interactive**

**Reach**

**Maximized,  
Measurable**

**ROI**

**Marketing  
Goals, Revenues**

**Realized**



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# Waste Age

## DIGITAL Magazine

Interactive marketing campaigns surrounding relevant content engage your customers, position your brand and create measurable results. Our digital magazine offers a robust suite of multimedia advertising innovations that accelerate sales, increase revenue and drive ROI.

### DIGITAL MAGAZINE ADVERTISING OPPORTUNITIES

NOTE: Multimedia (Audio Clips, Video Clips, Flash Files, YouTube) can be integrated into all ads. Ad plays automatically or upon demand.

## Cover Page Opportunities

(Limit one advertiser per issue. Multimedia is an additional \$700.)

### 1) Blow-in Ad

Digital blow-in ad appears as an overlay on the cover of the magazine – seen by everyone opening the issue. Cost: Small - \$2,100; Medium - \$2,500 per issue.

### 2) Belly Band Ad

Belly Band Ads are wide and narrow and placed over the front cover of the magazine. Cost: \$2,500 per issue.

### 3) E-Mail Notification Sponsorship

Your small banner ad appears in the e-mail that notifies subscribers of the latest digital issue. Must be purchased as add-on feature with blow-in cover ad or belly band ad. Cost: \$450 per issue.

### 4) Welcome Page Video

Play your video on the welcome page that appears alongside the cover. Cost: \$2,500 per issue.



Measuring tools include:

- Click-throughs
- Total ad views

## HOW DO subscribers receive the digital edition?

- Subscribers have the option to request a print or digital subscription.
- Digital subscribers receive an email notification that the digital issue is ready; Links to an easy-to-use web site for immediate access to their complete issue.
- No proprietary reader or special application is needed to view the issue, just a web browser and internet connection.



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## The Bells & Whistles

### Digital Ad Enhancements

All print ads will automatically appear in the digital edition.  
Below are a few innovations to further enhance your digital ad.

#### 1) Blow-in Ads

Blow-in ads can appear over your ad or an editorial page of your choice. Limit 2 advertisers per issue.

Cost: Small, Static - \$1,050; Multimedia - \$1,750

Medium, Static - \$1,250; Multimedia - \$1,950

#### 2) Replacement Ads

Replace your entire ad or just a portion of it with multimedia. Cost: Full - \$1,500; Partial - \$1,050

#### 3) Navigation Bar Sponsorship

Advertiser logo placed in right corner of navigation bar, appears on every page of the digital issue.

Limit one advertiser per issue. Cost: \$3,000

#### 4) Deep Links

Enhance ads with “deep links” to specific product/service web pages rather than just linking to home page. Any word, logo or image can be linked.

Cost: \$250 per link

#### 5) Interactive Surveys

Your proprietary survey is placed over your ad.

Up to 5 questions. Cost: \$2,500 per issue

## HOW IS the digital magazine a marketer's dream? Ads come to life!

- You can add audio, video, flash or YouTube to any of your ads.
- All ads are interactive with hotlinks to your web site.
- Readers can download the digital issue onto their iPhone to read & view videos on the go.

#### PLUS:

- “Blow-in” ads look like pop-ups but use a new technology that's difficult for browsers to block.
- Subscribers can easily read the digital magazine online, download it to their desktop and pass along to a friend, further expanding your reach.
- All ads and ad enhancements will remain with the issue, appearing whenever a user accesses the archives.

## DID YOU know?

#### DIGITAL EDITION READERS....

- Take action 91% of the time when presented with advertising.
- Visited an advertiser website 4x more when using digital editions versus print
- 83% viewed an advertiser's website.
- 41% sent information about an advertiser to a friend.
- 38% contacted advertiser for more information.



**Waste Age's digital magazine** provides on-demand, real-time marketing for interactive reach, accelerated sales and measurable, maximized ROI. Call your advertising representative to customize your digital ad program.

## SALES CONTACTS

**Jay Schlosser**, Eastern Region Sales, (770) 618-0137, Jay.Schlosser@penton.com

**Tim Clary**, Western Region Sales, (972) 279-2333, Tim.Clary@penton.com

### AD SPECIFICATIONS

#### Bellyband

400 pixels W x 154 pixels H.  
This yields a 5.5"W x 2.2"H ad.  
Standard file size: 100kb max.

#### E-Notification Sponsorship

125 pixels W x 125 pixels H.  
Tile ad. Standard file size: 5MB max.

#### Blow-in Ad, Small

320 pixels W x 240 pixels H.  
This yields a 4.4"W x 3.3"H ad.  
Standard file size: 5MB max.

#### Blow-in Ad, Medium

400 pixels W x 300 pixels H.  
This yields a 5.5"W x 4.2"H ad.  
Standard file size: 5MB max.

#### Replacement Ad, Full

Full magazine height and width.  
Standard file size: 5MB max.

### AD GUIDELINES

All ad standards are based upon 72 dpi files submitted in JPEG, GIF, animated GIF, or Flash format. The following multimedia file formats are supported: video (AVI, MOV), sound (MIDI), Quick Time VR, & animated HTML.

#### Types of Digital Ads

1. Blow-in and Belly Band ads

appear in a window. They can be JPEG, GIF, animated GIF, or multimedia. The animated GIF ads play immediately upon viewing the page. Multimedia ads can play immediately upon viewing the page or the user can click on the start function to play on demand. This allows the user to control the multimedia event.

2. Full-page replacement ads MUST be submitted as a Flash file (looping and audio allowed) with multimedia no larger than 5 MB. These play immediately upon viewing of the page unless you request play on demand.

3. Interactive Surveys are subject to Penton Media Research Department Approval.

### AD REQUIREMENTS

Advertisers must provide the following information with their digital ad order.

1. Multimedia file type (for example, SWF, AVI, MOV, MPG, HTML, or animated GIF) and version information.
2. Play on viewing or play on demand.
3. Loop option for multimedia ads: repeat audio/video or do not repeat.
4. Deep link: provide URL address for link (not to exceed 255 characters).

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