

EDITORIAL CALENDAR



| ISSUE | SPECIAL FOCUS | COLLECTION/TRANSFER | LANDFILL MANAGEMENT | RECYCLING/PROCESSING/COMPOSTING | VALUE-ADDED/SPECIAL FEATURES | BONUS DISTRIBUTION |
|--|--|---|--|---|---|---|
| JANUARY CLOSING DATE: DEC. 2, 2009 | <ul style="list-style-type: none"> 2010 Emission Standards Safety | <ul style="list-style-type: none"> Truck Tarps and Components & Transfer Trailer Product Survey | <ul style="list-style-type: none"> Landfill Daily Cover | <ul style="list-style-type: none"> Disaster Preparation (Grinders, Chippers, Heavy Equipment) | <ul style="list-style-type: none"> Company Profiles - 1/3 page Company profile with purchase of a full-page ad | SWANA's Thinking Outside the Blue Box www.swana.org Feb 8 & 9 • Charlotte, NC |
| FEBRUARY CLOSING DATE: JAN. 7, 2010 | <ul style="list-style-type: none"> Hauler Profile Greening Your Operations | <ul style="list-style-type: none"> Automated Collection | <ul style="list-style-type: none"> Siting and Expanding Landfills | <ul style="list-style-type: none"> Renovating and Constructing Transfer Stations | <ul style="list-style-type: none"> Product Showcase: Double your exposure with a product ad | SWANA's Landfill Gas Symposium www.swana.org March 8-11 • San Diego, CA |
| MARCH CLOSING DATE: FEB. 3, 2010 | <ul style="list-style-type: none"> Waste to Energy Facilities Leasing Equipment | <ul style="list-style-type: none"> Software/Scales | <ul style="list-style-type: none"> Maximizing a Landfill's Lifespan Through GPS, GIS, Compaction and Bale Fills | <ul style="list-style-type: none"> Pay as You Throw Programs | <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 25-27 • Louisville, KY SWANA Landfill Symposium April 12-17, Reno, NV |
| APRIL CLOSING DATE: MARCH 5, 2010 | <ul style="list-style-type: none"> Official WasteExpo Show Issue Alternative Fuels | <ul style="list-style-type: none"> Commercial Collection Carts, Arms & Lifters Product Survey | <ul style="list-style-type: none"> Landfill Gas to Energy Projects | <ul style="list-style-type: none"> Hauling and Processing C&D Debris | <ul style="list-style-type: none"> Pre-WasteExpo Product Showcase: Pre-show exposure with product ad | WasteExpo , www.wasteexpo.com • May 3-6 Atlanta, GA Truck Blue Book, April 19 - April 21 • Kansas City, MO |
| MAY CLOSING DATE: MARCH 24, 2010 | <ul style="list-style-type: none"> WasteExpo At Show Issue Hauler Profile | <ul style="list-style-type: none"> Truck Tires and Heavy Equipment Tires Product Survey | <ul style="list-style-type: none"> Landfill Leachate and Bioreactor Landfills | <ul style="list-style-type: none"> E-Waste and Household Hazardous Waste | | WasteExpo , www.wasteexpo.com • May 3-6 Atlanta, GA • NAWTEC www.SWANA.org May 11-13 • Orlando, FL |
| 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! — SHOW GUIDE CLOSING DATE: APRIL 6, 2009 | | | | | | |
| JUNE CLOSING DATE: MAY 7, 2010 | <ul style="list-style-type: none"> Waste Age 100 WasteExpo Wrap Up | <ul style="list-style-type: none"> Safety on the Collection Route | <ul style="list-style-type: none"> Managing Landfill Pests & Other Annoyances (Bird Control, Blowing Trash, Etc.) | <ul style="list-style-type: none"> Single-Stream Sorting Technologies Shredder & Grinder Survey | <ul style="list-style-type: none"> WasteExpo Product Showcase: Post-show exposure with product ad | |
| JULY CLOSING DATE: JUNE 5, 2010 | <ul style="list-style-type: none"> Annual Buyers' Guide Hauler Profile | <ul style="list-style-type: none"> Transfer Trailers, Roll-Offs & Hook-Lifts Product Survey Route Optimization | <ul style="list-style-type: none"> Landfill Compaction | <ul style="list-style-type: none"> Baler and Container Compactor Product Survey | | NACO www.naco.org July 18-20 • Reno, NV |
| AUGUST CLOSING DATE: JULY 8, 2010 | <ul style="list-style-type: none"> WASTECON At Show Issue | <ul style="list-style-type: none"> Truck Tarps Product Survey Trailers, Floors & Tippers Survey Residential Collection | <ul style="list-style-type: none"> Landfill Lining | <ul style="list-style-type: none"> Dealing with Recycling Markets New Markets for Organic Waste Recycling | <ul style="list-style-type: none"> Company Profiles - 1/3 page Company profile with purchase of a full-page ad | APWA www.apwa.net, Aug. 15-18 • Boston, MA SWANA WASTECON, www.swana.org Aug. 14-18 • Boston, MA |
| SEPTEMBER CLOSING DATE: AUG. 10, 2010 | <ul style="list-style-type: none"> Annual Truck & Body Report | <ul style="list-style-type: none"> Stationary & Onboard Scales & Software Product Survey Route Optimization | <ul style="list-style-type: none"> Landfill Gas to Energy | <ul style="list-style-type: none"> Grinders, Wood Chippers and Document Shredders Product Survey | | |
| OCTOBER CLOSING DATE: SEPT. 4, 2010 | <ul style="list-style-type: none"> Hauler Profile Safety | <ul style="list-style-type: none"> Collection Innovations | <ul style="list-style-type: none"> Landfill ADC Product Survey | <ul style="list-style-type: none"> Recycling Managers Roundtable | | |
| NOVEMBER CLOSING DATE: OCT. 4, 2010 | <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 Heavy Equipment Product Survey | <ul style="list-style-type: none"> Zero Waste Programs | <ul style="list-style-type: none"> Product Showcase: Double your exposure with a product ad | NLC www.nlc.org Nov. 30-Dec. 4 • Denver, CO |
| DECEMBER CLOSING DATE: NOV. 4, 2010 | <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 Innovations | <ul style="list-style-type: none"> Designing an Effective MRF | <ul style="list-style-type: none"> Company Profiles - 1/3 page Company profile with purchase of a full-page ad | |

AUDIENCE DEMOGRAPHICS

PURCHASING POWER

EDITORIAL CALENDAR

PRINT ADVERTISING

WASTE EXPO TRADE SHOW MARKETING

WEBSITE ADVERTISING

2010 MEDIA KIT

EMAIL MARKETING

LEAD GENERATION

360° DEGREE MARKETING

PUBLIC INFRASTRUCTURE GROUP

CONTACTS

RATE CARD

PRODUCTION SPECS

Waste Age