

# CONTENT FORECAST

**Waste Age**  
2012 MEDIA KIT

Audience Demographics

Purchasing Power

Content Forecast

Editorial Team

WasteExpo Trade Show Marketing

Website Advertising

Email Marketing

Lead Generation

360 Degree Marketing

Marketing Services

Public Infrastructure Group

Contacts

Production Specs

## JANUARY

AD CLOSING:  
12/2/2011

### SPECIAL FOCUS

- Safety
- Long-Haul Trucking

### COLLECTION/TRANSFER

- Route Optimization

### LANDFILL MANAGEMENT

- Landfill Gas to Energy

### RECYCLING/PROCESSING/COMPOSTING

- Disaster Preparation

### VALUE-ADDED/SPECIAL FEATURES

- Company Profiles - 1/3 page company profile with purchase of a full-page ad

### BONUS DISTRIBUTION

- SWANA's Thinking Outside the Blue Box  
[www.thinkingoutsidethebluebox.org](http://www.thinkingoutsidethebluebox.org)  
Feb. 8-9 • Austin, TX

## FEBRUARY

AD CLOSING:  
1/6/2012

### SPECIAL FOCUS

- Focus on Sustainability
- Truck Bodies Roundup

### COLLECTION/TRANSFER

- Designing and Constructing Transfer Stations

### LANDFILL MANAGEMENT

- Siting and Expanding Landfills

### RECYCLING/PROCESSING/COMPOSTING

- Implementing A Composting Program
- Cart Maintenance/Cleaning Product Survey

### VALUE-ADDED/SPECIAL FEATURES

- Product Showcase: Double your exposure with a product ad

### BONUS DISTRIBUTION

- SWANA's Landfill Gas Symposium  
<http://fg.swana.org/>  
March 19-22 • Orlando, FL

## MARCH

AD CLOSING:  
2/3/2012

### SPECIAL FOCUS

- WasteExpo Pre-show Issue
- Tips for Leasing or Buying Trucks & Equipment
- Deriving Energy from Waste

### COLLECTION/TRANSFER

- Focus on RFID
- Transfer Trailers, Floors, Tippers and Tarps Product Survey
- Collection Vehicles/Natural Gas Vehicles

### LANDFILL MANAGEMENT

- Improving Landfill Operations through Advanced Technologies

### RECYCLING/PROCESSING/COMPOSTING

- Pay As You Throw Programs

### VALUE-ADDED/SPECIAL FEATURES

- WasteExpo Product Sneak Previews: Pre-show exposure with product ad

### BONUS DISTRIBUTION

- Mid America Trucking Show • [www.truckingshow.com](http://www.truckingshow.com)  
March 22-24 • Louisville, KY

## APRIL

AD CLOSING:  
2/29/2012

### SPECIAL FOCUS

- Official WasteExpo Show Issue
- Greening Your Operations

### COLLECTION/TRANSFER

- Commercial Collection
- Carts, Arms & Lifters Product Survey

### LANDFILL MANAGEMENT

- Landfill Airspace Management

### RECYCLING/PROCESSING/COMPOSTING

- Recycling C&D Debris
- Grinders and Shredders Product Survey

### VALUE-ADDED/SPECIAL FEATURES

- Pre-WasteExpo Product Showcase: Pre-show exposure with product ad

### BONUS DISTRIBUTION

- WasteExpo  
[www.wasteexpo.com](http://www.wasteexpo.com)  
April 30 - May 3 • Las Vegas

## MAY

AD CLOSING:  
3/21/2012

### SPECIAL FOCUS

- WasteExpo At Show Issue
- Hauler Profile
- Topics in Medical Waste

### COLLECTION/TRANSFER

- Truck Tires and Heavy Equipment Tires Product Survey
- Trends in Software and Scales

### LANDFILL MANAGEMENT

- Landfill Leachate and Bioreactor Landfills

### RECYCLING/PROCESSING/COMPOSTING

- Handling E-Waste
- MRF Sorting and Separation Product Survey

### BONUS DISTRIBUTION

- WasteExpo  
[www.wasteexpo.com](http://www.wasteexpo.com)  
April 30 - May 3 • Las Vegas

## JUNE

AD CLOSING:  
5/2/2012

### SPECIAL FOCUS

- Waste Age 100
- WasteExpo Wrap Up

### COLLECTION/TRANSFER

- Collection Route Safety

### LANDFILL MANAGEMENT

- Managing Landfill Pests & Other Annoyances (Blowing Trash, Bird Control, Etc.)

### RECYCLING/PROCESSING/COMPOSTING

- Single-Stream Technologies
- Shredder & Grinder Product Survey

### VALUE-ADDED/SPECIAL FEATURES

- WasteExpo Product Showcase: Post-show exposure with product ad

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## JULY

AD CLOSING:  
6/6/2012

### SPECIAL FOCUS

- Annual Buyers' Guide
- Waste Age 100 Hauler Profile
- WASTECON Preview

### COLLECTION/TRANSFER

- Roll-Offs, Containers and Hook-Lifts Product Survey
- Improving Collection Efficiency

### LANDFILL MANAGEMENT

- Landfill Compaction

### RECYCLING/PROCESSING/COMPOSTING

- Baler & Container Compactor Product Survey

## AUGUST

AD CLOSING:  
7/9/2012

### SPECIAL FOCUS

- WASTECON At Show Issue

### COLLECTION/TRANSFER

- Truck Tarps Roundtable
- Trailers, Floors and Tipper Product Survey
- Residential Collection

### LANDFILL MANAGEMENT

- Landfill Gas to Energy

### RECYCLING/PROCESSING/COMPOSTING

- Recycling Markets Overview
- Managing Organic Wastes

### VALUE-ADDED/SPECIAL FEATURES

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### BONUS DISTRIBUTION

- SWANA WASTECON • www.swana.org  
Aug. 14-17 • Washington, DC
- APWA • www.apwa.net  
Aug. 26-29 • Anaheim, CA

## SEPTEMBER

AD CLOSING:  
8/10/2012

### SPECIAL FOCUS

- Annual Truck & Body Report

### COLLECTION/TRANSFER

- Stationary & Onboard Scales & Software Product Survey
- Route Optimization

### LANDFILL MANAGEMENT

- Landfill Safety

### RECYCLING/PROCESSING/COMPOSTING

- Grinders, Wood Chippers and Document Shredders Product Survey

### BONUS DISTRIBUTION

- Global Waste Management Symposium  
www.wastesymposium.com  
Sept. 30 - Oct. 3 • Phoenix, AZ

## OCTOBER

AD CLOSING:  
9/7/2012

### SPECIAL FOCUS

- Hauler Profile
- Alternative Fuels
- Corporate Sustainability Index

### COLLECTION/TRANSFER

- Collection Innovations

### LANDFILL MANAGEMENT

- Landfill ADC Product Survey

### RECYCLING/PROCESSING/COMPOSTING

- Converting to a Single-Stream MRF

### BONUS DISTRIBUTION

- SXSW Eco  
<http://sxsweco.com/>  
Oct. 4-6 • Austin, Texas

## NOVEMBER

AD CLOSING:  
10/8/2012

### SPECIAL FOCUS

- Keeping Your Fleet Up and Running
- Safety

### COLLECTION/TRANSFER

- Topics in Rural Collection

### LANDFILL MANAGEMENT

- Landfill Heavy Equipment Product Survey

### RECYCLING/PROCESSING/COMPOSTING

- Food Composting
- MRF Sorting and Separation Product Survey

### VALUE-ADDED/SPECIAL FEATURES

- Product Showcase: Double your exposure with a product ad

## DECEMBER

AD CLOSING:  
11/9/2012

### SPECIAL FOCUS

- Waste Age 100 Hauler Profile
- Truck and Container

### COLLECTION/TRANSFER

- Collection Managers Roundtable

### LANDFILL MANAGEMENT

- Landfill Innovations

### RECYCLING/PROCESSING/COMPOSTING

- Designing a Safe and Effective MRF

### VALUE-ADDED/SPECIAL FEATURES

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