

# Digital Edition

## A Virtual Marketing Opportunity



Everyone agrees technology is changing the way marketers reach customers and the way customers get information about products and services...it's a 24/7 challenge.

In response to that, every print edition of Waste News is now available in electronic format and accessible online at WasteNews.com.

### **Advertising Exposure Beyond Print**

Every advertiser in the print edition of Waste News automatically receives expanded coverage through the Digital Edition of Waste News online.

One look at the electronic version of Waste News and you will see it replicates the experience of paging

through the print edition. In today's fast-paced business environments the Digital Edition is the perfect solution to meeting the on-demand information-needs of busy decision-makers. Plus it's a whole new world of convenience to avid and busy readers of Waste News.

For advertisers the Waste News Digital Edition establishes an important direct relationship with readers. Through advanced technology, the Digital Edition provides expanded exposure of print advertising campaigns and enables readers to immediately link to sales and marketing messages.

As a result, a single click lets readers navigate an entire electronic edition with ease and provides immediate access to email addresses and web sites contained in articles as well as display and classified advertising messages. Put the power and impact of the digital edition to work for you today.

### **Digital Edition Sponsorships Available**

Discover the digital difference. Find out how you can expand your advertising and marketing reach as a sponsor of a Digital Edition, contact your sales representative today.