

Direct Mail & E-mail Lists



Waste News Direct Mail and E-mail Lists are a fast, effective way to reach your best prospects in the industry.

Leverage these lists to become top-of-mind when buyers are ready to buy!

Waste News lists can help you maximize your response through multi-channel marketing--the strategic approach of reaching the same prospects with a similar or related message through a combination of two or more direct marketing methods including email and direct mail. This technique is a powerful strategy that enables you to make multiple impressions about your company, product or service to the same key decision-makers while maximizing response rates.

As you plan your next integrated marketing campaign reach key decision-makers throughout the industry with direct mail and e-mail lists from Waste News.

These lists are compiled of active subscribers to Waste News--individuals who are recipients of one of the most well-respected trade newspapers in the industry today.

The professionals on the Waste News direct mail and e-mail lists have given their permission to receive information from third parties.

Access our controlled-circulation list today. For specific details about the most up-to-date, highly-targeted and best list for your next direct mail or e-mail campaign, contact your Waste News sales representative for details.

**Direct Mail List base rate:
\$145 per thousand**

**E-Mail List base rate:
\$410 per thousand**