

insidewaste

A **WMA** Publication
Environment Business Magazine



The Official Publication of the Waste Management Association of Australia

Focusing on what matters to the waste trade

The waste trade spans a diverse range of activities, from waste collection to resource recovery to landfilling. The operating environment varies from state to state, between urban and rural areas, and even among different councils. *Inside Waste* brings this all together, covering all the news, projects, contracts and issues that matter to the waste trade.



Qualifying subscribers are those who: (a) currently work in, supply to, regulate or buy from the waste industry in Australia and New Zealand (b) are a member of the Waste Management Association of Australia.

www.insidewaste.com.au

Register on our website NOW for your FREE# subscription



Editorial content that matters

NEWS & NEWS REVIEW

Who, what and where: A comprehensive round up of news, events, contracts, personnel movements and major product launches in the waste industry.

MUNICIPAL SOLID WASTE

A close up look at projects and practicalities in handling municipal solid waste, from bin selection to contamination management. This is a must for those in the kerbside collection business.

CONSTRUCTION AND DEMOLITION

Australia is a leader in C&D recycling and reuse, with pioneering approaches to managing materials both on-site and off. Keep abreast of the latest efforts to improve recovery of building materials and the bottom line.

COMMERCIAL AND INDUSTRIAL

With a growing government focus on C&I, regulations, technologies and new approaches to handling waste streams from offices, factories and industrial plants are developing quickly.

LANDFILL AND ALTERNATIVE WASTE TECHNOLOGY

Thermal technologies, recycled organics, leachate control, post-closure management – these are among the biggest changes and challenges in the waste trade. What are the impacts at the coalface?

LIQUID WASTE

Transportation and treatment of liquid wastes is a growing sector, with the major firms expanding their truck fleets over the last decade. Keep abreast of regulation, safety and technology.

PRODUCT AND SERVICES GUIDE

Each issue of *Inside Waste* will look at two key product and service categories and provide a comprehensive guide to what's available and from whom. Examples include: Bins; Loaders; Trucks; Software; Hazardous waste treatment; Shredders and crushers; Testing; Covers etc.

EDITORIAL SUBMISSIONS

To submit news, product releases and articles to *Inside Waste* contact the editor, Richard Collins, on (02) 9804 1588 or email richard@wme.com.au



Advertising opportunities

With a guaranteed minimum circulation of 3,500* every issue, *Inside Waste* is the perfect publication to advertise your products, services, technologies and solutions to the people that matter in the industry. There's a size available for every advertising need, from full page to a small marketplace advertisement.

FULL PAGE

330mm high x 240mm wide (trim size)

HALF PAGE

Vertical: 285mm high x 105mm wide
Horizontal: 150mm high x 215mm wide

THIRD PAGE VERTICAL

285mm high x 65mm wide

QUARTER PAGE VERTICAL

150mm high x 105mm wide

Other sizes are available on request.

See over for ad costs and specifications



Full page



Half page horizontal



Quarter page vertical



Half page vertical



Third page vertical

*CAB Audit - Ave. Net Distribution 4,400 copies (July-Sept05)

MARKETPLACE

Advertise your products, services, technologies and solutions to thousands of people in the waste industry at a price you can afford.

Place your ad under an existing category, or create one of your own to suit your specific needs.

Rates from \$22 column centimetre, (minimum of 5 centimetres based on 6 issues).

See right for examples of prices.


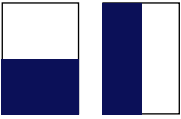

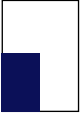
The Marketplace section is divided into several categories, each with a price per column centimetre:

- Causes and Conferences:** \$364
- Disposal and Recycling Facilities / Services:** \$312
- Equipment - Hire:** \$260
- Parts & Accessories:** \$260
- Disposal and Recycling Facilities:** \$208
- Equipment for Sale:** \$182
- Professional Services:** \$312

Advertising enquiries contact Advertising Manager Gina Perrin, phone: (02) 9804 1588 or email: gina@wme.com.au

ADVERTISING COSTS & MATERIAL SPECIFICATIONS

All rates are for full colour ads in A\$ and exclude GST

Size	Shape	Dimensions (h x w) mm	Casual Rate	3x	6x
 Full Page		330 x 240 trim 310 x 220 type area 340 x 250 bleed	2,665	2,470	2,270
 Half Page	Horizontal Vertical	150 x 215 285 x 105	1,540 1,540	1,425 1,425	1,305 1,305
 Third Page	Vertical	285 x 65	1,070	990	905
 Quarter Page	Vertical	150 x 105	920	850	775
Marketplace	(per column centimetre - min. 5cm)		26	24	22

PREFERRED POSITIONS

- Outside Back Cover (ADD 20%), Inside Front Cover (ADD 15%)
- News pages, Right-hand pages, Consecutive pages, Specified pages etc. (ADD 10%)
- Feature covers, re-prints & advertising production (POA)
- Rates, specifications and delivery details for inserts, onsets, list rental or other special items or services supplied on request.
- Bookings are subject to the terms and conditions of advertising displayed at www.insidewaste.com.au

PREFERRED MATERIAL FORMATS

1. Hi-Resolution PDF

Hi-Resolution "Press Ready", CMYK PDF file is preferred format.

Note: Embed all fonts

Registration: Centered, Bleed of 5mm and Offset 18pt

Resolution: 1200dpi

Frequency: 150lpi

2. Adobe Photoshop (7.0 or less)

Ensure files are saved as .JPEG or .TIFF files in CMYK mode.

Resolution for all graphics/images should be 300dpi at 100%.

3. Adobe Illustrator (10.0 or less)

Files to be saved as .eps in CMYK mode. Convert all fonts to outlines.

4. QuarkXPress for Mac (4.1 or less)

All colours, images and graphics to be supplied in CMYK format.

Resolution: 300dpi at 100%.

Supply all screen and printer fonts (postscript – no true type fonts).

5. MS Word files

We CANNOT accept MS Word or Powerpoint files as final artwork.

They can be supplied as a layout guide only, however any pictures, logos and words used must be supplied separately for resetting.

Supplying files: By email, copy@wme.com.au

Proofs

IMPORTANT: If an accurate colour proof is not provided we cannot accept responsibility for reproduction quality or errors.

ADVERTISING DEADLINES

Issue No.	Issue date	Booking Deadline	Material Deadline
11	February / March	January 25	January 30
12	April / May	March 24	March 30
13	June / July	May 25	May 30
14	August / September	July 25	July 31
15	October / November	September 25	September 29
16	December 2006 / January 2007	November 24	November 30