

AUSTRALASIAN
**Waste &
Recycling Expo**



**BESPOKE
DIGITAL
OPPORTUNITIES**

AWRE.COM.AU



MORE

THAN

Digital Opportunities

AN

AWRE produces a host of year-round communications through digital channels, facilitating industry connections 365 days a year.

EVENT

WHAT?

AWRE is the most respected platform where industry professionals come together to join forces for a world of solutions towards a cleaner, more sustainable future. Beyond a yearly event, AWRE's digital opportunities are a platform for advertisers to create new conversations with a dedicated audience of 10,000+ waste professionals.

WHY?

As the industry and broader population faces increased screen time, AWRE remains a digital nexus for brands to promote the latest sustainable solutions to collect, process and recycle waste more smartly. Our digital content reflects the industry trends, innovations and technological advances that demonstrate how the Australian waste industry remains at the forefront of sustainability.

WHO?

Waste professionals consume AWRE's content to source connections, create networking opportunities or product updates. Editorial contributions, freelance writers and exhibiting/ sponsoring brands.

Our Audience

Over the past decade, AWRE has built a qualified audience of key decision-makers from across the Asia Pacific region. AWRE connects this audience to new markets via communications channels including the Unearthed newsletter, website and new customised digital opportunities.

From sustainability and environmental managers to government, waste officers and manufacturers, AWRE is where the waste community converges.

6,500⁺

EMAIL
SUBSCRIBERS

(including national & international)

143,000⁺

WEBSITE VIEWS
PER YEAR

40,000⁺

WEB USERS PER YEAR

56,000⁺

WEB SESSIONS PER YEAR

PRODUCT INTERESTS

- Waste & Environmental Management
- Alternative Waste Technologies
- Food & Organics
- eWaste
- Food Packaging
- Machinery & Equipment
- Bins
- Vehicles
- Software & Technology

Our Audience spans the following sectors:



Recycling



Manufacturing



Waste
Collection



Environmental
/ Sustainability
Services



Government
(Federal, Local, State)



Waste
Processing



Building
& Construction



Education
& Training



eWaste



Food &
Organics

Website Opportunities

BANNER ADVERTISING

AWRE's digital platforms offer year-round engagement. Our website alone receives over 143,000 views each year.

Cut through the noise - take advantage of this premium exposure to your target market while they are online more than ever before.

Premium Leaderboard

For premium exposure, this leaderboard offers branding on the top visited pages of the AWRE website.

Your banner will appear as 1 of up to 3 banners prominently displayed on the home page as well as exhibitor and product directory pages.

Three month duration, maximum of three advertisers.

\$1,000 + GST

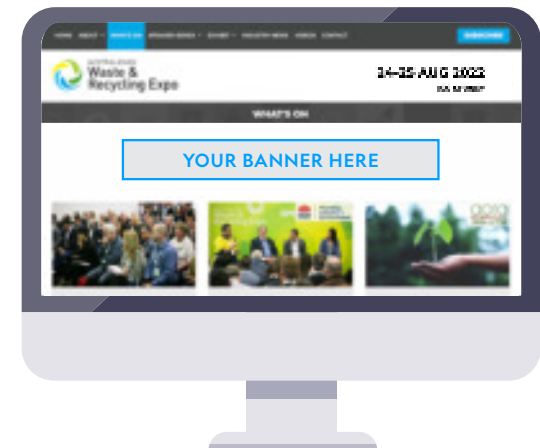
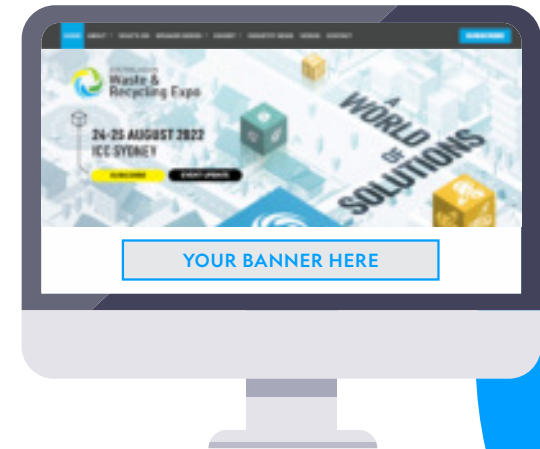
Standard Leaderboard

For prominent exposure, this leaderboard offers branding on the inner pages of the AWRE website, with the exception of the home page, exhibitor and product directory pages.

Your banner will appear as 1 of up to 3 banners prominently displayed on various inner pages, including the Industry News section.

Three month duration, maximum of three advertisers.

\$750 + GST



All artwork to be provided by client

Solus eDM

Solus emails are a great way to expand your marketing reach outside your own list and connect with our highly qualified, highly engaged waste and recycling audience.

Send your message without interruption to the AWRE reader database via a solus eDM blast, with your branding included.

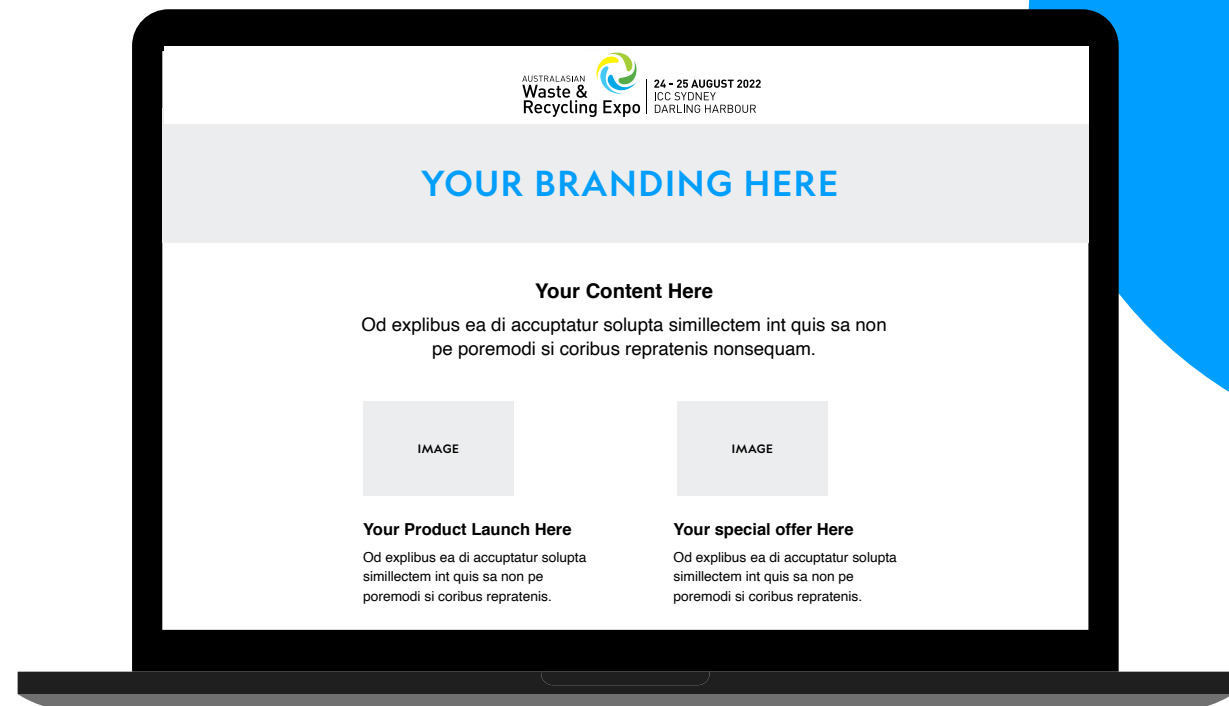
BESPOKE AUDIENCES

This opportunity includes the option to segment and send to specific audiences based on your brand's needs, including specific product verticals, job titles or geographical locations.

Suggested topics to promote via solus eDMs include:

- Product Launches
- Special Deals
- Content Pieces
- Topical Advertorial
- Promote your online event or training

\$2,500 + GST



Exhibition Campaign Advertising

The AWRE marketing campaign includes a range of digital advertising opportunities, allowing you to boost your onsite show experience by reaching visitors before they even walk through the show door.

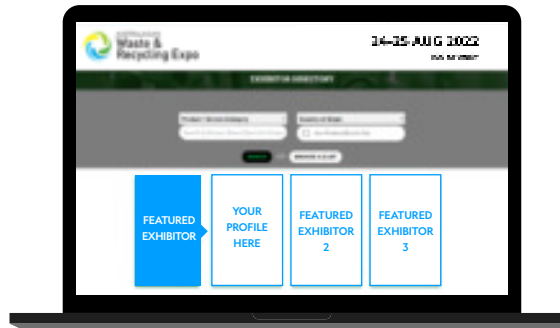
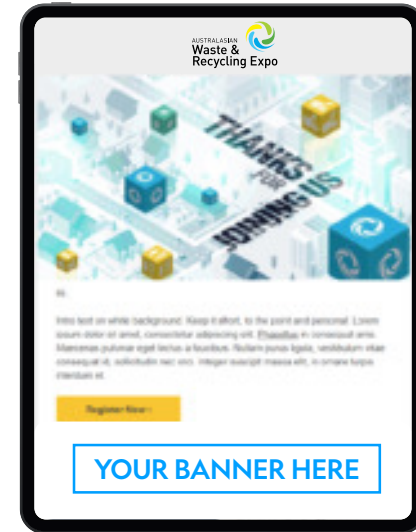
Stay one step ahead and reach our visitor database by featuring on the exhibition website or in an exhibition dedicated eDM.

Campaign eDM Advertising Spot

The AWRE marketing campaign runs a series of eDMs pushing event highlights, registrations and event reminders. Place your banner advert in one of these highly targeted eDMs to get your brand featured pre-show.

Maximum one advertiser per eDM.

\$750 + GST

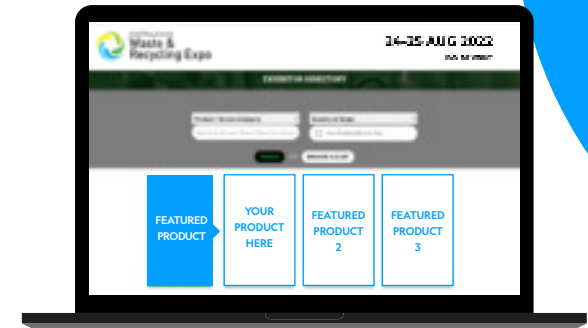


Featured Exhibitor

Have your exhibitor profile pinned at the top of the exhibitor directory page on our website, ensuring your company is the first visitors see when browsing the page.

Maximum of three

\$500 + GST



Featured Product

Maximise your exposure by featuring one of the products you will be showcasing at the expo, where it will be pinned and highlighted at the top of the directory page.

Maximum of three

\$500 + GST

Tailor a Package

Can't quite find what you are looking for?

Or would like to combine activity to give your brand maximum exposure?

Our team is available to walk you through the options that best fit your business objectives.

GET IN TOUCH TODAY.

Click here to contact the AWRE team to discuss packages to suit your business.

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