



US Composting
Council

compostingcouncil.org

U.S. COMPOSTING COUNCIL MEDIA GUIDE

compostingcouncil.org Website Advertising
Compost Communicator eNewsletter

FOR MORE INFORMATION, PLEASE CONTACT:

Sina Alhusseini

Project Leader

salhusseini@naylor.com

(352)333-3456

NAYLOR 
ASSOCIATION SOLUTIONS



THE USCC ADVANTAGE

- Established in 1990, the US Composting Council (USCC) is the **only national organization in the United States** dedicated to the development, expansion and promotion of the composting industry.
- USCC is the **largest association representing the compost manufacture** industry.
- USCC members represent **75% of the large compost manufacturing industry**.



COMPOST
COMMUNICATOR
eNewsletter

OUR MEMBERS

The US Composting Council advances compost manufacturing, compost utilization, and organics recycling to benefit our members, society, and the environment. USCC members include

- Compost manufacturers
- Compost marketers
- Equipment manufacturers
- Product suppliers
- Academic institutions
- **And many more!**



COMPOSTINGCOUNCIL.ORG
Website Advertising



US Composting
Council

COMPOSTINGCOUNCIL.ORG

Advertising on the USCC Website – compostingcouncil.org

Advertising on the US Composting Council website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to compostingcouncil.org to learn about upcoming industry events and discover ways to maximize their USCC membership. Advertising on USCC offers several cost-effective opportunities to position your company as a leader in front of an influential group of professionals.

Features of USCC website advertising:

- Cross-promoted in other USCC publications and communication pieces
- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion



1 Skyscraper | 160x600

12 Months | \$2,250

The Skyscraper ad displays the entire time the website page is open giving your message consistent and lasting exposure. Only three spots are available!

2

Leaderboard | 728x90

12 Months | \$2,750

Your message will be prominently displayed the entire time the website page is open. Only three spots are available!

For the latest online specs, please visit www.naylor.com/onsinespecs

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.



COMPOST COMMUNICATOR ENEWSLETTER

ABOUT THE ENEWSLETTER

Now more than ever, professionals consume information on the go. Our *Compost Communicator* eNewsletter allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of more than 750 decision-makers on a regular basis
- In addition to 750 member companies representing 2,500 compost industry professionals, opt-in subscription means that professionals in the market for your products and services see your message
- Frequently forwarded to others for additional exposure
- Cross-promoted in other USCC publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive



1 Sponsored Content 1 | 180x150

12 Months | \$2,250

- Only one spot available – NO ROTATION
- Located between popular sections of the eNewsletter

2 Rectangle 1st Row | 300x250

12 Months | \$2,000

- Only two spots available– NO ROTATION
- Located between popular sections of the eNewsletter

3 Sponsored Content 2 | 180x150

12 Months | \$1,750

- Only one spot available – NO ROTATION
- Located between popular sections of the eNewsletter

4 Rectangle 2nd Row | 300x250

12 Months | \$1,500

- Only two spots available– NO ROTATION
- Located between popular sections of the eNewsletter

For the latest online specs, please visit www.naylor.com/onlinespecs

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Disclaimer: Please note that the mockup shows overall newsletter layout, but exact ad location on the newsletter will vary based on the amount of editorial content supplied each issue.