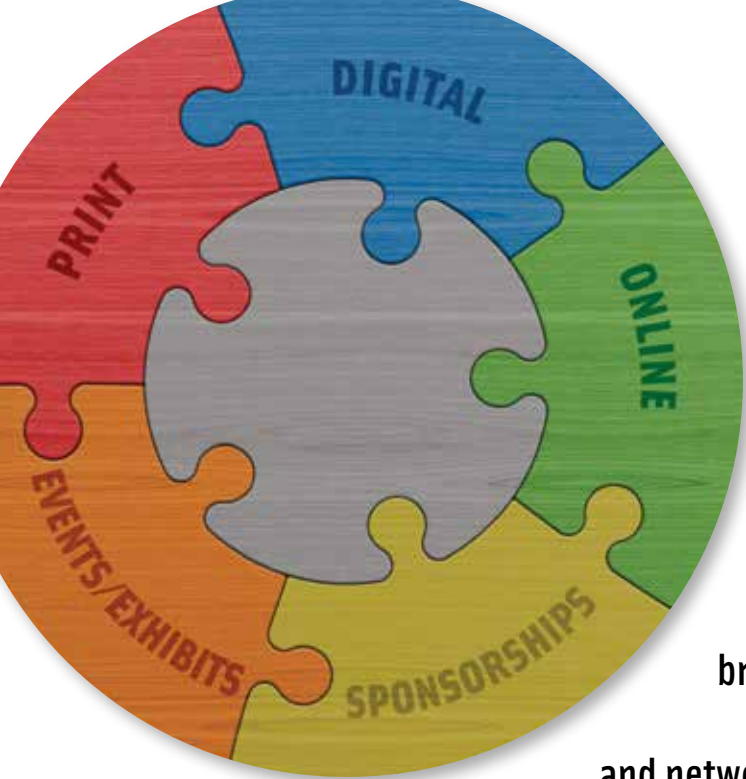


# 2018 ISRI MARKETING OPPORTUNITY GUIDE



**EARN RECOGNITION IN ISRI'S CORPORATE PARTNER PROGRAM!**  
(see details inside)



ISRI is your complete marketing partner for reaching the recycling industry.

No other organization can match the depth, breadth, and quality of ISRI's media products

and networking events. If you want to advertise in

print, digital, or online media, ISRI has you covered with its award-winning

**magazine**, its **annual membership directory**, and its informative **e-newsletters**

and **websites**. ISRI also offers numerous **event, exhibition, and sponsorship**

opportunities throughout the year that can broaden your exposure and

help you connect directly with prospects. When you market with ISRI, you

work with the **Voice of the Recycling Industry™** and tap into its thousands

of premium prospects who trust the association to present the best and

brightest companies serving the recycling industry. Whatever your marketing

budget, ISRI's expansive marketing menu allows you to select the mix of

publications, exhibitions, and sponsorships that's right for you.



## Become an ISRI Corporate Partner!\*

If your annual marketing program with ISRI reaches certain spending thresholds during the calendar year, you can earn recognition as an ISRI Corporate Partner at the Platinum, Gold, Silver, or Bronze level. The perks of being an ISRI Corporate Partner include

- a logo to display on your company's website, stationery, and other collateral;
- signage denoting your company's ISRI Corporate Partner status to display at exhibitions and other venues;
- semi-annual recognition in ISRI's *Leadership Update* e-newsletter;
- a listing on the ISRI website;
- recognition in a full-page, year-end ad in *Scrap* magazine recognizing all ISRI Corporate Partners; and
- complimentary banner ads in ISRI e-newsletters or websites (subject to availability) for Silver, Gold, and Platinum Corporate Partners. Silver Corporate Partners can choose two e-newsletter ads or two months of web-banner exposure; Gold Corporate Partners, three e-newsletter ads or three months of web exposure; and Platinum Corporate Partners, four e-newsletter ads or four months of web exposure.

To become an ISRI Corporate Partner, your company must spend the specified amount during the calendar year for at least one of the recognition levels. The spending thresholds for the four levels are \$90,000 or more (Platinum), \$55,000 to \$89,999 (Gold), \$28,000 to \$54,999 (Silver), and \$15,000 to \$27,999 (Bronze).

**Ready to get started?** Review the following pages—or visit [isri.org/mktgopps](http://isri.org/mktgopps)—to learn about opportunities ISRI offers to complete your marketing puzzle.

\*For full details on the rules and requirements of the ISRI Corporate Partner program, visit [isri.org/mktgopps](http://isri.org/mktgopps) and click on the "ISRI Corporate Partner" link.



## ANNUAL CONVENTION & EXPOSITION ISRI2018—APRIL 14-19, LAS VEGAS

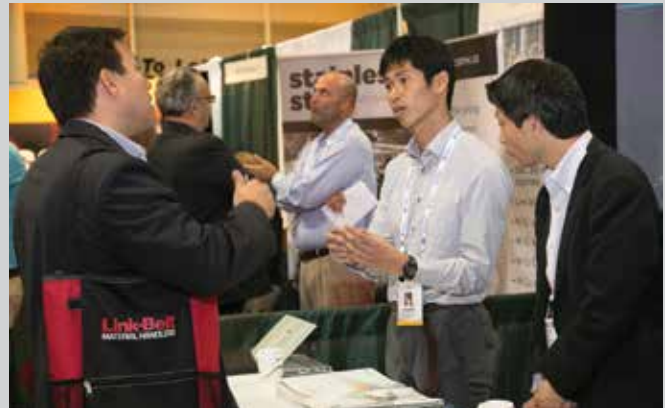
ISRI has held its most successful conventions in Las Vegas, so it's a safe bet that being an exhibitor and sponsor at ISRI2018 is a smart move for your business. ISRI will bring its annual gathering back to Las Vegas in 2018, and if history is any guide, the event's networking, programming, and social features will attract more than 5,000 attendees. Those attendees are the best prospects in the recycling business—people with the power to buy—and they come from more than 50 countries, ensuring the broadest exposure for what you're selling.

In addition to showcasing your company on the exposition floor in exhibit spaces or equipment display space, you can take advantage of numerous sponsorship opportunities, including the convention tote bags, events (such as general sessions, workshops, or spotlights), hospitality areas in the expo hall, convention program, hotel key cards, lanyards, expo hall locator boards, highlighter pens, and tote bag inserts.



### EXHIBITION BOOTHS & EQUIPMENT SPACE

The ISRI convention offers single and multiple booth spaces as well as equipment display space on the expo floor, with long-term exhibitors given preference on space selection. The ISRI2018 convention expo offers almost 343,000 square feet of exhibition space, including 60,000 square feet of equipment display space.



#### STANDARD BOOTH

Member .....	<b>\$3,750</b>
Nonmember .....	<b>\$6,250 for the first booth</b> \$3,750 for each additional booth

#### PREMIUM BOOTH

Member .....	<b>\$4,250</b>
Nonmember .....	<b>\$6,750 for the first booth</b> \$4,250 for each additional booth

#### EQUIPMENT SPACE

Member .....	<b>\$10,000 for the first 400 square feet</b> \$12 for each additional square foot
Nonmember: .....	<b>\$12,500 for the first 400 square feet</b> \$12 for each additional square foot





## SPONSORSHIPS

ISRI offers a variety of sponsorship opportunities to fit any budget, and we are open to your creative suggestions. If you have a sponsorship idea that's not listed, contact us to see how we can work with you to tailor a package that works. All sponsors receive recognition on the ISRI2018.org website, in signs at the convention, and more. Here are some of the offerings available:

### LEVEL I SPONSORSHIPS

*(available to ISRI member companies only)*

- VIP seating at opening and closing general sessions
- Photo with keynote speaker
- Recognition on the ISRI2018.org website, with appropriate social media, hash tags, and hyperlinks
- One roundtrip VIP airport shuttle to/from the convention hotel
- Recognition on exhibit hall entrance unit(s).
- Six tables in hospitality areas with your company logo on centerpieces.
- Recognition at closing night party

### CONVENTION TOTE BAGS—SOLD to LBX

The convention tote bag is offered to every attendee at the convention. In addition to the Level I benefits, sponsor receives the following:

- Company name and/or logo featured with the 2018 convention logo on the tote bag.



- Name and logo featured on the inside cover of the program.
- Name and logo featured on the ISRI2018.org website as a Level I sponsor. (For the 2017 convention, the website received more than 37,000 unique visitors.)
- Name and logo featured exclusively on a minimum of four signs and/or banners located in central areas used by ISRI2018 attendees.
- Logo on the entrance unit and décor at the exhibit hall and/or registration.
- Choice of either an advertisement on ISRI TV playing in the convention hotels or a tote bag insert.
- Name and logo featured as a Level I sponsor in the March/April 2018 ISRI Convention Issue of *Scrap* magazine.\*

### OPENING GENERAL SESSION SPONSOR—SOLD to RecycleGuard®

The opening general session sets the tone for the entire ISRI convention. Associate your brand with ISRI's message and be in front of the most senior of all convention attendees. In addition to the Level I benefits, sponsor receives the following:

- Company name and/or logo featured on the big screen(s) during the session.
- Acknowledgment by the ISRI convention chair and the ISRI chair from the stage.
- A 90-second video presentation played at the start of the session and on hotel TV channels.
- Name and logo featured on the inside cover of the ISRI convention program.
- Name and logo featured on the ISRI2018.org website as a Level I sponsor. (For the 2017 convention, the website received more than 37,000 unique visitors.)
- Name and logo featured exclusively on a minimum of four signs and/or banners located in central areas used by ISRI2018 attendees.
- Logo on the entrance signs of the general session hall.
- Name and logo featured as a Level I sponsor in the March/April 2018 ISRI Convention Issue of *Scrap* magazine.\*



### **OPENING RECEPTION SPONSOR AVAILABLE—\$30,000**

ISRI's exhibit hall opening reception is a legendary, must-attend event for most ISRI convention attendees. In addition to the Level I benefits, sponsor receives the following:

- Company name and/or logo on all napkins used at the reception.
- Name and/or logo featured in every food service area on the show floor.
- Name and logo included on the inside cover of the program.
- Name and logo featured on the ISRI2018.org website as a Level I sponsor. (For the 2017 convention, the website received more than 37,000 unique visitors.)
- Name and logo featured exclusively on a minimum of four signs and/or banners located in central areas used by ISRI2018 attendees.
- Logo on the entrance unit and décor at the exhibit hall and/or registration.
- Choice of either an advertisement on ISRI TV playing in the convention hotels or a tote bag insert.
- Name and logo featured as a Level I sponsor in the March/April 2018 ISRI Convention Issue of *Scrap* magazine.\*



### **CLOSING GENERAL SESSION SPONSOR AVAILABLE—\$30,000**

The closing session traditionally showcases the convention's distinguished speaker. It also is the event that sets the message for the year in the industry. In addition to the Level I benefits, sponsor receives the following:

- Company name and/or logo on the big screen(s) during the session.
- Acknowledgment by the ISRI convention chair and the ISRI chair from the stage.
- A 90-second video presentation played at the start of the session and on hotel TV channels.
- Name and logo included on the inside cover of the program.
- Name and logo featured on the ISRI2018.org website as a Level I sponsor. (For the 2017 convention, the website received more than 37,000 unique visitors.)
- Name and logo featured exclusively on a minimum of four signs and/or banners located in central areas used by ISRI2018 attendees.
- Logo on the entrance signs of the general session hall.
- Name and logo featured as a Level I sponsor in the March/April 2018 ISRI Convention Issue of *Scrap* magazine.\*

### **CLOSING NIGHT BEACH PARTY SPONSOR AVAILABLE—\$25,000**

ISRI's famed closing night beach party has become one of the best networking opportunities of the convention. It's also a great chance for you to visibly support ISRI in front of the leaders of many ISRI members as well as other recyclers from across the globe. In addition to the Level I benefits, sponsor receives the following:

- Company name and/or logo projected via gobo in the beach area.
- Acknowledgment by the ISRI convention chair from the stage.
- Flip-flops provided to party guests with your name or logo imprinted.
- Name and logo included on the inside cover of the program.
- Name and logo featured on the ISRI2018.org website as a Level I sponsor. (For the 2017 convention, the website received more than 37,000 unique visitors.)
- Name and logo featured exclusively on a minimum of four signs and/or banners located in central areas used by ISRI2018 attendees.



- Logo featured on the entrance signs of the general session hall.
- Name and logo featured as a Level I sponsor in the March/April 2018 ISRI Convention Issue of *Scrap* magazine.\*

### COMMODITY SPOTLIGHTS & RECEPTIONS (Level I, II, or III Sponsorships Available)

**Ferrous—\$12,000**

**Nonferrous—\$12,000**

**Paper/Plastics/Electronics/Tires & Rubber—\$12,000**

**Buy any two for \$22,000 and get Level II benefits.**

**Buy all three for \$30,000 and get Level I sponsorship benefits.**

Be among the first companies to sponsor one of the receptions that follow ISRI's commodity spotlights on the first two full days of the convention. The Ferrous Reception will be Tuesday, April 17, after the nickel/stainless and ferrous spotlights. The Nonferrous Reception will be Wednesday, April 18, in the afternoon following the copper and aluminum spotlights. The Paper/Plastics/Tire & Rubber



Reception also will be held the evening of Wednesday, April 18, at one of the ISRI hotels. Following are the benefits your company will receive as a sponsor of one or more of these receptions:

- Company name and logo projected on screen before spotlight begins.
- Recognition of your company by the spotlight moderator from the stage.
- Name and logo featured on bar and buffet tables during commodity reception.
- Name and logo featured on the ISRI2018.org website as a Level I, II, or III sponsor. (For the 2017 convention, the website received more than 37,000 unique visitors.)
- Name and logo among those featured on a minimum of four signs and/or banners located in central areas used by ISRI2018 attendees.
- One printed flier inserted in the convention tote bag.
- Name and logo featured as a Level I, II, or III sponsor in the March/April 2018 ISRI Convention Issue of *Scrap* magazine.\*

### LEVEL II SPONSORSHIPS

*(available to ISRI member companies only)*

- VIP seating at opening and closing general sessions
- One roundtrip VIP airport shuttle to/from convention hotel
- Recognition at closing night party
- Four tables in hospitality areas with your logo on centerpieces

### ISRI LANYARDS—SOLD to Royce

Imagine your logo visible on attendees as they move about the convention. The lanyards also are used at other ISRI meetings throughout the year. In addition to the Level II benefits, sponsor receives the following:

- Company name and/or one-color logo featured on the lanyard.
- Name and logo featured on the inside cover of the convention program.
- Name and logo featured on the ISRI2018.org website as a Level II sponsor. (For the 2017 convention, the website received more than 37,000 unique visitors.) ▶



- Name and logo featured on a minimum of four signs and/or banners located in central areas used by ISRI2018 attendees.
- One printed flier inserted in the convention tote bag.
- Name and logo featured as a Level II sponsor in the March/April 2018 ISRI Convention Issue of *Scrap* magazine.\*

### HIGHLIGHTER PEN—SOLD to Sennebogen

The highlighter pen is a high-demand item provided to all attendees and used at various events throughout the convention. In addition to the Level II benefits, sponsor receives the following:

- Company name and/or one-color logo featured on the highlighter pen.
- Name and logo featured on the inside cover of the convention program.
- Name and logo featured on the ISRI2018.org website as a Level II sponsor. (For the 2017 convention, the website received more than 37,000 unique visitors.)
- Name and logo featured on a minimum of four signs and/or banners located in central areas used by ISRI2018 attendees.
- One printed flier inserted in the convention tote bag.
- Name and logo featured as a Level II sponsor in the March/April 2018 ISRI Convention Issue of *Scrap* magazine.\*

### CONVENTION PROGRAM—SOLD to Harris

The convention program is the official handbook of information. Over 5,000 programs are produced and distributed at the conference, and electronic versions of the program remain available on the convention website after the convention. In addition to the above Level I benefits, you will receive the following:



- Company name and/or logo featured on the center-spread floor map.
- A full-page, four-color ad on the back cover of the program.
- Name and logo featured on the inside cover of the program.

- Name and logo featured on the ISRI2018.org website as a Level II sponsor. (For the 2017 convention, the website received more than 37,000 unique visitors.)
- Name and logo featured on a minimum of four signs and/or banners located in central areas used by ISRI2018 attendees.
- One printed flier inserted in the convention tote bag.
- Name and logo featured as a Level II sponsor in the March/April 2018 ISRI Convention Issue of *Scrap* magazine.\*

### HOTEL KEY SPONSOR AVAILABLE—\$23,000

Hotel keys are like placing a business card in the hands of everyone at the convention hotel. In addition to the Level II benefits, sponsor receives the following:



- Company name and/or one-color advertisement on hotel keys for all in the ISRI block at the host hotel(s).
- Name and logo featured on the inside cover of the program.
- Name and logo featured on the ISRI2018.org website as a Level II sponsor. (For the 2017 convention, the website received more than 37,000 unique visitors.)
- Name and logo featured on a minimum of four signs and/or banners located in central areas used by ISRI2018 attendees.
- One printed flier inserted in the convention tote bag.
- Name and logo featured as a Level II sponsor in the March/April 2018 ISRI Convention Issue of *Scrap* magazine.\*

### LEVEL III SPONSORSHIPS

(available to ISRI member companies only)

- VIP seating at opening and closing general sessions
- Recognition at closing night party
- Two tables in hospitality areas with your logo on centerpieces

### EXHIBIT LOCATOR BOARDS AVAILABLE—\$8,000

These six (6) highly visible exhibit locator boards are located throughout the convention center. They provide maps of the exhibit floor and locations for convention programming. In addition to the Level II benefits, you will receive the following:



- Company name and logo featured on the ISRI2018.org website as a Level III sponsor. (For the 2017 convention, the website received more than 37,000 unique visitors.)
- Name and logo among those featured on a minimum of four signs and/or banners located in central areas of the center trafficked by ISRI2018 attendees.
- One printed flier inserted in the convention tote bag.
- Name and logo featured as a Level III sponsor in the March/April 2018 Convention Issue of *Scrap* magazine.

### **POCKET SCHEDULE—SOLD to Argus Media**

The pocket schedule provides a condensed version of the ISRI convention schedule, covering the titles, times, and locations of all essential events and activities. The schedule, which is designed to fit behind the name tag, is an essential resource that attendees refer to throughout the convention. In addition to the above Level III benefits, you will receive the following:

- Company name and logo on the front of the pocket schedule.
- Name and logo featured on the ISRI2018.org website as a Level III sponsor. (For the 2017 convention, the website received more than 37,000 unique visitors.)
- Name and logo among those featured on a minimum of four signs and/or banners located in central areas used by ISRI2018 attendees.
- One printed flier inserted in the convention tote bag.
- Name and logo featured as a Level III sponsor in the March/April 2018 ISRI Convention Issue of *Scrap* magazine.\*



### **EXHIBIT POCKET MAPS SOLD to Volvo**

ISRI produces an easy-to-read printed map of the exhibit hall floor that allows attendees to plot their course through the ever-expanding show. In addition to Level III benefits, you will receive the following:

- Company name and logo on the front of the map.
- If exhibiting, your booth location is highlighted to identify your location.
- Name and logo featured on the ISRI2018.org website as a Level III sponsor. (For the 2017 convention, the website received more than 37,000 unique visitors.)

- Name and logo among those featured on a minimum of four signs and/or banners located in central areas used by ISRI2018 attendees.
- Name and logo featured as a Level III sponsor in the March/April 2018 ISRI Convention Issue of *Scrap* magazine.\*

### **LUGGAGE TAGS AVAILABLE—\$7,500**

Help attendees with a high-visibility, multi-use luggage tag featuring your company logo. These tags are distributed in the convention tote bag. In addition to Level III benefits, you will receive the following:

- Company name and logo featured on the ISRI2018.org website as a Level III sponsor. (For the 2017 convention, the website received more than 37,000 unique visitors.)
- Name and logo among those featured on a minimum of four signs and/or banners located in central areas used by ISRI2018 attendees.
- One printed flier inserted in the convention tote bag.
- Name and logo featured as a Level III sponsor in the March/April 2018 ISRI Convention Issue of *Scrap* magazine.\*

### **ISRI RULES & GUIDELINES DOCUMENTS AVAILABLE—\$10,000**

ISRI regularly reminds meeting attendees of the importance of following ISRI Antitrust Guidelines and the ISRI Code of Conduct. These documents are distributed in all scheduled workshops, spotlights, and sessions. The sponsor can place an approved message on the back of this document. Sponsorship cost does not include printing costs, which the sponsor must bear. In addition to Level III benefits, you will receive the following:

- Company name and logo featured on the ISRI2018.org website as a Level III sponsor. (For the 2017 convention, the website received more than 37,000 unique visitors.)
- Name and logo among those featured on a minimum of four signs and/or banners located in central areas used by ISRI2018 attendees.
- One printed flier inserted in the convention tote bag.
- Name and logo featured as a Level III sponsor in the March/April 2018 ISRI Convention Issue of *Scrap* magazine.\*



## LEVEL IV SPONSORSHIPS

*(available to ISRI member companies only)*

- VIP seating at opening and closing general sessions

### WORKSHOP SPONSOR AVAILABLE—\$2,500

ISRI's educational sessions deliver high-quality ROI to attendees on topics ranging from management skills to compliance guidance. Some are commodity specific while others apply to all recycling operations. Sponsorships are available for these programs. Workshop sponsors receive the following:

- Company name featured on the room signage as sponsor of the workshop.
- Name featured on printed and electronic schedules in which the workshop is announced, including the ISRI convention website, the convention program, and the pocket schedule.

### CELLPHONE CHARGING STATION(S) AVAILABLE—\$1,500 per station

A full day at the convention can deplete the battery in your cellphone, laptop, or other mobile electronic devices. Sponsors of cellphone charging stations get their message displayed in a large monitor atop a modern, secure charging station that holds up to six devices at a time. Charging stations will be visible throughout the convention and available to assist attendees who need it the most. Sponsors receive the following

- Company name and logo displayed on large monitors atop charging stations placed in areas frequented by convention attendees.
- Acknowledgement in the convention program in a section noting the locations of charging stations.

## OTHER OPPORTUNITIES FOR VISIBILITY

*(available to members and nonmembers)*

ISRI's convention gives you a unique opportunity to get your name and logo in front of the best professionals in scrap recycling. ISRI can facilitate the placement of your print materials (advertisements/promotions) in the convention tote bag, which attendees receive at registration. For a bigger splash, consider including logo merchandise in the bag, including luggage tags, note pads, flashlights, magnets, water bottles, travel mugs, and many other options. These items are priced for your budget, with a promotional fee (covering placement costs, etc.) plus the costs of production and delivery of the selected item. ISRI can manage production for you, or you can provide the items from your own vendors (with preapproval of the item).

**Printed Tote Bag Insert** (Standard Size)

**Printed Tote Bag Insert** (Oversize)

**Promotional Item** (less than 8 oz./250 g)

**Promotional Item** (more than 8 oz./250 g)

**Promotional Item** (separate from tote bag)

### \*THE FINE PRINT

As with nearly anything that is successful, delivering the most value to you for your sponsorship dollars will require cooperation on the part of ISRI and your company. Delivery of the offered benefits will require delivery of required logos, texts, advertisements, and other materials in a timely manner. For sponsorships acquired after deadlines, deliverable benefits will be impacted. On the plus side, your sponsorship dollars count double for the purposes of exhibit points.

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To discuss these and other business-building opportunities at ISRI2018, contact Janesha Russell, 502/409-2615 or [jrussell@meetinginsites.com](mailto:jrussell@meetinginsites.com).

**ISRI offers numerous events throughout the year that allow your company to reach specialized audiences and network with prospects in smaller, more-focused settings.**

### **COMMODITIES ROUNDTABLE FORUM, SEPT. 5-7, CHICAGO**

ISRI's annual commodities event is renowned for its informative market-focused educational workshops and its invaluable networking opportunities. Those don't-miss features ensure an engaged, attentive audience of recycling executives—prime prospects for your equipment, technology, product, or service. Connect with these premium prospects in several ways before, during, and after the event. Sponsorship benefits include receiving one complimentary registration to the event and the option to buy an additional full registration at a reduced rate. Sponsors also receive various types of recognition, including signage at the event and announcements prior to roundtable sessions.

### **ISRI SAFETY AND ENVIRONMENTAL COUNCIL (ISEC) CONFERENCE**

ISRI is revamping the ISEC Conference in 2018. The new-and-improved event will feature exciting changes, but it will still allow you to showcase your company in front of hard-to-reach decisionmakers responsible for transportation and operational safety and environmental programs in recycling operations. ISEC attendees typically represent 50 to 100 different companies in the United States and Canada, allowing you to reach a premium, targeted audience that regularly recommends and/or purchases safety and environmental equipment and services for their facilities. The ISEC Conference is the only meeting of its kind that focuses specifically on recycling industry safety and environmental services, so don't miss this unique marketing opportunity. Visit [isri.org/safety](http://isri.org/safety) regularly to keep up with the latest news on this essential event.

### **OPERATIONS FORUM**

ISRI has offered a range of operations-focused conferences throughout its 30-year history to help professional recyclers achieve greater safety, efficiency, and profitability in their facilities. Some of those events focused on one processing sector—such as shredder operations—while others covered the gamut of operational issues, including transportation, yard layout, equipment maintenance, materials identification,

benchmarking, and human resources. Whatever the event's focus, the bottom line is this: If you want to reach an operations-focused audience, this is the event for you.

Reach the hands-on people who work every day with recycling-related equipment, technology, products, and services. Take advantage of the event's tabletop-booth opportunities and sponsorships, such as food/beverage functions, conference notebooks, tote bags, and recycling facility tours/transportation.



### **INDUSTRY LEADERSHIP TRAINING PROGRAM**

ISRI's Industry Leadership Training Program is a unique event that provides business and operations management guidance to up-and-coming scrap company leaders. This intensive two-day program will cover buying and selling scrap; accounting and finance; environmental law; employee relations and workplace compliance; and the importance of running a safe recycling operation. Unlike other ISRI programs, the Industry Leadership Training Program has a cap of 35 registrants, allowing significant networking and relationship-building.

### **ISRI ONLINE LEARNING CENTER WEBINARS**

ISRI's Online Learning Center is the forum for member-only webinars that are tailored for the recycling industry. These interactive online events give recyclers up-to-date and cutting-edge information they can put to work right away directly from their desktop. ISRI's webinars are organized into series that cover breaking news, commodity updates, safety training, human resource issues, advocacy briefings, and much more. The Online Learning Center also contains previous webinars available to ISRI members on demand 24/7 via the ISRI member website.

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For more details on the marketing opportunities at the above non-convention events, contact Lisa Ness Wilson, 910/988-9888 or [MeetingsByDesign1@gmail.com](mailto:MeetingsByDesign1@gmail.com).

PRINT

## SCRAP MAGAZINE



*Scrap* is the quality choice among recycling publications, with award-winning content, premium readership, and unbeatable bonus distribution. As the official magazine of ISRI, *Scrap* knows the recycling industry like no other publication and reaches top-notch readers—primarily the entire ISRI membership—who have the largest buying power in the business. *Scrap* also offers bonus distribution at key industry events throughout the year, giving your marketing message broader reach and exposure to domestic and international readers in numerous commodity niches and business sectors. In addition to its popular bimonthly print edition, *Scrap* offers a digital edition as a value-added service to all current subscribers with an e-mail address. The digital edition gives readers another opportunity to see and respond to your ad instantly by clicking on your logo, URL, or e-mail address. From a single ad to an annual, six-time program or more, *Scrap* offers options to suit every budget and marketing plan.

Review *Scrap's* 2018 editorial calendar and information on its ad options and rates in the following pages.

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For further details on *Scrap's* advertising opportunities, contact Bob Emery, 440/268-0501 or [bemery@scrap.org](mailto:bemery@scrap.org).



## SCRAP MAGAZINE 2018 EDITORIAL CALENDAR

### JANUARY/FEBRUARY

#### MARKET FORECAST ISSUE

2018 Market Forecast

ISRI2018 Convention Preview

Equipment Focus: Multiprocessor Attachments

Postconsumer Plastics and China's Import Ban

Risks of Recycling Alternative-Fuel Vehicles

Report: RISI China Paper Conference

#### BONUS DISTRIBUTION

- ISRI Winter Board Meeting, Jan 29-Feb. 1, Washington, D.C.
- Plastics Recycling 2018, Feb. 19-21, Nashville, Tenn.
- ISRI Mid-America Chapter Consumers Night, Feb. 20, St. Louis
- Demolition 2018, Feb. 22-24, Austin, Texas

**Ad space deadline:** Dec. 1

**Ad materials deadline:** Dec. 15

**To press:** Dec. 29

### MARCH/APRIL

#### CONVENTION ISSUE

ISRI2018 Convention and Exposition Guide

Equipment Focus: Ringmills

The State of U.S. Rail Service

Markets for Mixed Paper

Domestic Nonferrous Metal Markets

Lithium-Ion Battery Risks for MRFs

Building Positive Community Relations

#### BONUS DISTRIBUTION

- ISRI2018 Convention and Exposition, April 14-19, Las Vegas
- RelFocus Sustainability & Recycling Summit, May 7-11, Orlando, Fla.

**Ad space deadline:** Feb. 9

**Ad materials deadline:** Feb. 23

**To press:** March 9

### MAY/JUNE

#### INTERNATIONAL ISSUE

2017 Market Wrap-Up

NAFTA and Mexico's Steel Scrap Demand

Equipment Focus: Logistics Providers

U.S. Scrap Imports Revisited

Increasing Safety With Machine Guarding

How MRFs Handle Plastic Bags

#### BONUS DISTRIBUTION

- Bureau of International Recycling Convention and Exhibition, May 27-30, Barcelona, Spain
- Canadian Association of Recycling Industries Convention, June 7-9, Niagara Falls, Ontario
- ISRI Gulf Coast Chapter Summer Convention, June 12-15, New Orleans
- Recycling Metals From Industrial Waste Course, June 26-28, Golden, Colo.
- ISRI Summer Board and Governance Meeting, July 10-13, Washington, D.C.

**Ad space deadline:** April 6

**Ad materials deadline:** April 20

**To press:** May 4

### JULY/AUGUST

#### COMMODITIES ISSUE

Boron in Aluminum Concerns

Aluminum Shredding Strategies

Equipment Focus: Robotic Recycling

Advancing Asphalt Rubber in the States

Communications After a Safety Incident

ISRI2018 Convention Highlights

#### BONUS DISTRIBUTION

- ISRI Commodities Roundtable Forum, Sept. 5-7, Chicago
- ISRI Mid-Atlantic Chapter Oyster Roast, Sept. 13, Pikesville, Md.

**Ad space deadline:** June 1

**Ad materials deadline:** June 15

**To press:** June 29

### SEPTEMBER/OCTOBER

#### SAFETY & OPERATIONS ISSUE

Electronics Repair and Resale

Finding Markets for Black Plastics

Equipment Focus: Paper Sorting Technology

Getting Out of Ferrous Shredding

Vehicle Detitling and NMVTIS

Safety Success Stories

#### BONUS DISTRIBUTION

- Bureau of International Recycling World Recycling Convention, Oct. 5-7, London
- E-Scrap Conference, Oct. 9-11, New Orleans
- Paper & Plastics Recycling Conference North America, Oct. 17-19, Chicago
- ISRI Fall Board Meeting, Oct. 21-24, Charleston, S.C.
- ISRI Southeast Chapter Meeting, Oct. 25-27, Charleston, S.C.
- Automotive Recyclers Association Convention, Nov. 1-3, Orlando, Fla.

**Ad space deadline:** Aug. 3

**Ad materials deadline:** Aug. 17

**To press:** Aug. 31

### NOVEMBER/DECEMBER

#### MANAGEMENT ISSUE

China's Ban on "Category 7" Scrap Metals

Equipment Focus: Tire Shredders

Scrap Trading in the 21st Century

Electronics Certifications Revisited

Training New Safety Managers

**Ad space deadline:** Oct. 5

**Ad materials deadline:** Oct. 19

**To press:** Nov. 2



## SCRAP MAGAZINE 2018 ADVERTISING RATES & SPECIFICATIONS

### DISPLAY RATES (BLACK & WHITE)\*

AD SIZE	1X	3X	6X	12X
Full page	\$2,810	\$2,330	\$1,975	\$1,820
2/3 page	1,980	1,630	1,380	1,280
1/2 page	1,710	1,415	1,200	1,120
1/3 page	1,250	1,035	900	820
1/6 page	800	660	575	535

### PRICES FOR BLACK & WHITE AD PLACEMENT IN ALL 6 ISSUES OF SCRAP MAGAZINE\*\*

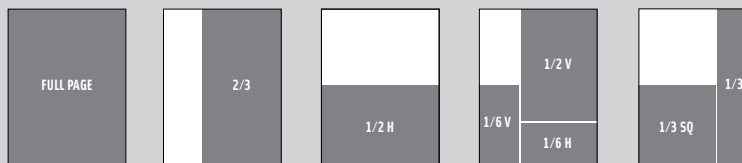
AD SIZE	RATE
Full page	\$11,850
2/3 page	\$8,280
1/2 page	\$7,200
1/3 page	\$5,400
1/6 page	\$3,450

\*\*For two-color ads.....Add \$1,440

\*\*For four-color ads.....Add \$4,980

AD SIZE (Width x Depth)	NO BLEED	WITH BLEED	TRIM SIZE
Full-page spread	15" x 10"	16.75" x 11.125"	16.25" x 10.875"
Half-page spread	15" x 4.875"	16.75" x 5.625"	16.25" x 5.54"
Full page	7" x 10"	8.375" x 11.125"	8.125" x 10.875"
2/3 page	4.625" x 10"	5.375" x 11.125"	5.155" x 10.875"
1/2 page horizontal	7" x 4.875"	8.375" x 5.625"	8.125" x 5.54"
1/2 page vertical	4.625" x 7.375"	5.375" x 7.875"	5.155" x 7.875"
1/3 page vertical	2.25" x 10"	3" x 11.125"	2.722" x 10.875"
1/3 page square	4.625" x 4.875"	—	—
1/6 page horizontal	4.625" x 2.375"	—	—
1/6 page vertical	2.25" x 4.875"	—	—

\*Rates include extra value-added distribution in *Scrap's* digital edition at no additional cost.



**COLOR RATES:** The following charges are per color, per page or fraction and are added to earned black-and-white rates.

**Standard color:** \$240

**Matched color:** \$420 (matched metallic ink color may incur an additional charge)

**Four-color process:** \$830

**Spread four-color process:** \$1,260

**Bleed:** No charge

**PRIME POSITIONS:** Covers and pages 1 and 2 are sold on a six-time, noncancellable contract basis. Prices include four-color process.

**Pages 1 and 2:** \$3,280

**Inside front cover:** \$4,020

**Inside back cover:** \$3,770

**Back cover:** \$4,440

Full-page ads on pages 4 through 25 are special positions sold on a six-time, noncancellable contract basis. Positions are priced at the black-and-white six-time rate, plus a \$300 page premium, plus color rates.

**AD SIZE REQUIREMENTS: Book Trim Size:** 8.125" x 10.875", perfect bound  
**Ad Trim Size:** See the "Trim Size" column in the ad size specifications above.

### USED EQUIPMENT ADS:

**Size:** 2.25" x 2.5".

**Price:** \$350/4c, \$325/2c, \$300/b&w (noncommissionable). As a bonus, all Used Equipment ads receive a free 60-day listing on *Scrap's* E-Marketplace at scrap.org.

### CLASSIFIED ADS:

Marketplace classified ads run \$100 per column inch.

### INSERTS, OUTSERTS, ADVERTORIALS, & OTHER ADVERTISING OPTIONS:

Available upon request. Call for pricing and insertion information.

**WEBSITE ADS:** *Scrap's* website—at scrap.org—offers banner spaces in two sizes: 180 pixels wide x 150 pixels deep (located on the left and right sides of the page) and 970 pixels wide x 90 pixels deep (located at the bottom of the page). Multiple banners can populate the same space, rotating on a set schedule among the different banners. *Scrap* website banners vary in price based on their posting duration and location on the site. Smaller banners (180 x 150) on the *Scrap* home page cost \$1,000 (one month); \$1,800 (three months); \$3,000 (six months);

or \$4,800 (one year). Add \$200 per month for larger banners (970 x 90). Interior web pages are billed at half the stated rates. All pricing is net and invoiced at the time of placing the order.

The *Scrap* website's home page also offers video opportunities. All *Scrap* video spaces measure 180 pixels wide x 150 pixels deep. All placements are sold per month for \$1,200 net, with each posting running for 30 days. Additional discounts for committing to three, six, or 12 months are available.

**ACCEPTABLE FILE FORMATS:** Adobe Acrobat PDF, QuarkXpress 7.0, Adobe Illustrator, Photoshop, InDesign CS6.

**PDFS:** Must be high resolution with all fonts and images included in file. PDF files should be saved using PDF X-1A, "Highest Quality Print," or "Press" settings in Acrobat to ensure that the PDF is high resolution. More details can be found on our website at scrap.org (click on "Advertise," then select guidelines for PDF submissions).

### QUARK AND ADOBE INDESIGN:

PC format only. All placed fonts and images must be supplied.

**ADOBE ILLUSTRATOR:** Files need to be in EPS format with all type converted to outlines.

**ADOBE PHOTOSHOP:** Files must be in TIF or JPG format at 300 dpi or greater resolution. All color images must be scanned to at least 300 dpi resolution at printed size.

**BLEEDS:** All bleed ads should include 0.125" bleed on all four sides. Crop marks should be placed at *Scrap's* page trim size. Please keep all live matter not intended to trim off 0.5" away from the trim edges.

**GUTTER SAFETY:** For spread ads, please allow 0.375" on each side of the gutter (0.75" total gutter safety).

### AD DELIVERY:

**FTP:** Zipped files may be delivered to our printer's FTP site (contact the production manager for instructions).

**E-mail:** Files under 10 megabytes may be sent to mweiss@scrap.org or bemery@scrap.org.

## SCRAP MAGAZINE ADDITIONAL INFORMATION

**AGENCY COMMISSIONS.** Recognized agencies that furnish copy and remit payment within 30 days of invoice are eligible to receive 15 percent of gross billings on space, color, cover, and preferred position charges.

**SHORT RATES AND REBATES.** Advertisers will be short-rated if, within a 12-month period from the date of the first insertion, they do not use the amount of space upon which billings have been based. Advertisers will be rebated if, within a 12-month period from the date of the first insertion, they have ordered additional space to warrant a lower rate than what they have been billed.

**PRODUCTION SERVICES.** Production services such as design and photo manipulation and enhancement may be billed to the advertiser. The publisher will not be responsible for changes made to advertisements if the changes are ordered after the published ad material deadline.

**PAYMENT TERMS.** Payment is due 30 days from the date of invoice. Balances more than 60 days old are subject to a 1.5-percent finance charge per month. Advertisers who commit to run a half-page ad or larger in six consecutive issues may receive a 5 percent discount if they pay for their entire program in advance.

**COLLECTION.** If an advertiser defaults on payment (invoices past due more than 90 days), a collection action will be referred for legal action. The advertiser is liable for all fees and sums charged by a collection agency and/or reasonable attorney's fees, plus court costs incurred by *Scrap* in the event of judicial, probate, or bankruptcy proceedings in the collection of such bills.

**CIRCULATION GUARANTEE.** *Scrap* does not guarantee any given level of circulation or readership for an advertisement.

**ADVERTISING.** *Scrap* reserves the right to refuse, omit, postpone, reject, or require changes to the whole or part of any advertisement in its sole discretion and shall not be held liable for damages if for any reason a submitted advertisement is not published. *Scrap* reserves the right to remove any advertisement which is deemed annoying, damaging, distasteful, and/or harmful to our readership, in our sole discretion, at any time, without liability to the advertiser. The advertiser or agency assumes all responsibility for the content of advertisement(s), including but not limited to illustrations, logos, representations and text contained in the ad placed, printed, and published in *Scrap*, and is solely liable for any and all claims brought against *Scrap*, its officers, directors, employees, and affiliates for the publishing of such advertisement(s) in *Scrap*. To that end, the advertiser and agency agree to indemnify and

hold *Scrap*, its officers, directors, employees, and affiliates harmless for any claims or actions based on or arising out of the placement and/or publishing of such ads. All ads are positioned at the discretion of the publisher. Ads resembling editorial or commentary may be marked "Advertisement" by the publisher, in its sole reasonable discretion.

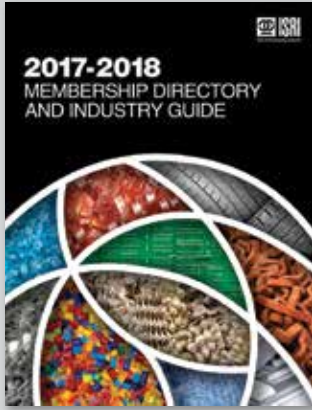
**CANCELLATIONS.** Absolutely no cancellations or alterations of advertisement size are accepted after the published space closing date. *Scrap* reserves the right to repeat a previous ad or prepare and insert an ad without prior approval of copy or layout by the advertiser or agency if copy/camera-ready materials are not received by *Scrap*'s published deadlines.

**EDITORIAL SUBMISSIONS.** *Scrap* welcomes letters and articles on issues facing the recycling industry and other topics of interest to ISRI members. Submissions must include the author's name, address, and phone number; no anonymous submissions will be accepted. Submissions via e-mail are encouraged. Submissions that include personal attacks, contain language which may be determined by *Scrap*, in its sole discretion, as defamatory, salacious, or otherwise are inconsistent with the general purpose of this publication will not be published. Submissions that relate to pending litigation or partisan politics will also be closely scrutinized and may not be published. *Scrap* reserves the right, in its sole discretion, to accept or reject advertisements, articles, commentary, or editorial submissions. All submissions to *Scrap* are subject to editing for length, clarity, and style. Editorial submissions should be sent to *Scrap*'s publisher (consult [www.scrap.org](http://www.scrap.org) for contact information).

**EDITORIAL SIMULATION.** Any deliberate attempt to simulate the publication's design is not permitted.

**PROTECTIVE CLAUSE.** Individuals or companies advertising their products and/or services in *Scrap* agree to indemnify and protect ISRI from any claim or expense resulting from the unauthorized use of any name, photograph, sketch, or words protected by any copyright, registered trademark, label, or civil right, or any other claim or expense related to the advertisement.

**DELIVERY DISCLAIMER.** Publisher is not liable for delays in delivery or nondelivery due to acts of God, action by a governmental or quasi-governmental entity, fire, flood, insurrection, riot, labor or material shortage, transportation interruption, work slowdowns, or any other circumstances beyond the control of the publisher that affect production or delivery in any manner.



## MEMBERSHIP DIRECTORY & INDUSTRY GUIDE

Recyclers rely on ISRI's annual membership directory to find potential trading partners, stay connected with current customers, and identify the leading providers of equipment, technology, products, and services to the recycling industry. In short, the ISRI directory is an essential reference tool that recycling professionals use all year long, which makes it an ideal marketing vehicle for your company. ISRI updates its directory information every year to ensure it is the most reliable and useful recycling industry resource on the market. The publication—which reaches every ISRI member company—presents information in four user-friendly sections (Locations, Individuals, Companies, and Buyers Guide). Advertising opportunities are available in each section in three size options—¼ page, ½ page (horizontal or vertical configuration), and full page. Notably, the Buyers Guide allows your company to place ads in the sections related to its particular equipment, technology, products, or services. The directory also offers three cover positions (inside front, inside back, and back), along with eight full-page, high-profile spaces on the dividers that separate each information section. As an extra benefit, ISRI offers a digital version of the printed directory in the members-only section of its website, giving your ads bonus exposure at no additional cost.

<b>COVERS</b>	7.5" x 10" (no bleed)	8.75" x 11.25" (with bleed)		
	Inside front cover \$4,350*	Inside back cover \$4,165*	Back cover \$4,475*	
<b>SECTION DIVIDERS</b>	7.5" x 10" (no bleed)	8.75" x 11.25" (with bleed)		
	Locations: \$3,895*	Individuals: \$3,295*	Companies: \$3,295*	Buyers Guide: \$3,295*
*Four-color process and guaranteed position included in rate. Black-and-white ads are not accepted for the above premium positions.				
<b>FULL PAGE</b>	7.5" x 10" (no bleed)	8.375" x 10.875" (Trim Size)	8.75" x 11.25" (with bleed)	
	1 insertion: \$1,815	2 insertions: \$1,645	3 insertions: \$1,510	4 insertions: \$1,375
<b>1/2 PAGE HORIZONTAL</b>	7.5" x 4.875"	<b>VERTICAL:</b> 3.625" x 10"	(bleeds not available)	
	1 insertion: \$1,175	2 insertions: \$1,075	3 insertions: \$990	4 insertions: \$890
<b>1/4 PAGE</b>	3.625" x 4.875" (no bleeds)			
	1 insertion: \$825	2 insertions: \$750	3 insertions: \$680	4 insertions: \$630

### ADDITIONAL CHARGES/SPECIFICATIONS

**COLOR** (available on covers, dividers, and Buyers Guide only): **Standard color** \$240; **matched color** \$420; **four-color process** \$830

**BLEED** (available on covers, dividers, and full pages only): No charge

**GUARANTEED POSITION** (available on a first-come, first-served basis)

**AD MATERIAL REQUIREMENTS:** Preferred format: PDF X-1A (press-optimized Acrobat Distiller 4 or higher with fonts and high-resolution [300 dpi] graphic images embedded and all color files set to CMYK).

Files are accepted in either JPG, EPS, or TIF formats (minimum 300 dpi resolution). Native Adobe Indesign, Illustrator (fonts converted to outline), and Photoshop files are also accepted in CS6 format or older.

Include all fonts and graphics with application files. **For production information, contact Marian Weiss, 202/662-8545 or mweiss@scrap.org.**



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## WALL CALENDAR



ISRI's annual wall calendar includes information on ISRI national and chapter events, non-ISRI industry conferences, and key holidays, making it a favorite resource among recycling professionals. The ISRI calendar gives you the unique opportunity to place an ad in a specific month—and enjoy exclusive marketing exposure throughout that entire month—while also having your logo appear at the bottom of each calendar month, which gives your firm ongoing exposure throughout the year. Recycling professionals value the calendar for its information on ISRI national and chapter meetings, notable industry events, and major holidays. The calendar offers 12 advertising positions, with advertisers in the most recent calendar given first right of refusal on their previous ad and month positions. ISRI offers open positions first to wait-listed companies, then to new advertisers on a first-come, first-served basis.

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**FREQUENCY:** Annual (mailed in November with the November/December issue of *Scrap* magazine).

**DIMENSIONS:** Ad positions measure 3.4375" x 8.125" (trimmed). The calendar itself measures 10.875" x 16.25" (open); 10.875" x 8.125" (folded). Dimensions are width x height.

**AVAILABILITY:** Twelve positions are available. Advertisers in last year's calendar have first right of refusal on their previous ad and month positions, with open positions offered first to wait-listed companies, then to new advertisers on a first-come, first-served basis. Cost: \$2,300 net per ad.

**SPECIFICATIONS:** Ads must be high-resolution PDFs with all fonts and images included in the file. PDF files should be saved using PDF X-1A, "Highest Quality Print," or "Press" settings in Acrobat to ensure that the PDF is high resolution. All bleed ads should include 0.125" bleed on all four sides. Crop marks should be placed based on the trim size of 3.4375" x 8.125".

**DELIVERY:** Send ad files under 10 MB to [mweiss@scrap.org](mailto:mweiss@scrap.org) or [bemery@scrap.org](mailto:bemery@scrap.org). Larger files may be delivered to ISRI's FTP site (contact [mweiss@scrap.org](mailto:mweiss@scrap.org) for instructions).

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For information on directory and calendar advertising opportunities, contact Bob Emery, 440/268-0501 or [bemery@scrap.org](mailto:bemery@scrap.org).



## E-NEWSLETTERS

ISRI offers 12 e-newsletters that reach specialized audiences in the ISRI membership and beyond. In addition to the popular *Weekly Market Report*, ISRI's e-newsletters include six commodity-specific publications that cover the key sectors of ferrous, nonferrous, paper, plastics, electronics, and tires/rubber. In addition, ISRI offers topical e-newsletters on materials theft (*Scrap Theft Bulletin*), certification (*The RIOS™ Register*), and legislative and regulatory issues of interest to the recycling industry (*Scrap Policy & Advocacy News*). ISRI's *Safety Update* e-newsletter is divided into two parts—*Safety Point* on general safety topics and *Geared Up for Safety* on transportation-related safety issues. What's more, ISRI offers a daily e-newsletter at its annual convention that connects you with all attendees, allowing you to attract prospects to your booth, direct them to your company website, inform them about your firm's product or service, and so much more. Banner spaces are available in each publication so you can reach the targeted audiences most appropriate for your company's product or service.

### WEEKLY MARKET REPORT

Sent to members and subscribers, this e-newsletter provides timely reports on commodity market trends, economic news and data, and information on the largest publicly traded recycling-related companies.

**FREQUENCY:** 46 issues annually.

**DIMENSIONS:** All banners measure 550 pixels wide x 160 pixels deep.

**AVAILABILITY:** Three banner positions are available in each issue of the *Weekly Market Report*. Current advertisers have first right of refusal on banner positions, with open positions offered first to wait-listed companies, then to new advertisers on a first-come, first-served basis.

**COST:** \$325 net per insertion for under 12 weeks; \$300 net per insertion for 12 weeks; \$275 net per insertion for 23 weeks; and \$250 net per insertion for 46 weeks all positions.

**SPECIFICATIONS & DELIVERY:** JPG, GIF, or TIF formats. E-mail banner ads to [bemery@scrap.org](mailto:bemery@scrap.org).

### SAFETY POINT, GEARED UP FOR SAFETY

Weekly member publications in English and Spanish sent together in one *Safety Update* e-mail. *Safety Point* covers general safety topics, and *Geared Up for Safety* focuses on transportation-related safety issues.

**DIMENSIONS & AVAILABILITY:** Each e-newsletter offers three banner spaces at the bottom of the page, with each space measuring 180 pixels wide x 150 pixels deep.

**COST:** Banners for each e-newsletter are sold at four price points based on a set number of insertions: \$325 net per insertion for under 12 weeks; \$300 net per insertion for 12 weeks; \$275 net per insertion for 26 weeks; and \$250 net per insertion for 52 weeks.

**SPECIFICATIONS & DELIVERY:** JPG, GIF, or TIF formats. E-mail banner ads to [bemery@scrap.org](mailto:bemery@scrap.org).

## ISRI2018 E-DAILY

Sent to all ISRI convention attendees, the ISRI e-Daily newsletter is the on-site guide to ISRI's 2018 annual convention and exposition, including commodity features, news articles, daily recaps and previews, and strategies to help attendees get the most from the convention experience.

**SPECIFICATIONS:** ISRI will publish five issues of the ISRI2018 e-Daily newsletter—one on the opening gala day, three during the convention, and one afterward. Each issue offers one small banner space and one large banner space for a total of five each, which are sold as a package. The five small banners cost \$2,500 net; the five large banners cost \$3,000 net. Size and format specifications are the same as those for the other ISRI e-newsletters above. All e-Daily banners must be sent prior to the ISRI convention to Bob Emery at [bemery@scrap.org](mailto:bemery@scrap.org).

## TOPICAL E-NEWSLETTERS

ISRI's e-mail member newsletter offerings also include three topic-specific publications—*Scrap Theft Bulletin* (on materials theft); *The RIOS™ Register* (on the Recycling Industry Operating Standard™ and certification-related issues); and *Scrap Policy & Advocacy News* (on legislative/regulatory issues).

**FREQUENCY:** *Scrap Theft Bulletin* is bimonthly, reaching both law enforcement officials and recycling industry professionals. *The RIOS™ Register* is quarterly, and *Scrap Policy & Advocacy News* is 10 times a year (not published in August or December).

**DIMENSIONS:** Each e-newsletter offers banner spaces in two sizes: 180 pixels wide x 150 pixels deep for a small banner that runs on the right side of the page and 550 pixels wide x 160 pixels deep for a large banner at the bottom of the page.

**AVAILABILITY:** Each e-newsletter can accommodate one small banner and one large banner per issue.

**COST:** For small banners (180 x 150), \$300 net per insertion for banners appearing in all issues of one or more e-newsletter above; \$325 net per insertion for banners appearing in less than all of the issues of one or more of these e-newsletters. Add \$100 net per insertion for large banner ads (550 x 160).

**SPECIFICATIONS & DELIVERY:** JPG, GIF, or TIF formats. E-mail banner ads to [bemery@scrap.org](mailto:bemery@scrap.org).

## COMMODITY E-NEWSLETTERS

ISRI distributes six commodity-focused e-newsletters on ferrous, nonferrous, paper, plastics, tires/rubber, and electronics. Each publication reaches the individuals in ISRI member companies who handle the specific commodity covered in the e-newsletter. These resources are sent quarterly on a staggered schedule.

**DIMENSIONS:** Each e-newsletter offers banner spaces in two sizes: 180 pixels wide x 150 pixels deep for a small banner that runs on the right side of the page and 550 pixels wide x 160 pixels deep for a large banner inserted at the bottom of the page.

**AVAILABILITY:** Each e-newsletter can accommodate one small banner and one large banner per issue.

**COST:** Small Banners (180 x 150): *Ferrous Beat & Nonferrous Beat*—\$500 net per insertion; *Paper Beat & Plastics Beat*—\$400 net per insertion; and *Electronics Beat & Tires/Rubber Beat*—\$300 net per insertion.

Large Banners (550 x 160): *Ferrous Beat & Nonferrous Beat*—\$600 net per insertion; *Paper Beat & Plastics Beat*—\$450 net per insertion; and *Electronics Beat & Tires/Rubber Beat*—\$350 net per insertion.

**SPECIFICATIONS & DELIVERY:** JPG, GIF, or TIF formats. E-mail banner ads to [bemery@scrap.org](mailto:bemery@scrap.org).

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To learn more about advertising opportunities on the e-newsletters, contact Bob Emery, 440/268-0501 or [bemery@scrap.org](mailto:bemery@scrap.org).



## WEB

The ISRI and *Scrap* magazine websites offer prime online advertising opportunities that allow you to reach the sites' thousands of visitors each month.

The ISRI website—at [isri.org](http://isri.org)—offers banner spaces in two sizes: 300 pixels wide x 250 pixels deep (on the right side of the page) and 970 pixels wide x 90 pixels deep (at the bottom of the page). Multiple banners can populate the same space, rotating on a set schedule. ISRI website banners vary in price based on their posting duration and location on the site. Smaller banners (300 x 250) on the ISRI home page cost \$1,200 (one month); \$2,400 (three months); \$4,200 (six months); or \$7,200 (one year). Add \$200 per month for larger banners (970 x 90). Interior web pages are billed at half the stated rates.

The ISRI website also accepts video placements. Video spots are available in interior pages only and measure 180 pixels wide x 150 pixels deep. Video placements are sold per month for \$1,200 net, with each posting running for 30 days. Additional discounts for committing to three, six, or 12 months are available. All videos on the ISRI website cannot exceed 30 seconds in length. All pricing is net and invoiced at the time of placing the order.

The *Scrap* website—at [scrap.org](http://scrap.org)—also offers banner spaces in two sizes: 180 pixels wide x 150 pixels deep (located on the left and right sides of the page) and 970 pixels wide x 90 pixels deep (located at the bottom of the page). Multiple banners can populate the same space, rotating on a set schedule. *Scrap* website banners vary in price based on their posting duration and location on the site. Smaller banners (180 x 150) on the *Scrap* home page cost \$1,000 (one month); \$1,800 (three months); \$3,000 (six months); or \$4,800 (one year). Add \$200 per month for larger banners (970 x 90). Interior web pages are billed at half the stated rates.

The *Scrap* website's home page also offers video placements to promote your company, including sole sponsorship of the *ScrapTV* section as well as other video opportunities. All *Scrap* video spaces measure 180 pixels wide x 150 pixels deep. Positions are sold per month for \$1,200 net, with each posting running for 30 days. Additional discounts for committing to three, six, or 12 months are available.

Advertisers that run for a year on both the *Scrap* and ISRI home pages will receive a 10-percent discount on the total combined invoice; 5-percent discount on both sites for running less than 12 months.

**Note: All pricing is net and invoiced at the time of placing the order.**

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Contact Bob Emery, 440/268-0501 or [bemery@scrap.org](mailto:bemery@scrap.org).



## ISRI MOBILE APP

ISRI Connect provides a variety of tools to keep recyclers informed and help them operate their businesses more efficiently from any location. Among its content, the app provides member networking opportunities, interactive user experience for ISRI events (including the annual convention), news and events, chapter information, safety resources, ISRI publications, ISRI social media feeds, and much more. ISRI members also have access to additional resources such as the *ISRI Membership Directory*. The app offers rotating ad spaces with varied pricing based on the length of the advertising program. Other customizable marketing campaigns may be made available based on your needs.



ISRI Connect, available free on the Apple iTunes store and on Google Play, offers five banner spaces with varied pricing based on the length of the advertising program, including annually at \$12,000 (\$1,000 per month), six months at \$7,200 (\$1,200 per month), or three months at \$4,500 (\$1,500 per month). Positions are sold on a first-come, first-served basis. All pricing is net and invoiced at the time of placing the order. App banners should measure 300 pixels wide x 50 pixels deep with a maximum file size of 100 KB. PNG or JPG file formats are acceptable.

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Contact Bob Emery, 440/268-0501 or [bemery@scrap.org](mailto:bemery@scrap.org).



**Institute of Scrap Recycling Industries, Inc.**

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