

2019 MEDIA PLANNER
WE HELP YOU



CONNECT

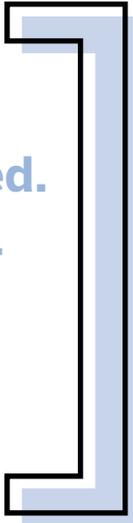
IN PERSON / ONLINE / IN PRINT





As the “**Voice of the Recycling Industry**,” ISRI helps companies stay at the forefront of the global recycling industry through a portfolio of distinct events, publications, and digital opportunities. Partnering with ISRI **increases your visibility**, **enhances your existing relationships**, and **fosters new business opportunities** with the recycling industry.

Over **12,000** unique industry executives turn to ISRI events, publications, and e-newsletters to stay connected. As recycling’s largest nonprofit association, we offer our marketing partners a **trusted platform** to connect to recycling industry influencers and decision makers.



▶ ISRI IS THE VOICE OF THE RECYCLING INDUSTRY, PROMOTING SAFE, ECONOMICALLY SUSTAINABLE AND ENVIRONMENTALLY RESPONSIBLE RECYCLING THROUGH NETWORKING, ADVOCACY AND EDUCATION.





We provide valuable resources to our audience in

3 WAYS:



IN PERSON

**Annual Convention & Exposition
Education & Training Events**



ONLINE

**Newsletters
Websites
Video
Mobile App
Webinars**



IN PRINT

**Scrap Magazine
Wall Calendar
ISRI Membership Directory**

MEMBERSHIP TO ISRI HAS ITS BENEFITS, INCLUDING SPECIAL ACCESS AND PREFERRED PRICING!

IN PERSON

When ISRI members were asked what they value most about ISRI in a 2018 independent survey, networking at ISRI events was far and away the **#1** answer.

#1



Whether it's the annual convention or a more focused education and training program, ISRI events are essential to our audiences. There's no better way to learn about the latest equipment updates, hear from industry leaders, or network with existing and new business partners than connecting in person.

We design each of our events with our unique audience in mind, providing participants with the networking and educational opportunities they crave, while offering one-of-a-kind marketing opportunities through exhibits and sponsorships.

If you're selling products or services to the recycling industry, nothing can replace facetime for building trust and new business.

Position your message to highly influential audiences while they're actively networking, absorbing information, and making purchasing decisions.

ISRI2020 CONVENTION & EXPOSITION

APRIL 25-30/LAS VEGAS

The ISRI Convention & Exposition is the largest event in the recycling industry held each year. Nowhere else in the world can you access this many recycling professionals gathered to see the newest and best in the industry's equipment and technology. No other related show draws the buying power of ISRI attendees. This makes the ISRI show the most important convention of the year for hundreds of exhibiting companies.

ISRI2019 will attract more than 5,000 attendees—people with the power to buy—representing more than 50 countries, ensuring the broadest exposure for companies selling equipment, products, and services in the industry.

EXHIBIT

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 in space selection.

ADVERTISE

A sponsorship or advertisement can drive more traffic to your booth, give you increased reach and exposure, and make a lasting impression on ISRI convention attendees!



104%

According to the nonprofit Center for Exhibition Industry Research, "sponsorship can increase booth traffic by 104%."



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[TURN THE PAGE FOR MORE EVENT OPPORTUNITIES](#) ▶

IN PERSON

Education & Training Events: ISRI offers numerous other events that allow your company to reach **specialized audiences** and network with prospects in smaller, more focused settings. These meetings tend to draw the best and brightest among operations and management teams, allowing your brand and sales team to **forge lasting bonds** and meaningful relationships.



COMMODITIES ROUNDTABLE FORUM SEPT. 11–13/CHICAGO

The Commodities Roundtable Forum is one of the most widely anticipated events on the ISRI calendar. Brokers, traders, buyers, and sellers of scrap materials gather each year in Chicago to take part in discussions that provide the latest information on commodities markets and the state of global and domestic trade. This program is scheduled with networking in mind, providing attendees with opportunities to meet with clients and suppliers and to hear from expert market analysts from around the world. Whether your prospective customers are interested in ferrous, copper, nickel/stainless, or aluminum, this event offers exhibit and sponsorship opportunities to connect.

ISRI SAFETY AND ENVIRONMENTAL COUNCIL (ISEC) CONFERENCE SEMI-ANNUAL—SPRING & FALL

The ISEC meeting is the only event of its kind that focuses specifically on recycling industry safety and environmental services. ISEC allows sponsors to engage with hard-to-reach decision makers responsible for transportation and operational safety and environmental programs in recycling operations. 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.

SHREDDER OPERATIONS FORUM FALL 2019

The Shredder Operations Forum is designed for those who are involved in the day-to-day operations of a scrap shredding facility. The forum is an annual gathering of shredder operators and operations managers where they can learn about new techniques and technologies to help improve the quality, efficiency, and safety of their operations. Utilizing the talent and expertise of industry veterans respected for their deep knowledge and understanding of the operations side of the business, the forum examines infeed, shredding, and downstream operations. Exhibit and sponsorship opportunities are the most cost-effective and efficient way to reach this important audience.

INDUSTRY LEADERSHIP TRAINING PROGRAM

DATE: TBD/WASHINGTON DC

Managing a scrap recycling business brings unique challenges and situations that aren't taught in the typical business school environment. ISRI's Leadership Training Program brings together a small group of talented individuals who represent the next generation in scrap company management and leadership. Participants hear from experienced professionals who can help them fill the gaps in their understanding of the elements in managing a scrapyard, rounding out the skills that will help them grow in their companies, their industry, and their association. The small-group setting fosters networking among class participants that often develops into lifelong friendships and business relationships, making this program an ideal way for sponsors to connect with the next generation of industry leaders.

YARD MANAGEMENT FORUM

DATE: TBD/WASHINGTON DC

Running a scrapyard is like being the conductor of a symphony. When all the pieces are working together, the results can be masterful. But when they're not, the results can be disastrous. Learning how to manage the equipment, personnel, and other issues that come into play takes years of practice.

ISRI has created the Yard Management Forum to help managers learn new techniques

for running the equipment and managing personnel. Designed for members by members, this program calls on the experience, talent, and know-how of experienced scrap recyclers to teach aspects of scrapyard management you won't find anywhere else. Learn valuable insights from these leaders and take back new tips on running a better operation.



CORPORATE PARTNER PROGRAM

ISRI Corporate Partner Program recognizes supporters of ISRI in-person, online, and in print marketing programs. Partners qualify based on annual investments in ISRI marketing programs, and receive year-round benefits, added exposure, and special ISRI Corporate Partner logo for use in marketing materials.



EDUCATION & TRAINING

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ONLINE

The recycling industry turns to ISRI websites, e-newsletters, webinars, and mobile app for 24/7 access to the news, industry updates, and resources they need. Access those who browse and click for their news and information by strategically placing your message in front of ISRI's highly-motivated online audience.

ISRI.org



WEBSITES & ISRI STUDIOS

ISRI offers valuable resources and services through ISRI.org and Scrap.org for members and nonmembers alike. New for 2019, ISRI is launching ISRI Studios, an online video platform for the latest safety videos, product demos, commodity trend reports, and more. With hundreds of thousands of web visits, these are valuable marketing opportunities to grow awareness and sales opportunities with ISRI's audience.

E-NEWSLETTERS

ISRI reaches more than 7,500 industry leaders through our 12 email newsletters. Our audience is eager to connect with industry news; 88% of our readers say they prefer to receive their news by email and nearly half are subscribed to 5+ of our newsletters.

ISRI e-newsletters offer sponsors the opportunity to connect to our active, loyal, highly-targeted audience year-round.

During ISRI2019, ISRI will once again offer a daily e-newsletter 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.

12

E-NEWSLETTERS:

Weekly Market Report
Ferrous Beat
Nonferrous Beat
Paper Beat
Plastics Beat
eScrap Beat
Tires & Rubber Beat
Scrap Theft Bulletin
Scrap Policy & Advocacy News
EHS Update
The Weekly Bale
ISRI Industry Wire

MORE THAN

7,500

SUBSCRIBE TO ISRI E-NEWSLETTERS

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 timely 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 has a library of previous webinars available to ISRI members on demand 24/7 via the ISRI website.

APP

The ISRI Mobile app provides essential tools to keep recyclers informed and help them operate their businesses more efficiently from any location. The app provides member networking opportunities, interactive user experiences 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 through the app, such as the ISRI Membership Directory. The app offers rotating ad spaces with varied pricing based on the length of the advertising program. Positions are sold on a first-come, first-served basis. Other customizable marketing campaigns may be made available based on your needs.



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► **NEW FOR 2019: ISRI LAUNCHED TWO NEW WEEKLY E-NEWSLETTERS—THE WEEKLY BALE AND ISRI INDUSTRY WIRE—OFFERING NEW, EXCLUSIVE SPONSORSHIP OPTIONS TO CONNECT YOUR MESSAGE WITH THE INDUSTRY.**

IN PRINT

Position your message where it will be top of mind for the **senior-level professionals** you seek. ISRI's print publications provide your company with a proven connection to those who **regularly access information and stay current with practical and useful resources available only from ISRI.**

67%

Share *Scrap* magazine in some way

(pass to others, email article, photocopy, place in area where others could see, etc.)



SCRAP MAGAZINE

Scrap is the quality choice among recycling magazines, with award-winning content, premium readership, and unbeatable bonus distribution.

As the official magazine of ISRI, *Scrap* offers readers unparalleled industry insights and understanding of the big-picture trends, market conditions, and technology and equipment creating the next generation of recycling operations.

For advertisers, *Scrap* is the most effective magazine to reach ISRI members, 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, *Scrap* offers a digital edition to all current print subscribers, extending the exposure of your ad. From a single ad to an annual, six-time program or more, *Scrap* offers options to suit every budget and marketing plan.

DISPLAY RATES PER INSERTION (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

*Rates include extra value-added distribution in *Scrap*'s digital edition at no additional cost. Additional fees for color and premium placements may apply.

67%

Read more than half of every *Scrap* issue

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. The ISRI directory is an essential reference for ISRI Members all year long, making 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 ad bonus exposure at no additional cost.

37%

Use the Membership Directory at least monthly

WALL CALENDAR

ISRI's annual wall calendar includes information on ISRI national and chapter events, other scrap industry conferences, and key holidays, making it a favorite resource among recycling professionals. The ISRI calendar gives you the opportunity to place an ad in a specific month—with exclusive marketing exposure throughout that entire month—while also having your logo appear on each calendar page throughout the year. 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 waitlisted companies, then to new qualified advertisers on a first-come, first-served basis.



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