

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.**



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.

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. Unlike our competition, *Scrap*'s digital edition is an exact duplication of the printed magazine, displaying every print ad with links.

From a single ad to an annual, six-time program or more, *Scrap* offers options to suit every budget and marketing plan.



PRINT CONTACT:

Bob Emery

Advertising Sales Director

440/268-0501

bemery@isri.org

67
%

Read more than half
of every *Scrap* issue

67%

Share *Scrap* magazine in some way

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



SCRAP MAGAZINE 2019 EDITORIAL CALENDAR

JANUARY/FEBRUARY

2019 MARKET FORECAST ISSUE

2019 market forecast
ISRI2019 convention preview
Recycling ocean plastics
Radiation detection
Equipment Focus: containers and tarps/lids
Report: BIR London

BONUS DISTRIBUTION

- ▶ ISRI Winter Board and Governance Meeting, Jan 22-25, Austin, Texas
- ▶ ISRI Mid-America Chapter Consumers Banquet, Feb. 12, St. Louis
- ▶ Plastics Recycling 2019, March 11-13, Oxon Hill, Md.

AD SPACE DEADLINE: DEC. 3

AD MATERIALS DEADLINE: DEC. 17

TO PRESS: DEC. 28

MARCH/APRIL

CONVENTION ISSUE

ISRI2019 convention and exposition guide
Exporters' CCIC inspection headaches
Measuring paper bale quality
Markets for recycled rubber
Equipment Focus: wheeled loaders
Precious metals recovery from electronics

BONUS DISTRIBUTION

- ▶ Demolition 2019, March 22-25, Aurora, Colo.
- ▶ ISRI2019 Convention and Exposition, April 6-11, Los Angeles
- ▶ Plastics Recycling World Expo 2019, May 8-9, Cleveland

AD SPACE DEADLINE: FEB. 8

AD MATERIALS DEADLINE: FEB. 22

TO PRESS: MARCH 8

MAY/JUNE

INTERNATIONAL ISSUE

2018 Market wrap-up
Plastics markets in Asia
New destinations for nonferrous
Equipment Focus: loader and lifting scales
Shredder drive shaft safety
ISRI2019 convention highlights

BONUS DISTRIBUTION

- ▶ Re|focus Sustainability & Recycling Summit, May 20-22, Grand Rapids, Mich.
- ▶ Bureau of International Recycling Convention and Exhibition, May, Singapore
- ▶ Canadian Association of Recycling Industries Convention, June 6-8, Mont Tremblant, Quebec
- ▶ ISRI Gulf Coast Chapter Summer Convention, June 19-22, San Antonio
- ▶ ISRI Summer Board and Governance Meeting, July, Washington, D.C.

AD SPACE DEADLINE: APRIL 5

AD MATERIALS DEADLINE: APRIL 19

TO PRESS: MAY 3

JULY/AUGUST

COMMODITIES ISSUE

What's next for nickel?
New metal hedging options
Domestic demand for recovered fiber
Equipment Focus: stationary shears and blades
Yard traffic management
Workforce development

BONUS DISTRIBUTION

- ▶ Western Michigan Fiber Recycling Course, July 23-25, Kalamazoo, Mich.
- ▶ ISRI Western Regional Conference, Aug. 15-17, Cour d'Alene, Idaho
- ▶ ISRI Commodities Roundtable Forum, Sept. 11-13, Chicago

AD SPACE DEADLINE: JUNE 3

AD MATERIALS DEADLINE: JUNE 14

TO PRESS: JUNE 28

SEPTEMBER/OCTOBER

SAFETY & OPERATIONS ISSUE

Recycling electric vehicle batteries
Barriers to electronics repair and resale
OCC supply and "the Amazon effect"
Equipment Focus: skid-steer loaders
Stormwater management
Near-miss reporting and analysis

BONUS DISTRIBUTION

- ▶ E-Scrap Conference, Sept. 23-25, Orlando, Fla.
- ▶ Bureau of International Recycling World Recycling Convention
- ▶ ISRI Southeast and Ohio Valley Chapters Joint Meeting, Oct. 3-5, Nashville, Tenn.
- ▶ Canadian Waste & Recycling Expo, Oct. 9-10, Toronto
- ▶ Automotive Recyclers Association Convention, Oct. 9-11, Charlotte, N.C.
- ▶ ISRI Fall Board and Governance Meeting, Oct. 15-18, Portland, Ore.
- ▶ Paper & Plastics Recycling Conference North America, Oct. 23-25, Chicago
- ▶ ISRI Operations Forum

AD SPACE DEADLINE: AUG. 2

AD MATERIALS DEADLINE: AUG. 16

TO PRESS: AUG. 30

NOVEMBER/DECEMBER

MANAGEMENT ISSUE

Hiring drivers
Optimizing shredder operations
Tire processing
Equipment Focus: downstream separation
Improving residential recyclables
Detecting opioid abuse

AD SPACE DEADLINE: OCT. 4

AD MATERIALS DEADLINE: OCT. 18

TO PRESS: NOV. 1

Note: Editorial topics subject to change without notice.

SCRAP MAGAZINE 2019 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

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

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

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:

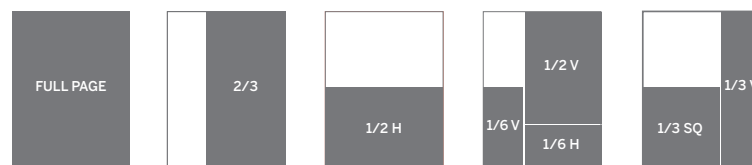
Size: 2.25" x 2.5"

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.

INSERTS, OUTSERTS, ADVERTORIALS, & OTHER ADVERTISING OPTIONS: Available upon request. Call for pricing and insertion information.

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

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"	—	—



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 2019 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 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. 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

COVERS 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*

SECTION DIVIDERS 8.375" x 10.875" (no bleed) 8.625" x 11.125" (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.

FULL PAGE 7.5" x 10" (no bleed) 8.375" x 10.875" (Trim Size) 8.625" x 11.125" (with bleed)

1 insertion: \$1,815 2 insertions: \$1,645 3 insertions: \$1,510 4 insertions: \$1,375

1/2 PAGE HORIZONTAL 7.5" x 4.875" **VERTICAL:** 3.625" x 9.8542" (bleeds not available)

1 insertion: \$1,175 2 insertions: \$1,075 3 insertions: \$990 4 insertions: \$890

1/4 PAGE 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.

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 qualified wait-listed companies, then to new 6x Full Page advertisers on a first-come, first-served basis.

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 qualified wait-listed companies, then to new advertisers on a first-come, first-served basis. Cost: \$2,400 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 or bemery@scrap.org. Larger files may be delivered to ISRI's FTP site (contact mweiss@scrap.org for instructions).

For information on directory and calendar advertising opportunities, contact Bob Emery, 440/268-0501 or bemery@scrap.org.



Voice of the Recycling Industry™

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ISRI.org

CONNECT

IN PERSON / ONLINE / IN PRINT



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