

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.**



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.**

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.

MORE THAN

7,500

SUBSCRIBE TO ISRI E-NEWSLETTERS

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

LEADERSHIP E-NEWSLETTERS

WEEKLY MARKET REPORT

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

SUBSCRIBERS: 3,700+

FREQUENCY: 46 per year

AD SIZE: 550 x 160

COST* PER ISSUE:

Banner \$375 / Premier \$450

THE WEEKLY BALE

New in 2019, *The Weekly Bale* launched to make it easier for industry leadership to receive all the week's ISRI news and information, along with upcoming deadlines and events, in one easy-to-read newsletter. This will help you navigate through the work ISRI is doing on behalf of the industry.

SUBSCRIBERS: 7,500+

FREQUENCY: 50 per year

AD SIZE: 550 x 160

COST* PER ISSUE:

Banner \$500 / Premier \$750

INDUSTRY WIRE

ISRI's *Industry Wire* takes a wider view for subscribers each week, with a compilation of the best industry news and information from around the web and exclusive weekly content from the editors of *Scrap in Scrap Beat*.

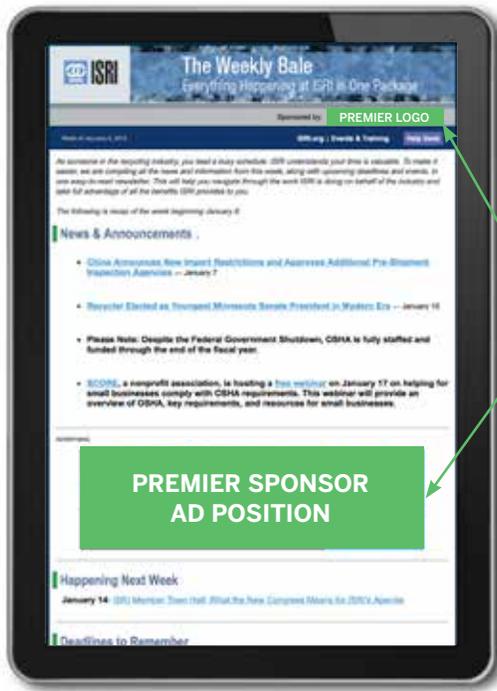
SUBSCRIBERS: 7,500+

FREQUENCY: 50 per year

AD SIZE: 550 x 160

COST* PER ISSUE:

Banner \$500 / Premier \$750



E-NEWSLETTER POSITIONS:

Three positions are available, with the top space reserved for the Premier Sponsor. The Premier Sponsor also receives a logo in the newsletter header.

*Prices are NET and billed at the time of placement.

Package discounts are available. Contact ISRI for more information.

Most ads are 550 pixels wide x 160 pixels deep, with the exception of *Scrap Theft Bulletin*, which is 180 pixels wide x 150 pixels deep

File formats: JPG, GIF or TIF



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ENVIRONMENTAL, HEALTH, SAFETY, AND POLICY E-NEWSLETTERS

EHS UPDATE

EHS Update reaches ISRI members weekly with general safety topics, key training, compliance updates, and alerts focused on environmental, health, and safety issues.

SUBSCRIBERS: 5,300+

FREQUENCY: 52 per year

AD SIZE: 550 x 160

COST* PER ISSUE:

Banner \$325 / Premier \$400

SCRAP THEFT BULLETIN

Theft of scrap is an important issue, and the Scrap Theft Bulletin helps connect ISRI members and law enforcement an avenue to share success stories, working strategies, and other issues that may be pertinent to their fight against metal theft

SUBSCRIBERS: 5,200+

FREQUENCY: 6 per year

AD SIZE: 180 x 150

COST* PER ISSUE:

Banner \$400

SCRAP POLICY & ADVOCACY NEWS

The industry leaders interested in the impacts of current policy and potential changes possible with advocacy turn to *Scrap Policy & Advocacy News* to stay up-to-date.

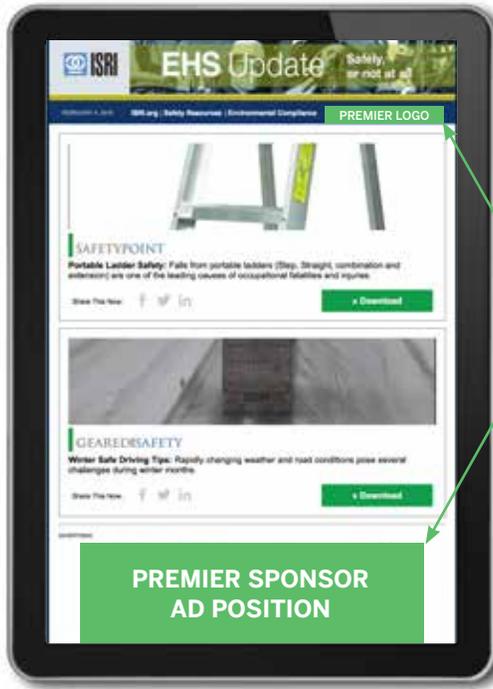
SUBSCRIBERS: 4,200+

FREQUENCY: 6 per year

AD SIZE: 550 x 160

COST* PER ISSUE:

Banner \$325 / Premier \$400



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COMMODITY E-NEWSLETTERS

These quarterly newsletters go deep on recycling news, updates, and trends for each of the major recycled commodities:

ELECTRONICS BEAT

SUBSCRIBERS: 4,200+

FREQUENCY: 4 per year

AD SIZE: 550 x 160

COST* PER ISSUE:

Banner \$300 / Premier \$400

FERROUS BEAT

SUBSCRIBERS: 4,400+

FREQUENCY: 4 per year

AD SIZE: 550 x 160

COST* PER ISSUE:

Banner \$600 / Premier \$650

PLASTICS BEAT

SUBSCRIBERS: 4,100+

FREQUENCY: 4 per year

AD SIZE: 550 x 160

COST* PER ISSUE:

Banner \$400 / Premier \$500

NONFERROUS BEAT

SUBSCRIBERS: 4,400+

FREQUENCY: 4 per year

AD SIZE: 550 x 160

COST* PER ISSUE:

Banner \$600 / Premier \$650

TIRES & RUBBER BEAT

SUBSCRIBERS: 4,100+

FREQUENCY: 4 per year

AD SIZE: 550 x 160

COST* PER ISSUE:

Banner \$300 / Premier \$400

PAPER BEAT

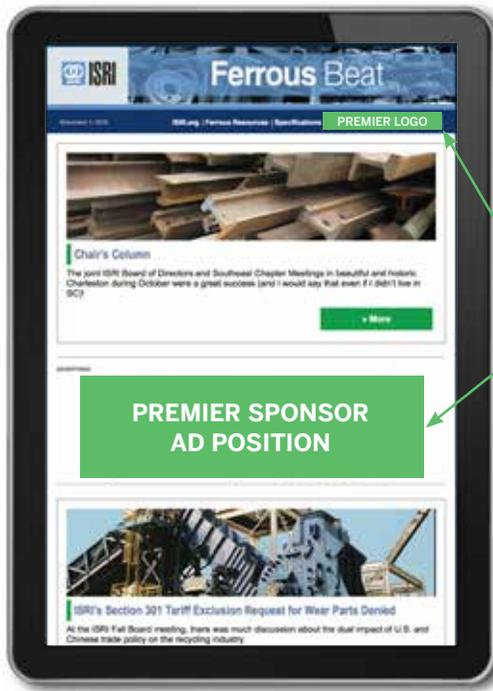
SUBSCRIBERS: 4,000+

FREQUENCY: 4 per year

AD SIZE: 550 x 160

COST* PER ISSUE:

Banner \$400 / Premier \$500



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ISRI.org

MORE ONLINE OPPORTUNITIES

WEBSITES

ISRI offers valuable resources and services through **ISRI.org** and **Scrap.org** for members and non-members alike. With hundreds of thousands of web visits, these are valuable marketing opportunities for your company to grow awareness and sales opportunities with ISRI's audience.

ISRI.org and Scrap.org offer banner space on each homepage, on content pages within the sites, and on dropdown menus. Monthly advertisers appear in rotation on a set schedule, including guaranteed rotation on the homepage. Advertisers appear in two sizes: 300 pixels wide x 250 pixels deep (on the right side of the page) and 180 pixels wide x 150 pixels deep (in dropdown menus).

WEB AD PRICING ON ISRI.ORG

- \$1,200 for one month
- \$2,400 (three months)
- \$4,200 (six months)
- \$7,200 (one year)

WEB AD PRICING ON SCRAP.ORG

- \$1,000 for one month
- \$1,800 (three months)
- \$3,000 (six months)
- \$4,800 (one year)

Advertisers that run for a year on both the *Scrap* and ISRI home pages will receive a 10% Discount on the total combined invoice.

ISRI STUDIOS

New for 2019, ISRI launched ISRI Studios, an online video platform for the latest safety videos, product demos, commodity trend reports, and more. For sponsors, this is valuable interactive content around which your brand can shine. There are opportunities to sponsor channels within ISRI Studios, run pre-roll video ads, and even

create and publish custom content. Contact ISRI for more information.

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. Contact ISRI for pricing and sponsorship opportunities.

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.





Voice of the Recycling Industry™

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ISRI.org

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