

## 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.

**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).

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