

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.

For further details on *Scrap's* advertising opportunities, contact Bob Emery, 440/268-0501 or 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
- Re|focus 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

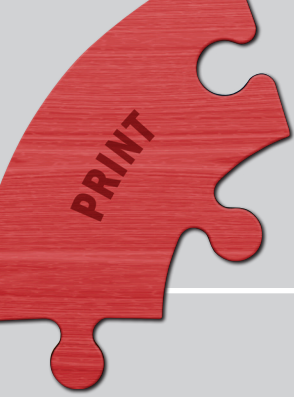
Electronics Certifications Revisited

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**

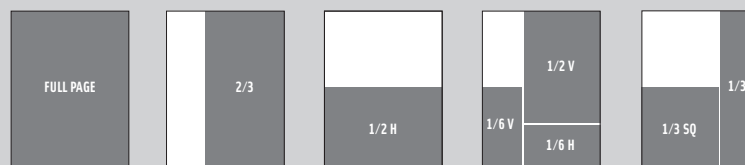
AD SIZE	RATE
Full page	\$11,850
2/3 page	\$8,280
1/2 page	\$7,200
1/3 page	\$5,400
1/6 page	\$3,450

**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 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.