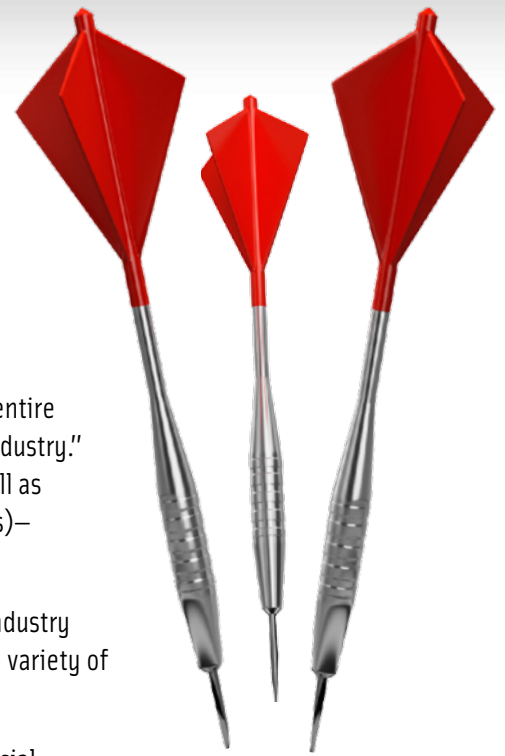


Scrap 2012 Media Guide

**Targeting the recycling industry?
Hit the bull's-eye with *Scrap*.**



If the recycling industry is your marketing target, *Scrap* can help you hit your mark.



Reach your target audience with *Scrap*'s **qualified circulation of 8,601***, including the entire membership of the Institute of Scrap Recycling Industries—the “Voice of the Recycling Industry.” You gain the competitive advantage of appearing in the official publication of ISRI, as well as **exclusive distribution in the ISRI convention tote bags** (up to 5,500 additional copies)—a benefit no other recycling publication can offer.

Scrap also reaches thousands of additional readers through **bonus distribution** at key industry events. This extra exposure delivers your marketing message to additional prospects in a variety of recycling-related industries, including demolition and auto dismantling.

New for 2012, *Scrap* will reach an **additional 2,000 prospects each issue** through a special circulation promotion campaign. Best of all, you'll receive this bonus circulation at no additional cost. In fact, *Scrap* is freezing its display advertising rates in 2012, so you'll enjoy broader exposure in the new year at last year's rates.

As always, *Scrap* remains an **award-winning magazine** that recyclers rely on for editorial and advertising information. Our highly engaged readers view *Scrap* as the most authoritative, credible, and useful recycling publication in the market, ensuring an interested audience for your ads.

Scrap's **digital edition** gives readers another way to view your marketing message, while our **bimonthly schedule** gives your ads a longer shelf life, increasing their chances of being seen. In other words, one ad in *Scrap* gets exposure twice as long as ads in monthly publications.

Last but not least, *Scrap* offers a **variety of advertising options** for every budget, including display positions, used equipment ads, classifieds, and special promotions such as inserts, belly bands, gate-fold covers, and more.

For these and other reasons, we invite you to make *Scrap* your media partner to reach the recycling industry. Contact **Bob Emery** at **440/268-0501** or **bobemery@scrap.org** to discuss how *Scrap* can help you hit your target market.

*Based on *Scrap*'s June 2011 BPA circulation statement.

Agency commissions. Recognized agencies that furnish copy and remit payment within 30 days of invoice are eligible to receive 15% 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 can 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 space deadline.

Payment terms. Payment is due 30 days after 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% discount if they pay for their entire program in advance, with the discount applied to the invoice for their final insertion.

Acceptance of advertising. All advertising appearing in *Scrap* is subject to the publisher's approval. The publisher reserves the right to reject advertising that does not meet the publication's standards.

Editorial simulation. Any deliberate attempt to simulate the publication's design is not permitted. Furthermore, the publisher reserves the right to place the word “advertisement” with copy that, in the publisher's opinion, could appear to be editorial matter.

Protective clause. Individuals or concerns 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. Furthermore, when copy is not furnished before published deadlines, the publisher is authorized to repeat previous ads or to prepare copy and insert.

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.

2012 Editorial Calendar

🕒 JANUARY/FEBRUARY MARKET FORECAST ISSUE

2012 Market Forecast
ISRI 2012 Convention Preview
Equipment Focus: Baling Wire & Wire-Tying Systems
Bale-Handling Safety
The Carpet Recycling Market
Demolition and Scrap Recycling
Report: BIR Munich

BONUS DISTRIBUTION

- ISRI Board Meeting, Jan. 17-19, Washington, D.C.
- ISRI Gulf Coast Chapter Scrap.Edu/IST Seminar, Jan. 18-20, San Antonio
- ISRI Northern Ohio/Pittsburgh Chapter Vendor Expo, Feb. 1, Hermitage, Pa.
- ISRI Mid-America Chapter Consumers' Night, Feb. 21, St. Louis
- National Demolition Association Convention, March 10-13, San Antonio

Ad Space Deadline: Nov. 30

Ad Material Due: Dec. 9

🕒 MARCH/APRIL CONVENTION ISSUE

ISRI 2012 Convention Guide and Exhibitor List
Ferrous Scrap Export Markets
Equipment Focus: Lift Trucks
Fuel Efficiency and Alternative Fuels
Electronics Recycling in Canada
Preventing Tire Fires

BONUS DISTRIBUTION

- Plastics Recycling Conference, March 20-21, Atlanta
- ISRI Convention and Exposition, April 15-19, Las Vegas (up to 5,500 additional copies through exclusive tote bag distribution.)
- ISRI Safety & Environmental Council Meeting, May 8-10, St. Louis

Ad Space Deadline: Feb. 1

Ad Material Due: Feb. 15

🕒 MAY/JUNE INTERNATIONAL ISSUE

2011 Market Wrap-Up
China's Changing Paper Markets
Equipment Focus: Material Handlers
Getting Started in Plastics Collection
Personal Protective Equipment
Rare Earth Recycling in Japan

BONUS DISTRIBUTION

- Bureau of International Recycling Convention, May 30-June 1, Rome
- ISRI Gulf Coast Chapter Convention, June 7-9, San Antonio
- Canadian Association of Recycling Industries Convention, June 21-23, Ottawa, Ontario
- Recycling Metals From Industrial Waste Course, June 26-28, Golden, Colo.
- ISRI Board Meeting and Congressional Fly-In, July 10-13, Washington, D.C.

Ad Space Deadline: March 30

Ad Material Due: April 13

🕒 JULY/AUGUST EQUIPMENT & OPERATIONS ISSUE

ISRI 2012 Convention Highlights
Is It Time for a Shredder?
Equipment Focus: Engineering/Construction Services
Scrap Tire Exports
Your Insurance Questions Answered
Recycling Alkaline and Rechargeable Batteries
Report: BIR Rome

BONUS DISTRIBUTION

- ISRI Western Regional Conference
- ISRI Commodities Roundtable Forum, Sept. 10-13, Chicago

Ad Space Deadline: June 1

Ad Material Due: June 15

🕒 SEPTEMBER/OCTOBER MANAGEMENT ISSUE

Generational Change in Scrap Management
Scrap Price Discovery Resources
Equipment Focus: Mobile Shears/Balers/Loggers
Consolidation Among U.S. Paper Mills
Getting Started in E-Scrap Collection
Combining Scrap Plastic and Rubber
CRT Glass Recycling in North America

BONUS DISTRIBUTION

- ISRI Operations Forum
- E-Scrap Conference, Sept. 19-20, Dallas
- ISRI Gulf Coast Chapter Meeting, Oct. 18-20, Little Rock, Ark.
- ISRI Board Meeting, Oct. 23-25, Cleveland
- Automotive Recyclers Association Convention, Oct. 24-25, Kissimmee, Fla.
- Bureau of International Recycling Meeting, Oct. 29-30, Barcelona, Spain

Ad Space Deadline: Aug. 3

Ad Material Due: Aug. 17

🕒 NOVEMBER/DECEMBER COMMODITIES ISSUE

High-Temperature Alloys
Scrap Substitutes and the Ferrous Scrap Market
Equipment Focus: Smaller Auto Shredders
Expanded Polystyrene Recycling
Consolidation in E-Scrap Recycling
Confined Spaces
Recycling Multilayer Packaging




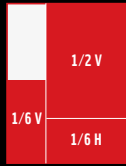
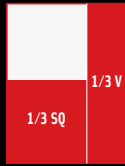
BONUS DISTRIBUTION

- ISRI New Southern Chapter Meeting
- ISRI Safety & Environmental Council Meeting, Nov. 13-15, San Antonio

Ad Space Deadline: Oct. 3

Ad Material Due: Oct. 17

2012 Advertising Rates

DISPLAY RATES*	1X	3X	6X	12X					
Full page	\$2,450	\$2,060	\$1,775	\$1,630					
2/3 page	1,720	1,440	1,240	1,145					
1/2 page	1,490	1,250	1,080	1,000					
1/3 page	1,090	915	800	735					
1/6 page	695	580	510	470					

*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. For spreads, color charges apply to each page.

Standard color: \$240

Matched color: \$420 (matched metallic ink color may incur an additional charge)

Four-color process: \$830

Bleed: No charge

PRIME POSITIONS: Covers and pages 1 through 15 are sold on a six-time, noncancellable contract basis. Prices include four-color process.

Pages 1 and 2: \$3,060

Pages 5, 6, 8, 10, 12, and 15 are special positions at full-page rates plus \$300

Inside front cover: \$3,750

Inside back cover: \$3,520

Back cover: \$4,140

AD SIZE REQUIREMENTS:

Book Trim Size: 8 1/8" x 10 7/8" (8.125" x 10.875") Perfect bound.

Full Page Spread Trim: 16 1/4" x 10 7/8" (16.25" x 10.875")

Half Page Spread Trim: 16 1/4" x 5 1/2" (16.25" x 5.5")

Full Page Trim: 8 1/8" x 10 7/8" (8.125" x 10.875")

Important: For spread ads, please allow 3/8" (0.375") on each side of the gutter (3/4" (0.75") total gutter safety). For all ads, hold live matter in at least 3/8" (0.375") on each side from trim edges.

AD SIZE	NO BLEED WIDTH x DEPTH	BLEED WIDTH x DEPTH
Full-page spread	15" x 10"	16 3/4" x 11 1/8" (16.75" x 11.125")
Half-page spread	15" x 4 7/8" (15" x 4.875")	16 3/4" x 5 5/8" (16.75" x 5.625")
Full page	7" x 10"	8 3/8" x 11 1/8" (8.375" x 11.125")
2/3 page	4 5/8" x 10" (4.625" x 10")	5 3/8" x 11 1/8" (5.375" x 11.125")
1/2 page horizontal	7" x 4 7/8" (7" x 4.875")	8 3/8" x 5 5/8" (8.375" x 5.625")
1/2 page vertical	4 5/8" x 7 3/8" (4.625" x 7.375")	5 3/8" x 7 7/8" (5.375" x 7.875")
1/3 page vertical	2 1/4" x 10" (2.25" x 10")	3" x 11 1/8" (3" x 11.125")
1/3 page square	4 5/8" x 4 7/8" (4.625" x 4.875")	—
1/6 page horizontal	4 5/8" x 2 3/8" (4.625" x 2.375")	—
1/6 page vertical	2 1/4" x 4 7/8" (2.25" x 4.875")	—

Used Equipment Ads: Size: 2 1/4" x 2 1/2" (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 www.scrap.org.

Classified Ads: Marketplace classified ads run \$90 per column inch.

Inserts, Outserts, Advertorials & Other Advertising Options: Available upon request. Call for pricing and insertion information.

Free Web Banner Ads: *Scrap's* website, www.scrap.org, offers free value-added banner ads on the home page and main sections of the site. Companies with advertising programs in *Scrap* magazine of \$6,500 and up net annually qualify. Call for information on banner-ad options based on a print-ad program in *Scrap*.

REPRODUCTION REQUIREMENTS

Acceptable File Formats: Adobe Acrobat PDF, QuarkXpress 7.0, Adobe Illustrator, Photoshop, InDesign CS4.

Microsoft Publisher and Word are not acceptable formats.

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 www.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 along with a color proof. Color accuracy cannot be guaranteed without a matching color proof. Color lasers are *not* accurate color proofs.

Adobe Illustrator: Files need to be in EPS (.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 and in CMYK mode, unless you have contracted for Pantone colors. RGB images are not acceptable.

Bleeds: All bleed ads should include 1/8" (0.125") bleed on all four sides. Crop marks should be placed at *Scrap's* page trim size.

Trim Safety: Please keep all live matter not intended to trim 1/2" (0.5") away from the trim edges.

Gutter Safety: For spread ads, please allow 3/8" (0.375") on each side of the gutter (3/4" (0.75") total gutter safety).

Ad Delivery: FTP: Zipped files may be delivered to our FTP site (contact the production manager for instructions). **Mail:** Mail files on CD/DVD to *Scrap* Magazine, Attn: Production Manager, 1615 L St. NW, Suite 600, Washington, DC 20036. Include all files in PC-compatible format and a list of files on the disk. **E-mail:** Files under 10 megabytes may be sent to marianweiss@scrap.org or bobemery@scrap.org.

Advertising Sales: Bob Emery 440/268-0501 (fax 440/268-0502), bobemery@scrap.org

Production Manager: Marian Weiss 202/662-8545 (fax 202/626-0945), marianweiss@scrap.org

Classifieds, Circulation & Billing: Valerie Hillier 202/662-8540 (fax 202/626-0940), valeriehillier@scrap.org

Editorial, Production & Circulation Office: 1615 L St. NW, Suite 600, Washington, DC 20036; 202/662-8500; Fax: 202/626-0900

Advertising Sales Office: 15300 Pearl Road, Suite 212, Strongsville, OH 44136; 440/268-0501; Fax: 440/268-0502

Website: www.scrap.org



Institute of
Scrap Recycling
Industries, Inc.

