

Scrap

2007 MEDIA GUIDE

Every issue we give you

11,000*
reasons

to advertise in *Scrap* –
and that's just for starters.

*Based on *Scrap's* June 2006 BPA circulation statement.

2007 EDITORIAL CALENDAR

JANUARY/FEBRUARY

MARKET FORECAST ISSUE

2007 Market Forecast

ISRI New Orleans Convention Preview

Equipment Focus: Shredder Selection Guide

Report: BIR Brussels

Scrap in India

Managing Energy Costs

BONUS DISTRIBUTION

- International Electronics Recycling Congress, Jan. 17-19, Hamburg, Germany
- ISRI Operations Forum, Jan. 25-27, Anaheim, Calif.
- ISRI Mid-America Chapter Consumers Night, Feb. 7, St. Louis
- ISRI Board Meeting, Feb. 15-17, San Diego
- Southeast Recycling Conference & Trade Show, March 11-14, Pensacola Beach, Fla.

Ad Space Deadline: Nov. 27 Ad Material Due: Dec. 6

Mailing Date: Jan. 4

MARCH/APRIL

CONVENTION ISSUE

ISRI New Orleans Convention Guide

Equipment Focus: Container Tracking/Fleet Management Technology

Plant Housekeeping Equipment

Scrap Tire Market Report

Crimebusters: Beating Scrap Theft

BONUS DISTRIBUTION

- International Automobile Recycling Congress, March 21-23, Amsterdam
- Paper Week/ISRI PSI Chapter Reception, March 25-27, New York City
- National Demolition Association Convention, April 1-4, Las Vegas
- ISRI Annual Convention & Exposition, April 17-21, New Orleans
- WasteExpo, May 8-10, Atlanta
- China International Metals Industry Fair, May 18-20, Guangzhou, China

Ad Space Deadline: Feb. 2 Ad Material Due: Feb. 14

Mailing Date: March 14

MAY/JUNE

INTERNATIONAL ISSUE

2006 Market Wrap-Up

ISRI New Orleans Convention Highlights

Equipment Focus: Shear Attachments

The Motor & Meatball Market

U.S. Paper Production Trends

North American Steel Mill List

BONUS DISTRIBUTION

- ISRI New Southern Chapter Meeting, May 18-19, Williamsburg, Va.
- Bureau of International Recycling Convention, May 21-23, Athens
- ISRI Gulf Coast Chapter Convention
- Paper Recycling Conference & Trade Show, June 10-12, Orlando
- Canadian Association of Recycling Industries, June 22-24, Lake Louise, Alberta
- ISRI Board Meeting, June 25-27, Washington, D.C.
- Recycling Metals From Industrial Waste Course, June 26-28, Golden, Colo.

Ad Space Deadline: April 6 Ad Material Due: April 17

Mailing Date: May 14

JULY/AUGUST

EQUIPMENT & OPERATIONS ISSUE

Recruiting New Talent

Building Good Neighbor Relations

Equipment Focus: Balers

Report: BIR Athens

Achieving Environmental Excellence

BONUS DISTRIBUTION

- ISRI Western Regional Conference

Ad Space Deadline: June 1 Ad Material Due: June 12

Mailing Date: July 10

SEPTEMBER/OCTOBER

MANAGEMENT ISSUE

Understanding Immigration Issues

Recycling Hybrid Vehicles

E-Scrap Status Report

Equipment Focus: Loader/Lifting Scales

Tire Recycling Trends

Forging Good Banking Relationships

BONUS DISTRIBUTION

- ISRI Tire Recycling Business Summit, Sept. 17-18, Chicago
- ISRI Commodities Roundtable Forum, Sept. 18-20, Chicago
- ISRI Board Meeting, Oct. 18-20, Boston
- Bureau of International Recycling Meeting, Oct. 22-23, Warsaw, Poland
- ISRI New Southern Chapter Meeting
- Automotive Recyclers Association Convention
- E-Scrap Conference

Ad Space Deadline: Aug. 2 Ad Material Due: Aug. 14

Mailing Date: Sept. 12

NOVEMBER/DECEMBER

COMMODITIES ISSUE

U.S. Scrap Metal Exports

Equipment Focus: Shredder Downstream Technology

Reports: ISRI Tire Recycling Business Summit

ISRI Nickel/Stainless Roundtable

Metals Identification Guidance

New Technology in Trailers and Tarping Systems

BONUS DISTRIBUTION

- ISRI PSI Chapter Meeting
- ISRI Gulf Coast Chapter Meeting

Ad Space Deadline: Oct. 5 Ad Material Due: Oct. 16

Mailing Date: Nov. 13

Full-page and half-page advertisers can request placement in specific feature articles at no extra charge. *Scrap* will accommodate such requests to the extent allowed by each layout.

Editorial topics subject to change without notice.

There are many reasons to advertise in *Scrap*. Our quality

Scrap's circulation reaches the entire membership of the Institute of Scrap Recycling Industries, which includes the best players in the business—the people with the resources and the authority to buy what you're selling. When you advertise in *Scrap*, you get the competitive advantage of appearing in the official publication of ISRI, the industry's trade association.

Far from being just an association magazine, *Scrap* also reaches thousands of nonmember readers*, including scrap processors, recycling centers, auto dismantlers, demolition contractors, scrap consumers, and more. This broad readership connects you with additional prospects in a variety of scrap-related industries.

What's more, *Scrap* offers extensive bonus distribution at major national and international industry events (see the 2007 Editorial Calendar for details). This extra circulation gives your advertising message thousands of additional readers and potential prospects—at no cost to you—throughout the year.

Most notably, *Scrap's* bonus circulation includes exclusive distribution of the March/April issue in the ISRI convention totebags, giving that edition alone about 3,000 additional recipients. No other recycling publication offers that kind of blanket exposure at the ISRI convention—the biggest scrap industry event of the year.

In short, *Scrap* delivers a premium audience every issue, ensuring that you get the best results for your advertising dollars.

In addition to our circulation advantages, *Scrap* offers other reasons to advertise, including:

THE BEST CONTENT—For your ad to be seen, it must appear in a magazine that readers actually read. No worries. *Scrap* is an award-winning magazine that recyclers rely on for editorial and advertising information. Past readership studies have shown that *Scrap's* readers flip through every page of the magazine for its quality editorial content and advertisements of leading vendors serving the scrap industry. Plus, as ISRI's official magazine, ISRI members prefer reading *Scrap* over any other recycling publication.

*Based on *Scrap's* June 2006 BPA circulation statement.



ed circulation of 11,000 is one big reason—or 11,000 individual reasons.

MORE BANG FOR YOUR AD BUCK—As a bimonthly publication, *Scrap* gives your advertising message a longer shelf life, increasing its chances of being seen. In other words, one ad in *Scrap* goes twice as long as ads in monthly publications.

A COST-EFFECTIVE CHOICE—Perhaps best of all, *Scrap* gives you its top-notch circulation, exclusive ISRI membership reach, extensive bonus distribution, dedicated readers, and bimonthly exposure for a very reasonable price (see the 2007 Advertising Rates for details).

Aside from the print edition of *Scrap*, you can maximize your reach in the scrap recycling industry through these other advertising opportunities:

NEW, IMPROVED WEB SITE—*Scrap* has just unveiled a redesigned and upgraded Web site that offers exciting new features and more online advertising opportunities. Now, you can take advantage of banner advertising spaces on *Scrap's* home page and the opening pages of the site's main sections. The site also offers classified advertising space in the popular E-Marketplace, which includes listings for used and new equipment, parts and supplies, scrap, and usables. Visit www.scrap.org to check out the site's new look and its exciting advertising options.

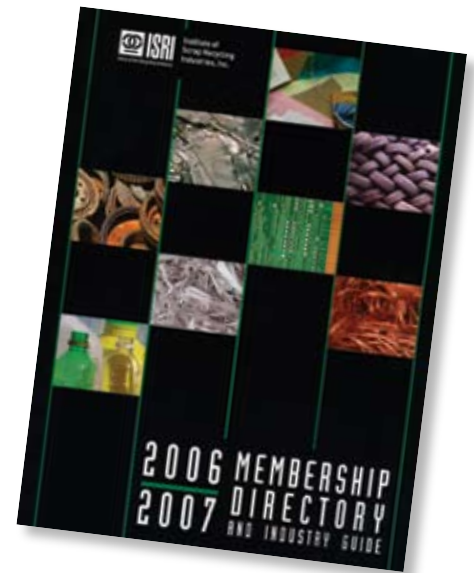
ISRI MEMBERSHIP DIRECTORY AND INDUSTRY GUIDE—This essential resource for scrap professionals is an unbeatable advertising medium. Recyclers use ISRI's directory all year, giving your advertising message a full year of invaluable exposure. Take advantage of the ISRI directory's variety of advertising options, which include covers, section dividers, and four information sections (Locations, Companies, Individuals, and the ever-popular Buyers Guide). Discounts on multiple insertions make it affordable to place ads in several spots.

Whichever medium works best for you—*Scrap* magazine, the *Scrap* Web site, or the *ISRI Membership Directory*—we look forward to helping you get the best results for your advertising dollars in 2007.

Contact Bob Emery at 440/268-0501 or bobemery@scrap.org to discuss what *Scrap* can do for you.



www.scrap.org



2007 ADVERTISING RATES

DISPLAY RATES

	1X	3X	6X	12X
Full page	\$2,230	\$1,870	\$1,610	\$1,500
2/3 page	1,550	1,300	1,120	1,040
1/2 page	1,350	1,130	980	920
1/3 page	990	830	720	665
1/6 page	625	525	460	425

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 (red, blue, green, or yellow): **\$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 **\$2,900**

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

Inside front cover **\$3,550**

Inside back cover **\$3,335**

Back cover **\$3,920**

MECHANICAL REQUIREMENTS

	NO BLEED		BLEED	
	WIDTH	DEPTH	WIDTH	DEPTH
Two-page spread	15"	10"	16 3/4"	11 1/8"
Full page	7"	10"	8 3/8"	11 1/8"
2/3 page	4 5/8"	10"	5 3/8"	11 1/8"
1/2 page horizontal	7"	4 7/8"	8 3/8"	5 5/8"
1/2 page vertical	4 5/8"	7 3/8"	5 3/8"	7 7/8"
1/3 page vertical	2 1/4"	10"	3"	11 1/8"
1/3 page square	4 5/8"	4 7/8"	—	—
1/6 page horizontal	4 5/8"	2 3/8"	—	—
1/6 page vertical	2 1/4"	4 7/8"	—	—

Trim size of book is 8 1/8" x 10 7/8". Hold live matter in at least 3/8" on each side from trim edges. Magazine is perfect bound.

Used Equipment Ads: These ads measure 2 1/4" x 2 1/2" and cost \$300/4c, \$250/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 Advertisements: Marketplace classified ads run \$75 per inch.

Inserts, Advertorials & Customer Profiles: Available upon request. Call for pricing and insertion information.

Web Banner Ads: *Scrap's* redesigned Web site at www.scrap.org offers a limited number of banner ads on the home page and main sections of the site. Companies with advertising programs in *Scrap* magazine will have first option on these positions. Call for availability and pricing.

ELECTRONIC AD REQUIREMENTS

- Use a design program such as QuarkXPress, Illustrator, Photoshop, or InDesign (Microsoft Publisher or Word are not acceptable). Send all imported graphic files and fonts with the main file (no TrueType fonts).
- Press-optimized pdfs are acceptable. For details, visit www.scrap.org, click on "Advertise," then select guidelines for pdf submissions.
- Scan all images to at least 300 dpi resolution. All images and color builds must be CMYK (no RGB files and no Pantone colors unless contracted for).
- Send a printed proof at 100-percent size with all ad files. Color accuracy cannot be guaranteed if advertiser does not provide a matching color proof. Color lasers are not accurate color proofs.
- When sending ad files, use one of the following media in PC-compatible format: Zip or CD. Please include a list of all files on the disk.
- Mail materials to: *Scrap* Magazine, Attn: Ellen Ross, Suite 1000, 1325 G St. NW, Washington, DC 20005. (After Nov. 20, 2006, send materials to our new address at Suite 600, 1615 L St. NW, Washington, DC 20036.)

E-MAIL SPECIFICATIONS

Scrap accepts e-mailed advertising materials in these file formats:

- Adobe Illustrator eps format (with type saved as outline).
- Adobe Photoshop in jpeg (.jpg) or tiff (.tif) format at 300 dpi or greater resolution in a PC-compatible file format.
- Please make the subject line of your e-mail read as follows: *Scrap* Ad/company name (the company name of the advertiser).
- Zipped files are acceptable.

ADVERTISING SALES

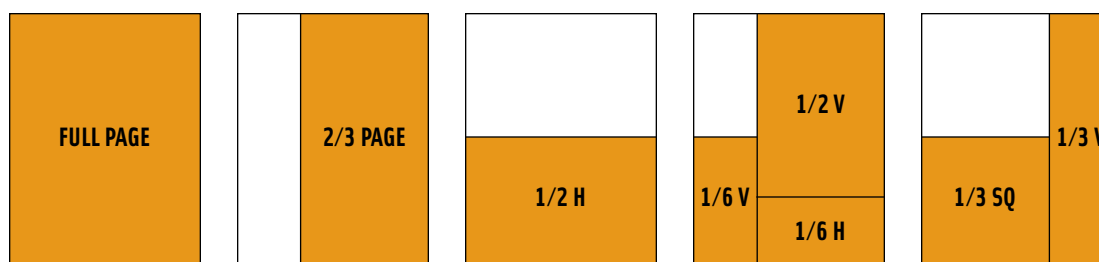
Bob Emery 440/268-0501 (fax 440/268-0502), bobemery@scrap.org

PRODUCTION

Ellen Ross 202/662-8545 (fax 202/626-0945), ellenross@scrap.org

CLASSIFIEDS, CIRCULATION & BILLING

Valerie Hillier 202/662-8540 (fax 202/626-0940), valeriehillier@scrap.org



Agency commissions. Recognized agencies that furnish copy and remit payment within 10 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 typesetting and photo scanning will be billed to the advertiser. The publisher will not be responsible for changes made to advertisements if the changes are ordered after the published space close date.

Payment terms. Payment is due 30 days after invoice. Balances over 30 days old are subject to a 1.5 percent finance charge per month.

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

Editorial simulation. Any deliberate attempt to simulate the publication's format 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 slow-downs, or any other circumstances beyond the control of the publisher that affect production or delivery in any manner.

Scrap

EDITORIAL, PRODUCTION & CIRCULATION

Suite 1000, 1325 G St. NW
Washington, DC 20005
202/737-1770 Fax: 202/626-0900

NEW ADDRESS EFFECTIVE NOV. 20, 2006

Suite 600, 1615 L St. NW
Washington, DC 20036

ADVERTISING SALES

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

www.scrap.org



Voice of the Recycling Industry

Institute of
Scrap Recycling
Industries, Inc.