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.

According to the nonprofit Center for Exhibition Industry Research, “sponsorship can increase booth traffic by 104%.”
We provide valuable resources to our audience in **3 WAYS:**

**IN PERSON**
Annual Convention & Exposition
Education & Training Events

**IN PRINT**
*Scrap* Magazine
Wall Calendar
ISRI Membership Directory

**ONLINE**
Newsletters
Websites
Video
Mobile App
Webinars
**IN PERSON**

*Education & Training Events:* ISRI offers numerous events that allow your company to reach specialized audiences and network with prospects in small focused settings. These meetings tend to draw the best and brightest among operations and management teams, allowing your brand and sales team to forge lasting bonds and meaningful relationships.

When ISRI members were asked what they value most about ISRI in a 2018 independent survey, networking at ISRI events was far and away the #1 answer.
The Commodities Roundtables are one of the most widely anticipated events on the ISRI calendar. Brokers, traders, buyers, and sellers of scrap materials gather each year in Chicago to take part in discussions that provide the latest information on commodities markets and the state of global and domestic trade. This program is scheduled with networking in mind, providing attendees with opportunities to meet with clients and suppliers and to hear from expert market analysts from around the world. Whether your prospective customers are interested in ferrous, copper, nickel/stainless, or aluminum, this event offers exhibit and sponsorship opportunities to connect.

The Shredder Operations Forum is designed for those who are involved in the day-to-day operations of a scrap shredding facility. The forum is an annual gathering of shredder operators and operations managers where they can learn about new techniques and technologies to help improve the quality, efficiency, and safety of their operations. Utilizing the talent and expertise of industry veterans respected for their deep knowledge and understanding of the operations side of the business, the forum examines infeed, shredding, and downstream operations. Exhibit and sponsorship opportunities are the most cost-effective and efficient way to reach this important audience.

Running a scrapyard is like being the conductor of a symphony. When all the pieces are working together, the results can be masterful. But when they’re not, the results can be disastrous. Learning how to manage the equipment, personnel, and other issues that come into play takes years of practice. ISRI has created the Yard Management Forum to help managers learn new techniques for running the equipment and managing personnel. Designed for members by members, this program calls on the experience, talent, and know-how of experienced scrap recyclers to teach aspects of scrapyard management you won’t find anywhere else. Learn valuable insights from these leaders and take back new tips on running a better operation.

Our Main Objective Is Achieving Yours!
### Scrap Magazine 2020 Editorial Calendar

**January/February**

**2020 Market Forecast Issue**
- 2020 Market Forecast
- ISRI2020 Convention Preview
- North American Recycled Plastic Demand
- Demolition Industry Update
- Equipment Focus: Automatic Couplers
- Welding Safety

**BONUS DISTRIBUTION**
- ISRI Mid-America Consumers Night, Feb. 12-13
- ISRI Recycling Conference, Feb. 17-19
- ISRI Winter Meeting, Feb. 18-21
- Demolition 2020, Feb. 22-25
- ISRI Empire/Pittsburgh Winter Carnival, Feb. 26
- CONEXPO-CON/AGG, March 10-14
- ISRI Rocky Mountain Winter Meeting, March 11-13
- ISRI Mid-Atlantic, NY, NJ Spring Meeting, March 19

**AD SPACE DEADLINE:** Dec. 6  
**AD MATERIALS DEADLINE:** Dec. 20  
**TO PRESS:** Jan. 3

**March/April**

**Convention Issue**
- ISRI2020 Convention and Exposition Guide
- The Turkish Ferrous Market
- Tire Design for Recycling
- Equipment Focus: Vertical Hammermills
- Stormwater Compliance
- Electronics EPR Laws

**BONUS DISTRIBUTION**
- ISRI2020 Convention and Exposition, April 25-30
- Bureau of International Recycling Spring Convention and Exhibition, May 17-20

**AD SPACE DEADLINE:** Feb. 7  
**AD MATERIALS DEADLINE:** Feb. 21  
**TO PRESS:** March 6

**May/June**

**International Issue**
- 2019 Market Wrap-Up
- Southeast Asia Market Report
- Ocean Shipping Outlook
- Equipment Focus: Solid Tires
- Hiring Veterans and Reservists
- Working Safely in the Heat

**BONUS DISTRIBUTION**
- Canadian Association of Recycling Industries Convention, June 11-13
- ISRI Southeast Spring Meeting, June 15-16
- ISRI Gulf Coast Summer Convention, June 16-19

**AD SPACE DEADLINE:** April 3  
**AD MATERIALS DEADLINE:** April 17  
**TO PRESS:** May 8

**July/August**

**Commodities Issue**
- North American Shredder List
- Nickel/Stainless Market Update
- Polypropylene Recycling
- Recovered Fiber Outlook
- Equipment Focus: Granulators
- Tire Recycling Safety

**BONUS DISTRIBUTION**
- ISRI Summer Meeting, July 20-23
- Western Michigan Fiber Recycling Course, Aug. 11-13
- ISRI Commodities Roundtable Forum, Sept. 16-18

**AD SPACE DEADLINE:** June 5  
**AD MATERIALS DEADLINE:** June 19  
**TO PRESS:** July 2

**September/October**

**Safety & Operations Issue**
- Shipping Scrap by Barge
- Mexican Recovered Fiber Demand
- Electronics Shredding
- Equipment Focus: Car Drainage Systems
- Ergonomics for Preventing Injury
- Deposit Laws and Residential Recycling

**BONUS DISTRIBUTION**
- Bureau of International Recycling Fall Convention and Exhibition, TBA
- ISRI Ohio Valley Fall Meeting, Oct. 15
- ISRI Northern Ohio/Pittsburgh Vendor Night, Oct. 21
- Paper & Plastics Recycling Conference/Paper Stock Industries Meeting, Oct. 21-23
- E-Scrap Conference, Oct. 26-28
- ISRI Fall Meeting, Oct. 27-30
- Automotive Recyclers Association Convention, Nov. 11-14
- ISRI Southeast Meeting, Nov. 12-14

**AD SPACE DEADLINE:** July 31  
**AD MATERIALS DEADLINE:** Aug. 14  
**TO PRESS:** Aug. 28

**November/December**

**Management Issue**
- U.S Secondary Copper Production
- Equipment Financing/Banking Relationships
- Immigration and Employment Issues
- Equipment Focus: Shredder Emissions Control
- Education’s Role in Workforce Development
- Preventing Needle-Stick Injuries

**BONUS DISTRIBUTION**
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- ISRI Ohio Valley Fall Meeting, Oct. 15
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- ISRI Fall Meeting, Oct. 27-30
- Automotive Recyclers Association Convention, Nov. 11-14
- ISRI Southeast Meeting, Nov. 12-14

**AD SPACE DEADLINE:** Oct. 2  
**AD MATERIALS DEADLINE:** Oct. 16  
**TO PRESS:** Oct. 30

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Note: Editorial topics subject to change without notice.
## SCRAP MAGAZINE 2020 ADVERTISING RATES & SPECIFICATIONS

### IN PRINT

<table>
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<th>AD SIZE (Width x Depth)</th>
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<tr>
<td>1/6 page</td>
<td>4.625&quot; x 4.875&quot;</td>
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*Rate includes extra value-added distribution in Scrap's digital edition at no additional cost.*

### DISPLAY RATES (BLACK & WHITE)*

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<th>AD SIZE</th>
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</table>

**For two-color ads:** Add $1,440  **For four-color ads:** Add $4,980

**Scrap's display ad rates are gross.**

### PRICES FOR BLACK & WHITE AD PLACEMENT IN ALL 6 ISSUES OF SCRAP MAGAZINE**

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>RATE</th>
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<td>$5,520</td>
</tr>
<tr>
<td>1/6 page</td>
<td>$3,510</td>
</tr>
</tbody>
</table>

**For two-color ads:** Add $4,980  **For four-color ads:** Add $4,980

**Scrap's display ad rates are gross.**

### 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:** $5830
- **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:** $3,330
- **Inside front cover:** $4,080
- **Inside back cover:** $3,825
- **Back cover:** $4,510

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.

### 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:

- **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).
- **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).
- **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.
- **ADOBE INDESIGN:** Files can be found on our website at scrap.org (click on “Advertise,” then select guidelines for PDF submissions).
- **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.
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- **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 at mweiss@scrap.org). Larger files can be sent by WeTransfer or Dropbox.
- **E-mail:** Files under 10 megabytes may be sent to mweiss@scrap.org or bemergy@scrap.org.
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 in a given 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 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.
MEMBERSHIP DIRECTORY & INDUSTRY GUIDE

Recyclers rely on ISRI’s annual membership directory to find potential trading partners, stay connected with current customers, and identify the leading providers of equipment, technology, products, and services to the recycling industry. The ISRI directory is an essential reference for ISRI members all year long, making it an ideal marketing vehicle for your company. ISRI updates its directory information every year to ensure it is the most reliable and useful recycling industry resource on the market. The publication—which reaches every ISRI member company—presents information in four user-friendly sections: Locations, Individuals, Companies, and Buyers Guide. Advertising opportunities are available in each section in three size options—¼ page, ½ page (horizontal or vertical configuration), and full page. Notably, the Buyers Guide allows your company to place ads in the sections related to its particular equipment, technology, products, or services. The directory also offers three cover positions (inside front, inside back, and back), along with eight full-page, high-profile spaces on the dividers that separate each information section. As an extra benefit, ISRI offers a digital version of the printed directory in the members-only section of its website, giving your ad bonus exposure at no additional cost.

COVERS 7.5” X 10” (NO BLEED) 8.75” X 11.25” (WITH BLEED)
INSIDE FRONT COVER $4,350*  INSIDE BACK COVER $4,165*  BACK COVER $4,475*

SECTION DIVIDERS 8.375” X 10.875” (NO BLEED) 8.625” X 11.125” (WITH BLEED)
LOCATIONS: $3,895*  INDIVIDUALS: $3,295*  COMPANIES: $3,295*  BUYERS GUIDE: $3,295*

*Four-color process and guaranteed position included in rate. Black-and-white ads are not accepted for the above premium positions.

FULL PAGE 7.5” X 10” (NO BLEED) 8.375” X 10.875” (TRIM SIZE) 8.625” X 11.125” (WITH BLEED)
1 INSERTION: $1,815  2 INSERTIONS: $1,645  3 INSERTIONS: $1,510  4 INSERTIONS: $1,375

1/2 PAGE HORIZONTAL 7.5” X 4.875” VERTICAL: 3.625” X 9.8542” (BLEEDS NOT AVAILABLE)
1 INSERTION: $1,175  2 INSERTIONS: $1,075  3 INSERTIONS: $990  4 INSERTIONS: $890

1/4 PAGE 3.625” X 4.875” (NO BLEEDS)
1 INSERTION: $825  2 INSERTIONS: $750  3 INSERTIONS: $680  4 INSERTIONS: $630

ADDITIONAL CHARGES/SPECIFICATIONS
COLOR: (Available on covers, dividers, and Buyers Guide only): Standard Color $240; Matched Color $420; Four-Color Process $830
BLEED: (Available on covers, dividers, and full pages only): No charge
GUARANTEED POSITION: Available on a first-come, first-served basis
AD MATERIAL REQUIREMENTS: Preferred format: PDF X-1A (press-optimized Acrobat Distiller 4 or higher with fonts and high-resolution [300 DPI] graphic images embedded and all color files set to CMYK).

Files are accepted in JPG, EPS, or TIF formats (minimum 300 DPI resolution). Native Adobe Indesign, Illustrator (fonts converted to outline), and Photoshop files are also accepted in CS6 format or Creative Cloud. Include all fonts and graphics with application files.

For production information, contact Marian Weiss, 202/662-8545 or mweiss@scrap.org

37%
Use the Membership Directory at least monthly
ISRI's annual wall calendar includes information on ISRI national and chapter events, other scrap industry conferences, and key holidays, making it a favorite resource among recycling professionals. The ISRI calendar gives you the opportunity to place an ad in a specific month—with exclusive marketing exposure throughout that entire month—while also having your logo appear on each calendar page throughout the year. 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 qualified wait-listed companies, then to new 6x full page Scrap advertisers on a first-come, first-served basis.

**FREQUENCY:** Annual (mailed 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 qualified wait-listed companies, then to new advertisers on a first-come, first-served basis.

**COST:** $2,400 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 or bemery@scrap.org. Larger files may be delivered to ISRI’s FTP site (contact mweiss@scrap.org for instructions).

For information on directory and calendar advertising opportunities, contact Bob Emery, 440/268-0501 or bemery@scrap.org.
ONLINE

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:
Premier – add $100 per ad for logo sponsorship
1x – 5x – $375
6x – 11x – $325
12x – $300
24x – $275
46x – $250
* net per ad

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: 48 per year
AD SIZE: 550 x 160
COST* PER ISSUE:
Premier – add $100 per ad for logo sponsorship
1x – 5x – $500
6x – 11x – $475
12x – $450
24x – $425
36x – $400
52x – $375
* net per ad

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: 48 per year
AD SIZE: 550 x 160
COST* PER ISSUE:
Premier – add $100 per ad for logo sponsorship
1x – 5x – $500
6x – 11x – $475
12x – $450
24x – $425
36x – $400
52x – $375
* net per ad

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:
Premier – add $100 per ad for logo sponsorship
1x – 5x – $325
6x – 11x – $300
12x – $275
24x – $250
36x – $225
52x – $200
* net per ad

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:
Premier – add $100 per ad for banner
1x – 5x – $325
6x – $300
* net per ad

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:
Premier – add $100 per ad for banner
1x – 5x – $325
6x – $300
* net per ad

Email pricing can be combined together adding to frequency discounts. 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, EHS Update, and Scrap Policy & Advocacy News, which are 180 pixels wide x 150 pixels deep. File formats: JPG, GIF, or TIF.
### Commodity E-Newsletters

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

<table>
<thead>
<tr>
<th>Commodity E-Newsletters</th>
<th>Subscribers</th>
<th>Frequency</th>
<th>Ad Size</th>
<th>Cost* per Issue</th>
</tr>
</thead>
</table>
| Ferrous Beat            | 4,400+      | 4 per year| 550 x 160| Premier – add $100 per ad for banner  
1x – 3x – $600  
4x – $550  
* net per ad |
| Nonferrous Beat         | 4,400+      | 4 per year| 550 x 160| Premier – add $100 per ad for banner  
1x – 3x – $600  
4x – $550  
* net per ad |
| Paper Beat              | 4,000+      | 4 per year| 550 x 160| Premier – add $100 per ad for banner  
1x – 3x – $400  
4x – $350  
* net per ad |
| Plastics Beat           | 4,100+      | 4 per year| 550 x 160| Premier – add $100 per ad for banner  
1x – 3x – $400  
4x – $350  
* net per ad |
| Tires & Rubber Beat     | 4,100+      | 4 per year| 550 x 160| Premier – add $100 per ad for banner  
1x – 3x – $300  
4x – $250  
* net per ad |

**Online**

**CONVENTION E-NEWSLETTER**

A series of 5 emails that are sent before, during, and after the annual ISRI convention.

**ISRI CONVENTION E-DAILY**

5 emails: $3000  
* net total

**EMAIL PRICING**

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**For information on e-newsletters, contact Bob Emery, 440/268-0501 or bemery@scrap.org.**
MORE ONLINE OPPORTUNITIES

WEBSITES
ISRI offers valuable resources and services through ISRI.org and Scrap.org for members and nonmembers 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. Advertisements appear in two sizes: For ISRI.org 300 pixels wide x 250 pixels deep (on the right side of the page) and on Scrap.org 180 pixels wide x 150 pixels deep.

300 X 250 PRICING ON ISRI.ORG
$1,200 for one month
$2,400 (three months)
$4,200 (six months)
$7,200 (one year)

180 X 150 WEB AD PRICING ON SCRAP.ORG
$1,000 for one month
$1,800 (three months)
$3,000 (six months)
$4,800 (one year)

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.

ISRI STUDIOS
New for 2020, ISRI has 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.

Email pricing can be combined together adding to frequency discounts. 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, EHS Update, and Scrap Policy & Advocacy News, which are 180 pixels wide x 150 pixels deep. File formats: JPG, GIF, or TIF.