2022 MEDIA KIT

ACCESS TO AND CONNECT WITH THE LARGEST CONCENTRATED AUDIENCE OF RECYCLING PROFESSIONALS IN THE WORLD

WEB
DIGITAL
E-NEWSLETTERS
SOCIAL MEDIA
PODCAST
MEMBER DIRECTORY
SPONSORSHIP
EXHIBITS
EVENTS
WEBINARS
CLASSIFIEDS
+ MORE
**REACHING THE RIGHT AUDIENCE TO BUILD YOUR BRAND & SALES**

The recycling industry has changed and evolved throughout the years and as the premier global recycling association, ISRI is changing with it. Our new focus on omni-channel digital marketing, with your organization’s goals in mind, gives us the opportunity to deliver you 100% transparent and measurable ROI. We are focused on providing the industry with the most up-to-date information on innovations, regulations, safety, market data, and the industry as a whole. Our members create and drive all of this information giving us the edge in being the first and primary source they turn to for reporting and distribution.

**PERFORMANCE & METRICS BASED ENGAGEMENT**

Our consultative approach drives measurable ROI and transparency along with the delivery of monthly performance reporting. Our team will analyze and augment your campaigns as needed to deliver you the results you need.

**OUR EDITORIAL ADVANTAGE**

As “The Voice of the Recycling Industry” ISRI, and by association Scrap News, has unfettered access to those making the news in our industry and the consumers of that information. Our editorial is driven by the very industry itself and focuses based on what we are hearing directly from our members. Trends, innovations, market fluctuations, and best practices all land here first.

**MARKETING & SALES**

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**EDITORIAL**

Mark Carpenter  
Editor/ VP, Communications  
(202) 662-8525  
mcarpenter@isri.org

**OMNI-CHANNEL APPROACH**

- **2 WEBSITES**  
  64,668  
  AVERAGE PAGE VIEWS PER MONTH  
  48,042  
  AVERAGE USERS PER MONTH

- **4 E-NEWSLETTERS**  
  15,000+  
  TOTAL SUBSCRIBER BASE  
  FREQUENCY: 6X WEEKLY

- **SOCIAL MEDIA**  
  16,000+  
  FOLLOWERS

- **4 YEARLY PUBLICATIONS**  
  8,000+  
  PRINT CIRCULATION  
  DIRECT REQUEST

- **8+ LIVE & DIGITAL EVENTS**  
  11,500+  
  TOTAL YEARLY ATTENDANCE

**ABOUT OUR AUDIENCE**

1,300+ **Member Organizations** representing

50,000+ **Individual Business Owners and Employees** providing

$27 BILLION in **Yearly Economic Output** in conjunction with

$10.5 BILLION in **Direct Yearly Spending**

**OUR MEMBERS ARE**

- Recyclers of:
  - Ferrous & Nonferrous Metal
  - Paper
  - Plastic
  - Tires & Rubber
  - Electronics
  - Glass
  - Textiles
  - + (All Commodities)
- All Consumers of recycled material including manufacturers, foundries, packagers and distributors
- Owners and operators of MRFs and recycling facilities
- Brokers and commodities traders
- Recycling industry equipment distributors and manufacturers
- Recycling industry service and parts distributors and manufacturers
- Commercial brands
- Engineering, compliance and inspection firms
- Environmental engineers and consultants
- Sustainability engineers and consultants
- Safety & fire prevention professionals
- Professionals in industrial and commercial operations with a vested interest in recycling

**ABOUT**

**70%** of our engaged member audience are senior management with purchasing authority and influence

**ABOUT**

**Sponsor.ISRI2.org**

**MEDIA KIT 2022**
SCRAP NEWS WEB & SCRAP WIRE E-NEWSLETTER
CONTENT/EDITORIAL TIMELINE

JANUARY
• New Year Preview
• Congressional Outlook
• ISRI Advocacy Agenda
• National Law Enforcement Appreciation Day

FEBRUARY
• International Markets
• Policy/Impacts on the Industry
• ISRI Convention Preview
• Brands Council Highlights
• Design for Recycling

MARCH
• 2022 ISRI Convention & Expo
• Global Recycling Day
• Women in Recycling Month

APRIL
• ISRI Convention Recap & Takeaways
• Earth Day
• Sustainability

MAY
• Career & Technical Education Month
• Workforce Development
• Infrastructure Week
• Market Development

JUNE
• Forklift Safety Day
• Safety Stand-Down Day
• SREA
• Innovations in Safety
• Fire Prevention

OCTOBER
• Manufacturing Week
• Industry Innovations
• AI & Robotics
• Supply Chain Update

NOVEMBER
• Career Development Month
• America Recycles Day
• Apprenticeship and Community College Programs

DECEMBER
• Young Executives Spotlight
• 2022 in Review
• Market Outlooks for 2023

WEEKLY SECTIONS

Industry Voices
ISRI Members & Staff bring their direct insight and perspective on the issues of the day

Faces of ISRI
ISRI Members share their professional and personal stories of challenges, triumphs business evolution

Community
New Hires, announcements, Mergers and acquisitions.

Featured Partner (paid opportunity)
Content marketing/Advertorial opportunity.

Photo Gallery (sponsorship available)
Photos of member events, businesses and sharing the love of our industry

Classifieds (paid opportunity)
Sell equipment, post special sales, etc...

Scrap Stat (sponsorship available)
Stat of the week posted on the website and all social channels.

EDITORIAL AREAS OF FOCUS

➔ Recycling Safety
➔ Industry Advocacy
➔ Metals Recycling
➔ Paper Recycling
➔ Plastics Recycling
➔ Electronics Recycling (ITAD)
➔ Tires, Rubber Recycling
➔ Equipment Innovations
➔ Auto Recycling
➔ Operations Efficiencies
➔ AI, Automation & Robotics
➔ Market Data & Updates
➔ Workforce Development
➔ Community Involvement
➔ Environmental Compliance
➔ Supply Chain

EDITORIAL SUBMISSIONS
ISRI & Scrap News accepts editorial submissions from ISRI members on an ongoing basis. Press releases and contributed articles should be accompanied by high-resolution images sent via digital file transfer. We welcome no-fee submissions for editorial consideration that provide educational value to our members. Our editorial team makes determinations on inclusion based on timing, availability of space, alignment with editorial focus, and educational value. Paid and sponsored opportunities are also available to guarantee inclusion. Please send all submissions to Matt Curry at mcurry@isri.org and Mark Carpenter at mcarpenter@isri.org.
# New for 2022 - Engagement Made Easy

## All Channel Packages

Just choose your level & run time. We deliver the reports and results.

<table>
<thead>
<tr>
<th>PLATINUM</th>
<th>GOLD</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>12 MONTHS</strong></td>
<td><strong>WEB</strong></td>
</tr>
<tr>
<td>ISRI.org - Homepage Banner</td>
<td>ISRI.org - Homepage Banner</td>
</tr>
<tr>
<td>Re-targeting Ads - ISRI.org &amp; Scrap.org</td>
<td>1 E-Newsletter - Content Position (Scrap Wire Not Available)</td>
</tr>
<tr>
<td>Scrap.org - Homepage Banner</td>
<td>E-MAIL</td>
</tr>
<tr>
<td>Scrap.org - Bi-Monthly Advertorial</td>
<td>Scrap Wire - Content Position</td>
</tr>
<tr>
<td><strong>PRINT</strong></td>
<td>1 E-Newsletter - Banner Ad</td>
</tr>
<tr>
<td>Member Directory - Full Page Color Ad</td>
<td><strong>SOCIAL MEDIA</strong></td>
</tr>
<tr>
<td>Bonus - Free Calendar Ad (12 month Only)</td>
<td>LinkedIn or Twitter - Bi-Weekly Post</td>
</tr>
<tr>
<td>Bonus - Free Calendar Ad (12 month Only)</td>
<td>CHOOSE 1</td>
</tr>
<tr>
<td>Bonus - Free Calendar Ad (12 month Only)</td>
<td>Scrap Wire - Banner Ad</td>
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<td>Scrap.org - Homepage Banner</td>
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<tr>
<td>Member Directory - Full Page Color Ad</td>
<td>Re-targeting Ads - ISRI.org &amp; Scrap.org</td>
</tr>
<tr>
<td>LinkedIn AND Twitter - Weekly Post</td>
<td>Weekly Podcast - 30 sec Audio and Web Banner</td>
</tr>
<tr>
<td><strong>SPONSORSHIP</strong></td>
<td><strong>THE BEST VALUE</strong></td>
</tr>
<tr>
<td>Weekly Podcast - 30 sec Audio and Web Banner</td>
<td>2022 PRICE: $62,815</td>
</tr>
<tr>
<td>Weekly Podcast - 30 sec Audio and Web Banner</td>
<td>PACKAGE DISCOUNT: 28%</td>
</tr>
<tr>
<td><strong>YOU PAY: $60,000</strong></td>
<td><strong>YOU PAY: $50,000</strong></td>
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<tr>
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<tr>
<td><strong>ALL ABOVE EXCEPT:</strong></td>
<td><strong>PRINT</strong></td>
</tr>
<tr>
<td>Member Directory - Full Page Color Ad</td>
<td><strong>SOON AS ABOVE</strong></td>
</tr>
<tr>
<td><strong>PRINT</strong></td>
<td><strong>SPONSORSHIP</strong></td>
</tr>
<tr>
<td>Recycling Photo of the Month - Logo &amp; Link on web and social</td>
<td><strong>THE BEST VALUE</strong></td>
</tr>
<tr>
<td>2022 PRICE: $62,815</td>
<td>2022 PRICE: $47,100</td>
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<tr>
<td>PACKAGE DISCOUNT: 28%</td>
<td>PACKAGE DISCOUNT: 15%</td>
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<tr>
<td><strong>YOU PAY: $50,000</strong></td>
<td><strong>YOU PAY: $40,000</strong></td>
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<thead>
<tr>
<th>PLATINUM</th>
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<tr>
<td><strong>SAME AS ABOVE</strong></td>
<td><strong>SAME AS ABOVE</strong></td>
</tr>
<tr>
<td>2022 PRICE: $47,100</td>
<td>2022 PRICE: $47,100</td>
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<tr>
<td>PACKAGE DISCOUNT: 15%</td>
<td>PACKAGE DISCOUNT: 15%</td>
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<tr>
<td><strong>YOU PAY: $40,000</strong></td>
<td><strong>YOU PAY: $40,000</strong></td>
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<tr>
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<tbody>
<tr>
<td><strong>SAME AS ABOVE</strong></td>
<td><strong>SAME AS ABOVE</strong></td>
</tr>
<tr>
<td>2022 PRICE: $33,250</td>
<td>2022 PRICE: $33,250</td>
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<tr>
<td>PACKAGE DISCOUNT: 20%</td>
<td>PACKAGE DISCOUNT: 10%</td>
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<tr>
<td><strong>YOU PAY: $30,000</strong></td>
<td><strong>YOU PAY: $30,000</strong></td>
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<tr>
<td><strong>SAME AS ABOVE</strong></td>
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<tr>
<td>2022 PRICE: $33,250</td>
<td>2022 PRICE: $33,250</td>
</tr>
<tr>
<td>PACKAGE DISCOUNT: 10%</td>
<td>PACKAGE DISCOUNT: 10%</td>
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<tr>
<td><strong>YOU PAY: $30,000</strong></td>
<td><strong>YOU PAY: $30,000</strong></td>
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Details and a-la-carte pricing of each bulleted item can be found in the pages following.
## Digital Advertising

### WEBSITES (Monthly Pricing)

<table>
<thead>
<tr>
<th>Platform</th>
<th>12x</th>
<th>9x</th>
<th>6x</th>
<th>3x</th>
<th>1x</th>
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<tbody>
<tr>
<td>ISRI.org</td>
<td>$1,200</td>
<td>$1,300</td>
<td>$1,400</td>
<td>$1,500</td>
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<tr>
<td>Homepage Feature 1</td>
<td>$1,150</td>
<td>$1,250</td>
<td>$1,350</td>
<td>$1,450</td>
<td>$1,550</td>
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<tr>
<td>Homepage Feature 2</td>
<td>$1,100</td>
<td>$1,200</td>
<td>$1,300</td>
<td>$1,400</td>
<td>$1,500</td>
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<tr>
<td>Homepage Feature 3</td>
<td>$1,050</td>
<td>$1,150</td>
<td>$1,250</td>
<td>$1,350</td>
<td>$1,450</td>
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<tr>
<td>Main Menu Feature 1</td>
<td>$1,500</td>
<td>$1,600</td>
<td>$1,700</td>
<td>$1,800</td>
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<td>Main Menu Feature 2</td>
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<td>Homepage Pop-Up</td>
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<td>$950</td>
<td>$1,050</td>
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<tr>
<td>NEW Homepage Content</td>
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<td>$1,600</td>
<td>$1,700</td>
<td>$1,800</td>
<td>$1,900</td>
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</table>

<table>
<thead>
<tr>
<th>Platform</th>
<th>12x</th>
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<tr>
<td>Feature Partner Prime</td>
<td>$1,000</td>
<td>$1,100</td>
<td>$1,200</td>
<td>$1,300</td>
<td>$1,400</td>
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<tr>
<td>Feature Partner</td>
<td>$1,000</td>
<td>$1,100</td>
<td>$1,200</td>
<td>$1,300</td>
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<tr>
<td>Feature Banner</td>
<td>$900</td>
<td>$1,000</td>
<td>$1,100</td>
<td>$1,200</td>
<td>$1,300</td>
</tr>
<tr>
<td>Advertorial</td>
<td>$1,500</td>
<td>$1,600</td>
<td>$1,700</td>
<td>$1,800</td>
<td>$1,900</td>
</tr>
<tr>
<td># of Days</td>
<td>90</td>
<td>60</td>
<td>30</td>
<td>15</td>
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<tr>
<td>NEW Classifieds</td>
<td>$399</td>
<td>$299</td>
<td>$179</td>
<td>$99</td>
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### Re-Targeting (includes both websites)

- All Inclusive: $1,000, $1,500, $2,500
- Guaranteed Impressions: 100k, 70k, 50k

## Weekly E-Newsletters (Weekly Pricing)

### Scrap Wire

<table>
<thead>
<tr>
<th># of Insertions</th>
<th>48x</th>
<th>36x</th>
<th>24x</th>
<th>12x</th>
<th>4x</th>
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</thead>
<tbody>
<tr>
<td>Content Placement 1</td>
<td>$450</td>
<td>$475</td>
<td>$500</td>
<td>$525</td>
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<tr>
<td>Content Placement 2</td>
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<td>$450</td>
<td>$475</td>
<td>$500</td>
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<td>Content Placement 3</td>
<td>$425</td>
<td>$450</td>
<td>$475</td>
<td>$500</td>
<td>$525</td>
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<tr>
<td>Feature Banner 1</td>
<td>$425</td>
<td>$450</td>
<td>$475</td>
<td>$500</td>
<td>$525</td>
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<tr>
<td>Feature Banner 2</td>
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<tr>
<td>Feature Banner 3</td>
<td>$375</td>
<td>$400</td>
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<td>$450</td>
<td>$475</td>
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</table>

### ISRI Bale, EHS Update (Safety), or ISRI Market Report

<table>
<thead>
<tr>
<th># of Inserts</th>
<th>48x</th>
<th>36x</th>
<th>24x</th>
<th>12x</th>
<th>4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content Placement 1</td>
<td>$300</td>
<td>$325</td>
<td>$350</td>
<td>$375</td>
<td>$400</td>
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<tr>
<td>Content Placement 2</td>
<td>$275</td>
<td>$300</td>
<td>$325</td>
<td>$350</td>
<td>$375</td>
</tr>
<tr>
<td>Content Placement 3</td>
<td>$250</td>
<td>$275</td>
<td>$300</td>
<td>$325</td>
<td>$350</td>
</tr>
<tr>
<td>Feature Banner 1</td>
<td>$275</td>
<td>$300</td>
<td>$325</td>
<td>$350</td>
<td>$375</td>
</tr>
<tr>
<td>Feature Banner 2</td>
<td>$250</td>
<td>$275</td>
<td>$300</td>
<td>$325</td>
<td>$350</td>
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<tr>
<td>Feature Banner 3</td>
<td>$225</td>
<td>$250</td>
<td>$275</td>
<td>$300</td>
<td>$325</td>
</tr>
</tbody>
</table>

## Social Media (Monthly Pricing)

### # of Posts

- 20x: $400, $360, $280, $160

## Podcast (Monthly Pricing)

### This Week in Recycling

- 12x: $1,000, $1,100, $1,200, $1,300, $1,400
- 9x: $850, $950, $1,050, $1,150, $1,250

### ISRI Photo of the Month (Monthly Pricing)

- Shared All Channels: $300, $350, $400, $450, $500

### Scrap Stat of the Week (Monthly Pricing)

- Shared All Channels: $400, $450, $500, $550, $600

## Sponsored Webinar

- Only 4 Per Year Available - 1 Per Quarter | $5,000 per webinar
- You supply the speakers and content. We handle all registration, technology and set-up. Includes 2 months marketing to total audience through e-mail, social and web. Timing is first-come, first serve.

## Print

### ISRI Member Directory (Delivered December 2022)

- # of Insertions: 4x, 3x, 2x, 1x
- Cover - Inside Front (color included): $4,350
- Cover - Inside Back (color included): $4,165
- Section Diviner - Locations (color included): $3,895
- Section Divider - Individuals (color included): $3,295
- Section Divider - Companies (color included): $3,295
- Section Divider - Buyers' Guide (color included): $3,295
- Full Page: $1,375, $1,510, $1,645, $1,815
- Half Page: $890, $990, $1,075, $1,175
- 1/4 Page: $630, $680, $750, $875
- NEW Enhanced Listing (w/ Logo): $450, $350, $250
- (Color available in Buyers' Guide section $500, $400 for Enhanced)

## ISRI Wall Calendar (Monthly Pricing)

- Per Month: $2,400

## Direct Mail (Advertiser supplied or print costs passed directly)

NEW Postcard (up to 6x9): $6,995 (contact us for more options)
2022 UPDATED
WEB ADVERTISING OPTIONS

**ISRI.ORG STATS & DETAIL**

- **52,479**
  - AVERAGE PAGE VIEWS PER MONTH
- **40,805**
  - AVERAGE USERS PER MONTH

**Main Menu Feature 1 - 180x150**
3 positions available in even rotation, purchase all 3 to secure 100% visibility. Appears for every main menu item scroll over throughout the entire site.

**Main Menu Feature 2 - 180x150**
3 positions available in even rotation, purchase all 3 to secure 100% visibility. Appears for every main menu item scroll over throughout the entire site.

**Homepage Pop-up - 500x500**
1 position available. Appears in a separate window upon site initiation. Browser pop-ups must be enabled.

**Homepage Feature 1 - 300x250 or 300x600**
3 positions available in even rotation, purchase all 3 to secure 100% visibility.

**Homepage Feature 2 - 300x250**
3 positions available in even rotation, purchase all 3 to secure 100% visibility.

**Homepage Feature 3 - 300x250 or 300x600**
3 positions available in even rotation, purchase all 3 to secure 100% visibility.

**Homepage Feature 4 - 300x250**
3 positions available in even rotation, purchase all 3 to secure 100% visibility.

**Homepage Content - 150x150**
1 position available. Includes image, 6 word title, 15 word intro and direct “More” link.

**SCRAPNEWS.ORG STATS & DETAIL**

- **12,189**
  - AVERAGE PAGE VIEWS PER MONTH
- **7,237**
  - AVERAGE USERS PER MONTH

**Advertorial**
1 per month available. Featured as a sponsored story in rotation. 2 images and full text required.

**Classifieds**
Unlimited. Perfect for used equipment, auctions and more.

**Feature Partner Prime - 300x300**
1 position available. Includes image, 15 word title and link.

**Feature Partner - 300x250**
4 positions available, includes image, 10 word title, 15 word intro/summary, and link.

**Feature Banner - 300x250**
12 positions available in even rotation, purchase 4 to secure 100% visibility at all times. Featured throughout the site and in story spreads.

Advertiser is responsible for providing post ready file assets in .jpg, .gif or .png format at the sizes required.

**Purchase 2 Homepage Feature Positions - Get a 300x600 ad & Save 30% off the combined rate**

**Purchase 2 Feature Banner Positions - Get a 300x600 ad & Save 30% off the combined rate**
E-NEWSLETTERS

SCRAP NEWS INDUSTRY WIRE
SUBSCRIBERS: 9,000+
FREQUENCY: 144 Per Year
OPEN RATE: 40%+
CLICK RATE: 18%+
POSITIONS AVAILABLE:
3 Content Positions
(Content Position 1 pictured)
3 Feature Banner Positions
(Banner Position 1 pictured)
Content – 25-30 Word Blurb with a hyperlinked url. 250x250 image jpg or png
Banners – 550x84 jpg or png

WEEKLY MARKET REPORT
SUBSCRIBERS: 5,000+
FREQUENCY: 48 Per Year
OPEN RATE: 30%+
CLICK RATE: 2%+
POSITIONS AVAILABLE:
3 Content Positions
(Content Position 1 pictured)
3 Feature Banner Positions
(Banner Position 1 pictured)
Content – 25-30 Word Blurb with a hyperlinked url. 550x84 image jpg, gif or png
Banners – 550x84 jpg, gif or png

ISRI WEEKLY BALE
SUBSCRIBERS: 8,000+
FREQUENCY: 48 Per Year
OPEN RATE: 25%+
CLICK RATE: 2%+
POSITIONS AVAILABLE:
3 Content Positions
(Content Position 1 pictured)
3 Feature Banner Positions
(Banner Position 1 pictured)
Content – 25-30 Word Blurb with a hyperlinked url. 550x84 image jpg, gif or png
Banners – 550x84 jpg, gif or png

EHS UPDATE (SAFETY)
SUBSCRIBERS: 6,000+
FREQUENCY: 48 Per Year
OPEN RATE: 20%+
CLICK RATE: 7%+
POSITIONS AVAILABLE:
3 Content Positions
(Content Position 1 pictured)
3 Feature Banner Positions
(Banner Position 1 pictured)
Content – 25-30 Word Blurb with a hyperlinked url. 550x84 image jpg, gif or png
Banners – 550x84 jpg, gif or png

RE-TARGETING

WHY RE-TARGETING?
Our audience becomes your audience with re-targeting. Get exclusive direct access to ISRI’s and Scrap News’ website visitors and re-target them with your company’s ads that will showcase your brand, anywhere they visit online. Guaranteed impression counts included.

QUALITY AUDIENCE
Don’t rely on broad, generic targeting on common ad platforms to market your company. Stand out with ISRI’s uniquely qualified audience that will showcase your business to those who need you the most.

REAL-TIME REPORTING
Receive detailed reports that allow you to see your campaign results in real-time including impressions, clicks, and geographical locations of ads served.

Required Ad Sizes: 728x90, 300x250, 160x600 .jpg or .gif static images only
DIGITAL SPONSORSHIP

THIS WEEK IN RECYCLING PODCAST
Includes:
1 – 15 or 30 Second Audio Spot
1 – 300×250 Banner Ad and Link
1 – 468×60 Banner Ad and Link
1 – “Sponsored By” + Your Logo

Distribution
E-Newsletter: Scrap Wire & ISRI Bale
Social Media: LinkedIn & Twitter
Web Link Post: ISRI& ScrapNews

ISRI SOCIAL MEDIA

LINKEDIN:
Followers: 11,000+
Average Daily Impressions: 1,000+
Average Daily Reach: 400+

SPECS: Image – 1024x627, jpg or png

CONTENT PARAMETERS: Two to three short paragraphs with a hyperlinked url (only first two sentences will be visible before “click to expand”). As many hashtags and tagging individuals as you would like. Pick the exact time of day you would like the post to be sent, as well as what day of the week. No more than 5 posts in any 24 hour period. A minimum of 3 hours in-between posts.

TWITTER:
Followers: 14,000+
Average Tweet Impressions: 1,000+
Average Daily Reach: 400+

SPECS: Image – 800x418 jpg or png

CONTENT PARAMETERS: – Up to 280 total characters, including spaces, and as many hashtags and tagging individuals as you would like, space permitting. Pick the exact time of day you would like the tweet to be sent, as well as what day of the week. No more than 5 tweets in any 24 hour period. A minimum of 3 hours in-between tweets.

PRINT

2021-2022 MEMBER DIRECTORY AND INDUSTRY GUIDE
AUDIENCE: 3,000+
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. This makes the directory and must have component for any campaign targeting the recycling industry. Available in print and digital format for every ISRI member.

2022 ISRI WALL CALENDAR
AUDIENCE: 3,000+
The ISRI 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. Place an ad in a specific month – with exclusive exposure throughout the month. Your logo will also appear on each calendar page throughout the year. Only 12 positions are available, advertisers from the previous year are given first right of refusal on their previous ad and month position.

The calendar is mailed in tandem with the member directory, December of each year.

2022 ISRI CONVENTION PROGRAM & BUYERS’ GUIDE
AUDIENCE: 5,000+
The SCRAP News – ISRI Convention Program & Buyers’ Guide is the comprehensive source for everything related to the ISRI Convention & Expo. Printed once a year and distributed to all attendees both in-person and virtual, this publication includes the full schedule, speaker information, maps, articles and illustrations related to the convention sessions, a comprehensive expo guide, and much more.

NEW – 2022 ISRI CONVENTION PREVIEW
AUDIENCE: 8,000+
The ISRI Convention Preview will inform all potential attendees of the opportunities to network, learn, celebrate and engage. It will also serve as a celebration of our 2020, 2021 and 2022 ISRI Award winners. Advertising inventory is very limited. Distributed to all potential attendees in January 2022.
2022 MEDIA KIT

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