2024 MEDIA KIT

INVEST IN A 100% QUALIFIED AUDIENCE FOR THE RECYCLED MATERIALS INDUSTRY
REACHING THE RIGHT AUDIENCE TO BUILD YOUR BRAND & SALES

The recycled materials 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 organizations goals in mind, give 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 Recycled Materials Industry” ISRI, has unfeathered access to those making the news in our industry and the consumers of that information. Our editorial is driven my 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.

ISRI & ISRINews accepts press releases and 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 Matthew J. Curry at mcurry@isri.org and Rachel Bookman at rbookman@isri.org.
ABOUT OUR AUDIENCE

1,600+ Member Organizations representing
58,000+ Individual Business Owners and Employees providing
$31 Billion in Yearly Economic Output in conjunction with
$10.8 Billion in Direct Yearly Spending

OUR MEMBERS ARE

• Recyclers of:
  ▪ Ferrous & Nonferrous Metal
  ▪ Paper
  ▪ Plastic
  ▪ Tires & Rubber
  ▪ Electronics
  ▪ Batteries
  ▪ 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

• Recycled materials industry equipment distributors and manufacturers

• Recycled materials 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

70% of our engaged member audience are senior management with purchasing authority and influence
2024
WEB STATS

ISRI.org & ISRINews.org

STATS & DETAIL

<table>
<thead>
<tr>
<th>Stat</th>
<th>Value</th>
<th>Change</th>
<th>YoY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Page Views Per Month</td>
<td>51,354</td>
<td>UP 12%</td>
<td></td>
</tr>
<tr>
<td>Average Users Per Month</td>
<td>39,327</td>
<td>UP 12%</td>
<td></td>
</tr>
<tr>
<td>Average Sessions Per Month</td>
<td>22,479</td>
<td>UP 10%</td>
<td></td>
</tr>
<tr>
<td>Pages Per Session</td>
<td>2.3</td>
<td>UP 2%</td>
<td></td>
</tr>
<tr>
<td>Sessions Per User</td>
<td>1.7</td>
<td>UP 1%</td>
<td></td>
</tr>
</tbody>
</table>

USER PROFILE

<table>
<thead>
<tr>
<th>Profile</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enter Via Homepage Per Month</td>
<td>20%</td>
</tr>
<tr>
<td>Access Via Mobile Or Tablet</td>
<td>30%</td>
</tr>
<tr>
<td>U.S. Based Access</td>
<td>65%</td>
</tr>
<tr>
<td>Visit Multiple Times Per Month</td>
<td>20%</td>
</tr>
</tbody>
</table>

Why RE-TARGETING?

Our audience becomes your audience with retargeting. Get exclusive direct access to ISRI’s website visitors through both ISRI.Org and ISRINews.org and re-target them with your company’s ads that will showcase your brand, anywhere they visit online. Guaranteed impression counts included. YOUR AD ON YAHOO, ESPN, WASHINGTON POST, NEW YORK TIMES, FOX NEWS, CNN & MUCH MORE!

QUALITY AUDIENCE

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 and/or 970x90, 300x250 and/or 300x600, 320x100, 160x600 .jpg, png, or .gif static images only.
2024 ADVERTISING & SPONSORSHIP MADE EASY
ALL CHANNEL PACKAGES

Sign in 2023 and receive rest of this year as a bonus AND No Rate Increase for April (ISRI2024)

Any 12 month contract signed in the remainder of 2023 gets the rest of this year included in their package at no additional fee. Offer valid with purchase of 12 month package displayed on this page. Details and a-la-carte pricing of each bulleted item can be found in the pages following.

### PLATINUM - ONLY 3 AVAILABLE!

**WEB**
- ISRI.org - 2 Different Positions
- Re-targeting Ads - ISRI.org & ISRINews.org
- ISRINews.org - Homepage Banner

**E-MAIL**
- Industry Wire - Content or Display Position
- 1 Additional E-mail Communication - Content

**PRINT**
- Member Directory - Choice of Divider Position, Back Cover, Inside Back Cover, or inside Front Cover

**SOCIAL MEDIA**
- LinkedIn - 12 Monthly Pinned Posts or 24 Standard Posts

**SPONSORSHIP**
- 4 Sponsored Webinars - 1 per quarter on any topic
- Weekly Recycling Stat - Logo & Link on web & social (48 per year!)

6 Month Package Available - all above benefits included for 6 months (1 Webinar) - $40,000

$80,000 PER YEAR

### GOLD

**WEB**
- Choice: ISRI.org or ISRINews.org
- Re-targeting Ads - ISRI.org & ISRINews.org

**E-MAIL**
- Pick from 4 options!

**PRINT**
- Member Directory - Full Page Color Ad

**SOCIAL MEDIA**
- LinkedIn - Bi-Weekly Standard Post (24-26 per year)

**SPONSORSHIP**
- 2 Sponsored Webinars
- Weekly Podcast - 30sec Audio Ad

6 Month Package Available - all above benefits included for 6 months (NO Webinar) - $25,000

$60,000 PER YEAR

### SILVER

**WEB**
- Choice ISRI.org, ISRINews.org, OR Re-targeting Ads

**E-MAIL**
- Pick from 4 options!

**PRINT**
- Member Directory - Full Page Color Ad

**SOCIAL MEDIA**
- LinkedIn - Monthly Standard Post (12 per year)

**SPONSORSHIP**
- 1 Sponsored Webinar
- Weekly Podcast - 30sec Audio Ad

6 Month Package Available - all above benefits included for 6 months (NO Webinar) - $25,000

$40,000 PER YEAR

2 Year packages available with even more savings!

Contact Matthew Curry @ mcurry@isri.org for details and pricing.
# 2024 ADVERTISING & SPONSOR RATES

All listed rates are net and require an existing membership with ISRI, for Non-member rate add 30% to the total.

## DIGITAL ADVERTISING

### WEB (Monthly Pricing) *(ADD 20% FOR APRIL/ISRI2024)*

<table>
<thead>
<tr>
<th>Platform</th>
<th>12x</th>
<th>9x</th>
<th>6x</th>
<th>3x</th>
<th>1x</th>
</tr>
</thead>
<tbody>
<tr>
<td>ISRI.org Standard Rate</td>
<td>$1,000</td>
<td>$1,250</td>
<td>$1,500</td>
<td>$2,000</td>
<td>$2,500</td>
</tr>
<tr>
<td>(Run of Site - All Positions)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ISRINews.org Right Rail Standard</td>
<td>$1,000</td>
<td>$1,200</td>
<td>$1,400</td>
<td>$1,600</td>
<td>$1,800</td>
</tr>
<tr>
<td>Feature Partner</td>
<td>$1,200</td>
<td>$1,400</td>
<td>$1,600</td>
<td>$1,800</td>
<td>$2,000</td>
</tr>
<tr>
<td>ISRISpecs.org Full Year Exclusive 1 Year Buy Out</td>
<td>$12,000 <em>(Only 2 Available)</em></td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

### Re-Targeting *(includes both websites)*

<table>
<thead>
<tr>
<th>Plan</th>
<th>12x</th>
<th>6x</th>
<th>3x</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Inclusive</td>
<td>$1,000</td>
<td>$1,500</td>
<td>$2,000</td>
</tr>
<tr>
<td>Guaranteed Impressions</td>
<td>200k</td>
<td>100k</td>
<td>70k</td>
</tr>
</tbody>
</table>

### E-MAIL *(ADD 20% FOR APRIL/ISRI2023)*

#### Industry Wire (Industry News) Weekly Pricing

- **Distribution**: 9,500+ | **Open Rate**: 60%+ | **Click Rate**: 20%+ | **Frequency**: 144 Per Year
- **Content Placement**: $400 / $500 / $600 (4 available per issue all placements are first come first serve)
- **Display Placement**: $350 / $450 / $550 (4 available per issue all placements are first come first serve)

#### Monthly Event Roundup (Industry Events) Monthly Pricing

- **Distribution**: 28,000+ | **Open Rate**: 30%+ | **Click Rate**: 10% | **Frequency**: 12 Per Year
- **Content Placement**: $800 / $1000 / $1200 (2 available per issue all placements are first come first serve)
- **Display Placement**: $600 / $800 / $1000 (2 available per issue all placements are first come first serve)

#### Member Update (Events, News, Policy) Per Send Pricing

- **Distribution**: 9,500+ | **Open Rate**: 30%+ | **Click Rate**: 10% | **Frequency**: 4 Per Year
- **Content Placement**: $875 / $1,000 (Exclusive 1 advertiser per sector (1 Tech, 1 Baler, 1 Material Handler, etc.) per e-mail allowed)

### E-MAIL SPECS

- **Size & Format Need**: Content: 250x250 Image (jpg, gif, png) static. 75 character headline and 250 character blurb
- **Display**: 550x84 Image (jpg, gif, png) static.

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<table>
<thead>
<tr>
<th>Matthew J. Curry</th>
</tr>
</thead>
<tbody>
<tr>
<td>Senior Manager, Marketing &amp; Sales</td>
</tr>
<tr>
<td>(202) 421-8972</td>
</tr>
<tr>
<td><a href="mailto:mcurry@isri.org">mcurry@isri.org</a></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Janesha Russell</th>
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</thead>
<tbody>
<tr>
<td>Director, Business Development</td>
</tr>
<tr>
<td>(502) 409-2615</td>
</tr>
<tr>
<td><a href="mailto:jrussell@isri.org">jrussell@isri.org</a></td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>Jason Glei</th>
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<tbody>
<tr>
<td>Vice President, Marketing</td>
</tr>
<tr>
<td>(919) 593-1399</td>
</tr>
<tr>
<td><a href="mailto:jglei@isri.org">jglei@isri.org</a></td>
</tr>
</tbody>
</table>

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### WEB SPECS

- **Sizes & Format Need**: 300x250, 300x600, 180x250 (jpg, gif, png) animated or static
DIGITAL SPONSORSHIP

SOCIAL MEDIA - LINKEDIN (Per Post Pricing - Sponsored Content)
FOLLOWERS: 16,600+ | ENGAGEMENT RATE: 41%+ | DAILY IMPRESSIONS: 2,500+ | DAILY REACH: 600+

<table>
<thead>
<tr>
<th># of Posts</th>
<th>20x</th>
<th>15x</th>
<th>10x</th>
<th>5x</th>
<th>1x</th>
</tr>
</thead>
<tbody>
<tr>
<td>LinkedIn</td>
<td>$50</td>
<td>$60</td>
<td>$75</td>
<td>$80</td>
<td>$90</td>
</tr>
<tr>
<td>Top Feed Pin (24 hours)</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>$150</td>
<td>$175</td>
</tr>
<tr>
<td>Top Feed Pin (12 hours)</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>$130</td>
<td>$150</td>
</tr>
<tr>
<td>ISRI2023 Month Rates</td>
<td>N/A</td>
<td>N/A</td>
<td>$100</td>
<td>$120</td>
<td>$130</td>
</tr>
</tbody>
</table>
(April 2023 - very limited inventory)

PODCAST (Monthly Pricing - 4 Per Month)
DISTRIBUTION: ISRI.org, ISRNWS.org, Industry Wire, LinkedIn

This Week in Recycling 12x 9x 6x 3x 1x
30 Sec Audio + Banners $1,000 $1,100 $1,200 $1,300 $1,400

ISRI PHOTO OF THE MONTH (Monthly Pricing)
DISTRIBUTION: ISRI.org, ISRNWS.org, Industry Wire, LinkedIn

Shared All Channels 12x 9x 6x 3x 1x
Logo & Link $150 $200 $300 $400 $500

RECYCLING STAT OF THE WEEK (Monthly Pricing - 4 Per Month)
DISTRIBUTION: ISRI.org, ISRNWS.org, Industry Wire, LinkedIn

Shared All Channels 12x 9x 6x 3x 1x
Logo & Link $400 $450 $500 $550 $600

SPONSORED WEBINAR - SPEAKING OPPORTUNITY
Only 4 Per Year Available - 1 Per Quarter | $2,500 per | Book a Package of 4 for $9,000
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 October 2024)
AUDIENCE: 3,500+ ORGANIZATIONS
NEW FOR 2024 - Lock in for 2 years and save 20% off listed pricing.

<table>
<thead>
<tr>
<th># of Insertions</th>
<th>4x</th>
<th>3x</th>
<th>2x</th>
<th>1x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover - Inside Front (color included)</td>
<td>$4,700</td>
<td>$4,500</td>
<td>$4,995</td>
<td>$4,000</td>
</tr>
<tr>
<td>Cover - Inside Back (color included)</td>
<td>$4,700</td>
<td>$4,500</td>
<td>$4,995</td>
<td>$4,000</td>
</tr>
<tr>
<td>Cover - Back (color included)</td>
<td>$4,700</td>
<td>$4,500</td>
<td>$4,995</td>
<td>$4,000</td>
</tr>
<tr>
<td>Section Divider - Locations (color included)</td>
<td>$4,000</td>
<td>$4,000</td>
<td>$4,000</td>
<td>$4,000</td>
</tr>
<tr>
<td>Section Divider - Individuals (color included)</td>
<td>$4,000</td>
<td>$4,000</td>
<td>$4,000</td>
<td>$4,000</td>
</tr>
<tr>
<td>Section Divider - Companies (color included)</td>
<td>$4,000</td>
<td>$4,000</td>
<td>$4,000</td>
<td>$4,000</td>
</tr>
<tr>
<td>Section Divider - Buyers' Guide (color included)</td>
<td>$4,000</td>
<td>$4,000</td>
<td>$4,000</td>
<td>$4,000</td>
</tr>
<tr>
<td>Full Page</td>
<td>$1,300</td>
<td>$1,500</td>
<td>$1,700</td>
<td>$1,900</td>
</tr>
<tr>
<td>Half Page</td>
<td>$900</td>
<td>$1,000</td>
<td>$1,100</td>
<td>$1,250</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$650</td>
<td>$700</td>
<td>$800</td>
<td>$900</td>
</tr>
<tr>
<td>Enhanced Listing (w/ Logo)</td>
<td>$450</td>
<td>$350</td>
<td>$250</td>
<td></td>
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</tbody>
</table>
(Color available in Buyers’ Guide section +$500, +$100 for Enhanced)

ISRI CONVENTION PRINT
(Combination/discount pricing available with the purchase of an ISRI Convention exhibit or sponsorship, See ISRI Convention sponsor prospectus for details)

CONVENTION PRE-VIEW
(Delivered Jan/Feb 2024 to Full Mailing List 9,000+, Supply VERY LIMITED)

| Full Page | $5,000 |
| Half Page | $4,000 |
| Two Page Advertorial Spread | $7,500 |

CONVENTION PROGRAM
(Delivered April 2024 to all 6,000+ attendees)

| Full Page | $4,000 |
| Half Page | $3,000 |
MARKETING & SALES

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(202) 421-8972
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Janesha Russell
Director, Business Development
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Jason Glei
VP, Marketing
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