

2024 MEDIA KIT

**INVEST IN A 100% QUALIFIED AUDIENCE
FOR THE RECYCLED MATERIALS INDUSTRY**



@ISRI



ISRI.org

Sponsor.ISRI2.org

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 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.

ISRI & ISRI News 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.*

OMNI-CHANNEL APPROACH



3 WEBSITES

60,000+

AVERAGE PAGE VIEWS PER MONTH

45,000+

AVERAGE USERS PER MONTH



4 E-NEWSLETTERS

20,000+

TOTAL SUBSCRIBER BASE

FREQUENCY: 6X WEEKLY



SOCIAL MEDIA

30,000+

FOLLOWERS



3 YEARLY PUBLICATIONS

8,500+

PRINT CIRCULATION

DIRECT REQUEST



10+ LIVE & DIGITAL EVENTS

15,000+

TOTAL YEARLY ATTENDANCE

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



MARKETING & SALES TEAM

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2024 WEB STATS

ISRI.org & ISRINews.org

STATS & DETAIL

51,354 UP 12% YoY

AVERAGE PAGE VIEWS PER MONTH

39,327 UP 12% YoY

AVERAGE USERS PER MONTH

22,479 UP 10% YoY

AVERAGE SESSIONS PER MONTH

2.3 UP 2% YoY

PAGES PER SESSION

1.7 UP 1% YoY

SESSIONS PER USER

USER PROFILE

20%

ENTER VIA HOMEPAGE PER MONTH

30%

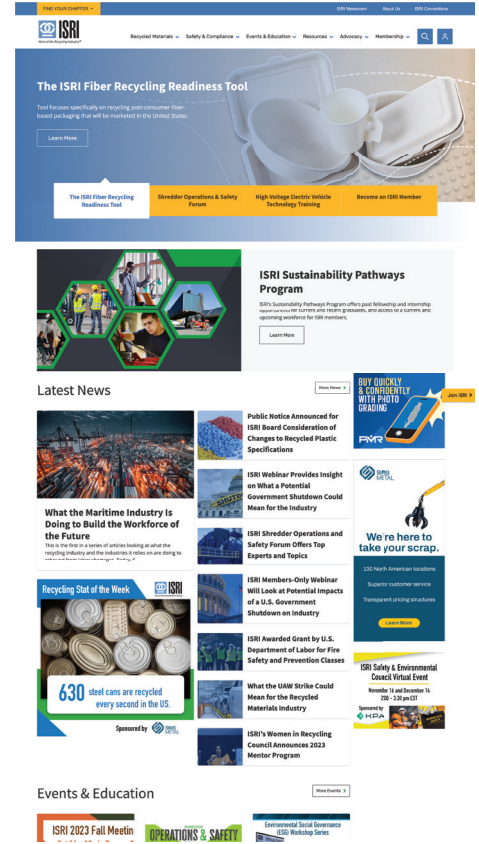
ACCESS VIA MOBILE OR TABLET

65%

U.S. BASED ACCESS

20%

VISIT MULTIPLE TIMES PER MONTH



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!)

\$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 (1 Webinar) - \$40,000

\$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)

	12x	9x	6x	3x	1x
ISRI.org					
Standard Rate	\$1,000	\$1,250	\$1,500	\$2,000	\$2,500
<i>(Run of Site - All Positions)</i>					
ISRINews.org					
Right Rail Standard	\$1,000	\$1,200	\$1,400	\$1,600	\$1,800
Feature Partner	\$1,200	\$1,400	\$1,600	\$1,800	\$2,000

ISRISpecs.org **Full Year**
Exclusive 1 Year Buy Out \$12,000 (Only 2 Available)

Re-Targeting
(includes both websites)

	12x	6x	3x
All Inclusive	\$1,000	\$1,500	\$2,000
Guaranteed Impressions	200k	100k	70k

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

(Delivered 3x Per Week)

	48-5x	4-2x	1x
Content Placement	\$400	\$500	\$600
<i>(4 available per issue all placements are first come first serve)</i>			
Display Placement	\$350	\$450	\$550
<i>(4 available per issue all placements are first come first serve)</i>			

Monthly Event Roundup (Industry Events) Monthly Pricing
DISTRIBUTION: 28,000+ | OPEN RATE: 30%+ | CLICK RATE: 10% | FREQUENCY: 12 Per Year

(Delivered 1x Per Month)

	12-6x	5-3x	1x
Content Placement	\$800	\$1000	\$1,200
<i>(2 available per issue all placements are first come first serve)</i>			
Display Placement	\$600	\$800	\$1,000
<i>(2 available per issue all placements are first come first serve)</i>			

Member Update (Events, News, Policy) Per Send Pricing
DISTRIBUTION: 9,500+ | OPEN RATE: 30%+ | CLICK RATE: 10% | FREQUENCY: 4 Per Year

(Delivered 1x Per Quarter)

	4x	3-1x
Content Placement	\$875	\$1,000
<i>(Exclusive 1 advertiser per sector (1 Tech, 1 Baler, 1 Material Handler, etc.) per e-mail allowed)</i>		

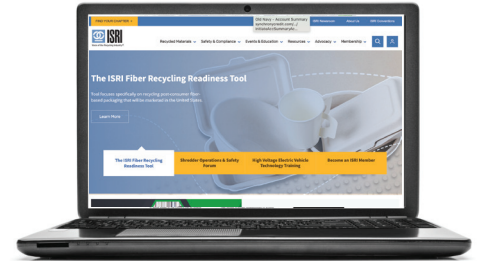
Monthly Member Benefits Series (Member Benefits) Monthly Pricing
12 e-mails sent to EVERY member.

Content - Exclusive	\$2,500
<i>(Exclusive to only 1 advertiser per month - 12 advertisers per year)</i>	

WEB SPECS

Sizes & Format Need:

300x250, 300x600, 180x250 (jpg, gif, png)
animated or static



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*.



DIGITAL SPONSORSHIP

SOCIAL MEDIA - LINKEDIN (Per Post Pricing - Sponsored Content)

FOLLOWERS: 16,600+ | ENGAGEMENT RATE: 4.1%+ | DAILY IMPRESSIONS: 2,500+ | DAILY REACH: 600+

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

PODCAST (Monthly Pricing - 4 Per Month)

DISTRIBUTION: ISRI.org, ISRINews.org, Industry Wire, LinkedIn

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

ISRI PHOTO OF THE MONTH (Monthly Pricing)

DISTRIBUTION: ISRI.org, ISRINews.org, Industry Wire, LinkedIn

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

RECYCLING STAT OF THE WEEK (Monthly Pricing - 4 Per Month)

DISTRIBUTION: ISRI.org, ISRINews.org, Industry Wire, LinkedIn

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

NEW:
QUARTERLY ESG WEBINAR SPONSORSHIP
Contact Us to Learn More

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.

# of Insertions	4x	3x	2x	1x
Cover - Inside Front (color included)				\$4,700
Cover - Inside Back (color included)				\$4,500
Cover - Back (color included)				\$4,995
Section Divider - Locations (color included)				\$4,000
Section Divider - Individuals (color included)				\$4,000
Section Divider - Companies (color included)				\$4,000
Section Divider - Buyers' Guide (color included)				\$4,000
Full Page	\$1,300	\$1,500	\$1,700	\$1,900
Half Page	\$900	\$1,000	\$1,100	\$1,250
1/4 Page	\$650	\$700	\$800	\$900
Enhanced Listing (w/ Logo)	\$450	\$350	\$250	

(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



Voice of the Recycled Materials Industry™

[Sponsor.ISRI2.org](https://www.sponsor.isri2.org)

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MARKETING & SALES

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