



Take Advantage of Over 2 Million User Sessions & Customize Your Company's Listing on ISSA.com!

ISSA.com General Traffic Statistics

- Over 2 million user sessions in 2009
- 175,000 average user sessions per month in 2009
- On average, over 30,000 unique visitors per month—a 2% increase over 2008

ISSA.com Visitor Statistics

Company Type

- 36% are Facility Service Providers
- 29% are Distributors

Visitor Titles

- 51% Owner/President/Management
- 29% Sales & Marketing
- 20% Purchasing & Other Titles

Location

- Visitors came from 207 countries
- 76% U.S. and Canada
- 9% Europe
- 8% Asia
- 5% Latin America
- Top 12 countries: U.S., Canada, Mexico, United Kingdom, China, India, The Netherlands, Japan, Germany, Brazil, Italy, and Australia.

ISSA.com Videos

Twice a month, ISSA.com posts and sends a new educational video to more than 50,000 industry contacts. Companies can sponsor these videos or post their own demo videos in the ISSA.com Buyers' Guide and in ad spots on every secondary page.

- Up to 10,000 video clips are viewed per month on ISSA-TV
- Advertiser demo videos experience more than 5,700 impressions per month from the ISSA-TV Video Showcase
- Product demo video add-ons have nearly tripled video views
- ISSA's educational videos log as many as 3,000 views during their first 30 days alone

ISSA.com Buyers' Guide

All ISSA-member companies are listed with links to corporate Web sites. Priority listings are available to ensure your company is listed first during targeted searches.

- More than 170,000 searches were logged in 2009—a 51% increase over 2008
- Company profiles were viewed over 100,000 times

CleanScene E-newsletter

ISSA's opt-in online newsletter sent to top decision-makers at targeted building service contractor and in-house service provider operations. Banner ads are available for purchase.

- Sent to over 11,000 recipients
- 63% Building Service Contractors
- 37% In-house Service Providers
- More than 60% are in top-level management positions

ISSA Times E-newsletter

ISSA's opt-in online newsletter sent to distributors, wholesalers, and other ISSA members. Banner ads are available for purchase.

- Sent to 21,000 ISSA members, including 9,000 distributors and wholesalers
- More than 65% are in top-level management positions

Customized Exhibitor Page on ISSA.com

Exhibitors receive a customizable page on ISSA.com that can be updated with products, videos, Web links, literature, customer contacts, and meeting requests. Official exhibit contacts receive passwords to customize pages.

- More than 296,000 page views in 2009—a 29% increase over 2008
- 7,716 unique visitors in 2009
- Highest page views for an exhibitor: 2,059
- Average page views for an exhibitor: 480

ISSA®—The Worldwide Cleaning Industry Association

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