ISSA
The Association for Cleaning & Facility Solutions

# AD MATERIALS REQUIREMENTS

## YOUR CONNECTION TO THE GLOBAL CLEANING, FACILITIES, AND RESTORATION INDUSTRIES

CMM CLEANING & MAINTENANCE MANAGEMENT

CLEANFAX
FOR CLEANING + RESTORATION PROFESSIONALS

ISSA Today | issa.com

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# Print Magazine

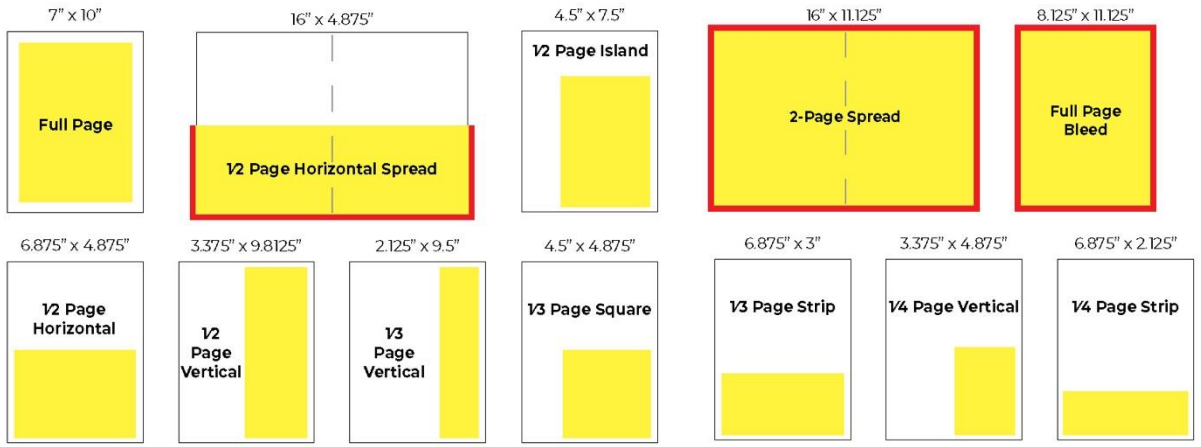
| | | |
|---|---|---|
| **Trim Size** | **Full Page Trim:** 7.875” (w) x 10.875” (h) | Keep important live matter **0.375”** from final trim size. |
| **Bleed & Live Area** | **Bleed:** Image must extend **0.125”** beyond trim size. | Live Area: 7.25” (w) x 10.5” (h) |
| **Print File Specifications** | • High-resolution, press-optimized PDFs<br>• All fonts and images must be embedded<br>• All colors converted to CMYK<br>• Convert all fonts to outlines, if possible<br>• All images should be 300 dpi<br>• Flatten all layers and transparencies | |

**Ad Sizes**

| | |
|---|---|
| 2-Page Spread (Bleed) | 16” x 11.125” |
| Full Page (Bleed) | 8.125” x 11.125” |
| Full Page (Non-Bleed) | 7” x 10” |
| 1/2 Page Island | 4.5” x 7.5” |
| 1/2 Page Horizontal Spread | 16” x 4.875” |
| 1/2 Page Horizontal | 6.875” x 4.875” |
| 1/2 Page Vertical | 3.375” x 9.8125” |
| 1/3 Page Vertical | 2.125” x 9.5” |
| 1/3 Page Square | 4.5” x 4.875” |
| 1/3 Page Strip | 6.875” x 3” |
| 1/4 Page Vertical | 3.375” x 4.875” |
| 1/4 Page Horizontal (Strip) | 6.875” x 2.125” |

## Premium Position Add-Ons

| Position | Specifications |
|---|---|
| Back Cover | 8.125” x 11.125” |
| Inside Cover | 8.125” x 11.125” |
| Cover Tip | 8.125” x 11.125” *additional requirements will be emailed by your rep when this is booked |



# Content Marketing

| | Headline Max Characters | Profile/Case Study Article Length | Images | Company Logo | Company URL |
|---|---|---|---|---|---|
| **Company Profiles and Case Study** | Up to 50 characters | Up to 400-word profile/case study | 300 dpi | ✓ | ✓ |
| **Showcase** | Up to 50 characters | Up to 100-word showcase | 300 dpi | ✓ | ✓ |

Company Profiles and Case Study

Showcases

# Made in the USA Product Showcase

**Included in the following publications**

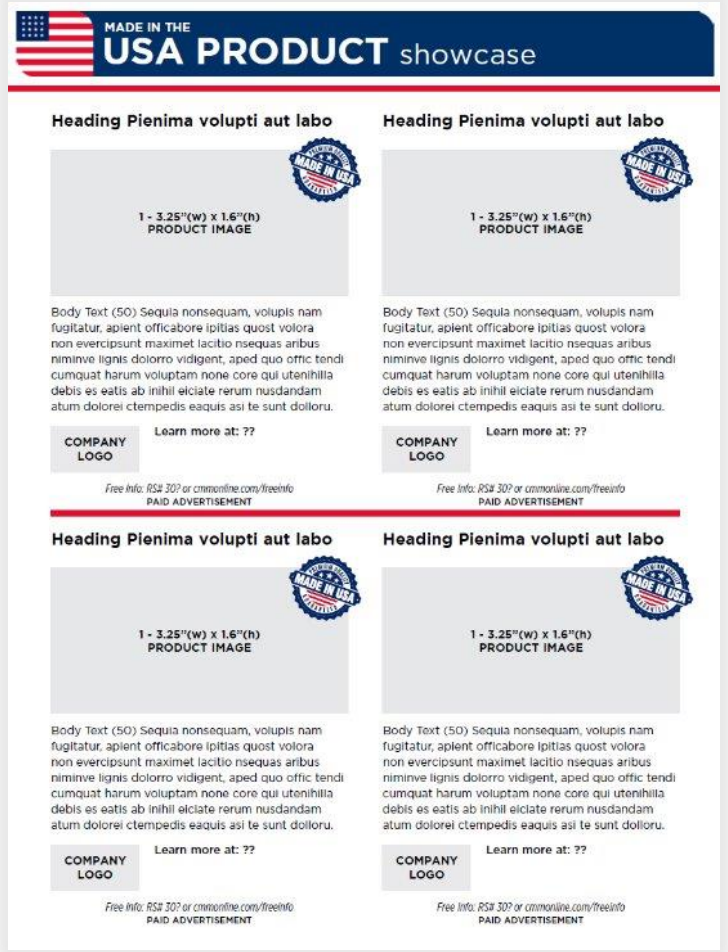
CMM – January/February Issue

**What's included:**

- ¼ Page Ad, Print + Digital issue + archived on CMM website
- Optional Product Promo video to include in shared email blast

**Specifications**

- 3.25"(w)x1.6"(h) image
- Logo
- 50 words of text
- 35 character headline
- Company URL

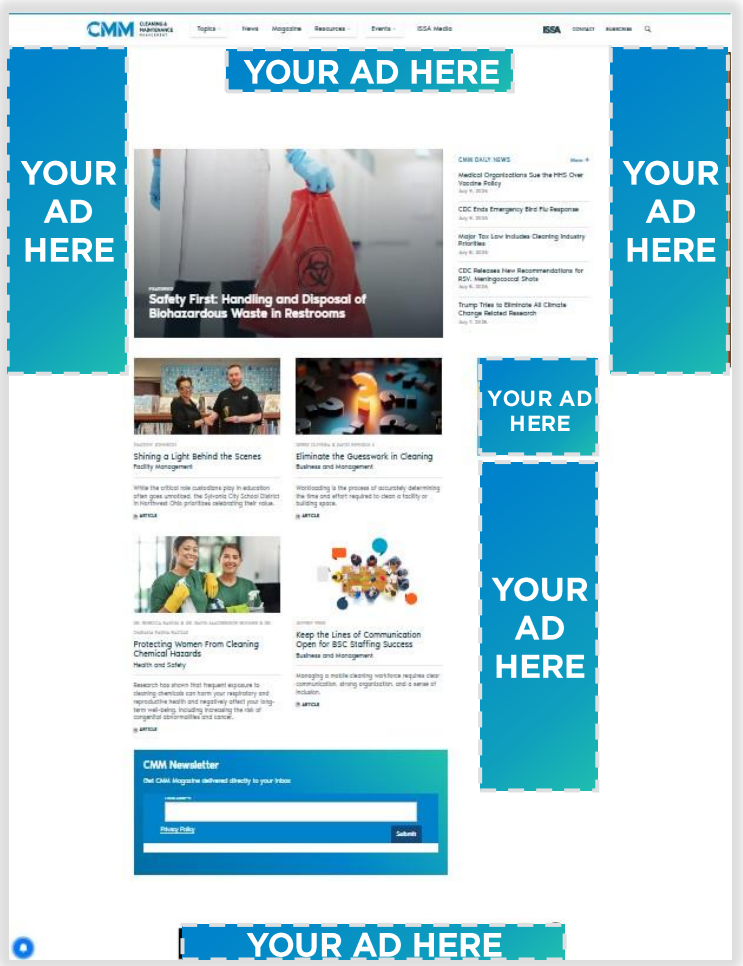


**Digital materials due 1 week before deployment date.**

## CMMOnline.com

### Digital

| | Pixels | Pixels (Mobile) | Animated .gif/.jpg Max. file size | HTML5 or redirect tags Max. file size | Animation length | Looping | Company URL |
|---|---|---|---|---|---|---|---|
| Leaderboard | 728 x 90 | 320 x 50 | 50K | 200K | Max 15 seconds | Max 3 | ✓ |
| Half Page | 300 x 600 | 300 x 250 | 50K | 200K | Max 15 seconds | Max 3 | ✓ |
| Medium Rectangle | 300 x 250 | | 50K | 200K | Max 15 seconds | Max 3 | ✓ |
| Floor Hanger | 970 x 90 | 320 x 50 | 50K | 200K | Max 15 seconds | Max 3 | ✓ |
| Page Skin | (2) 300 x 800 | | | | | | ✓ |
| Interstitial ad | 600 x 400 | 300 x 250 | | | | | |



**Digital materials due 1 week before deployment date.**

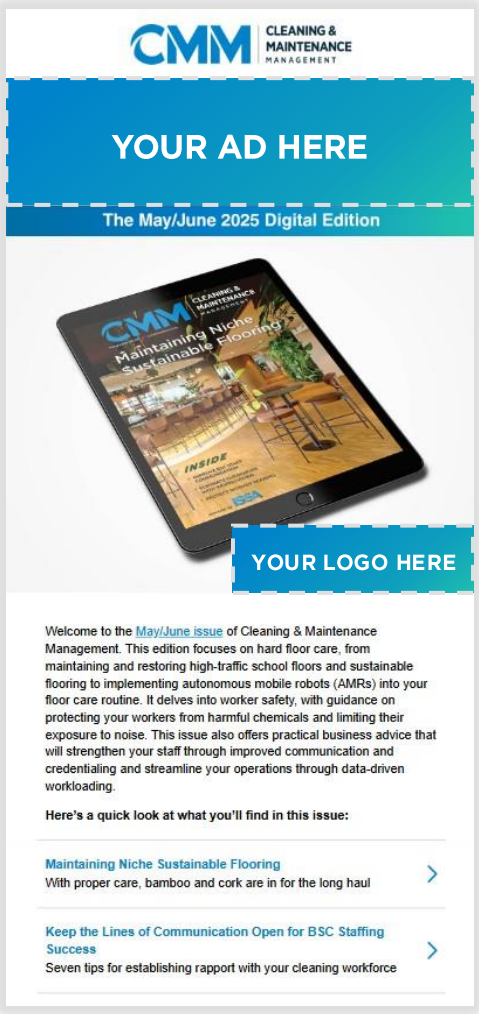
## Digital Issue Sponsorship

| | Pixels | Pixels (Mobile) |
|---|---|---|
| Full Page Ad (in digital issue only) | 7.875" x 10.875" | High-Res PDF w/ Embedded Fonts |

### Digital Edition Email blast

| | Pixels | Company Logo | Company URL |
|---|---|---|---|
| Premier Banner | 600 x 160 | ✓ | ✓ |

Digital Issue Sponsorship



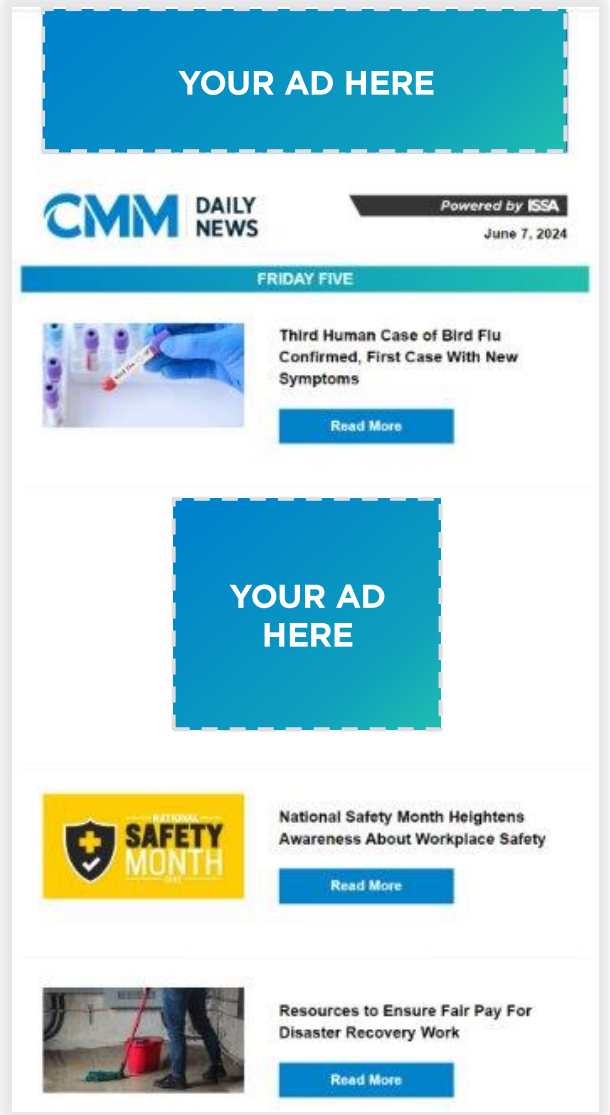

Digital Edition Email Blast

**Digital materials due 1 week before deployment date.**

## CMM e-Newsletters

**Including: CMM Daily e-Newsletter | Topic Specific e-Newsletters | BSC e-Newsletter | Facility Management e-Newsletter | Education e-Newsletters**

| | Pixels | File type | Company URL |
|---|---|---|---|
| Premier Banner | 600 x 160 | JPEG, PNG, GIF | ✓ |
| Medium Rectangle | 300 x 250 | JPEG, PNG, GIF | ✓ |
| Sponsor Content | Headline - Up to 50 characters | Product/Summary - Up to 130 character description. Image 230 x 150, 72 Dpi | ✓ |
| Animation | Animation length must be 30 seconds or shorter. Animations can be looped, but the animation must stop after 30 seconds. Animated GIF ads must be slower than 5 FPS. | | |



**Digital materials due 1 week before deployment date.**

# Email Marketing

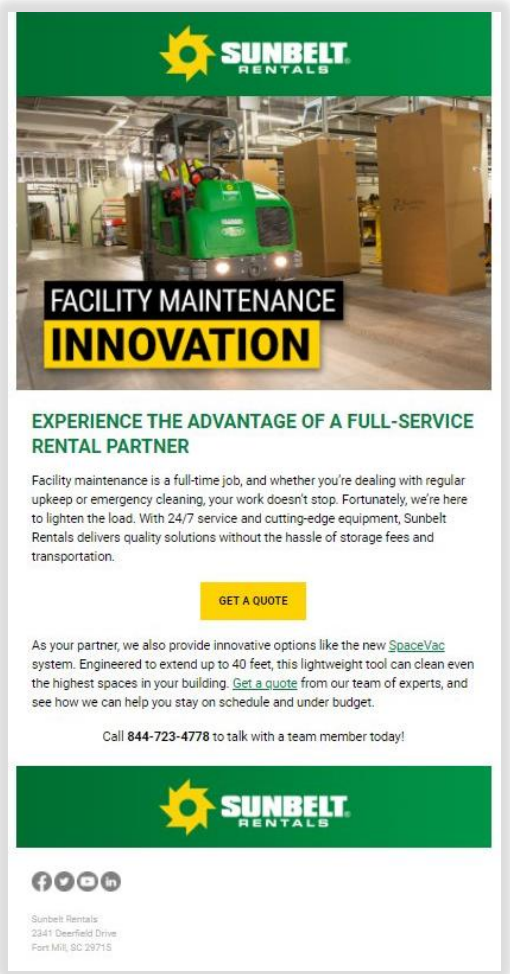
**Target Email Marketing**

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| If providing fully built HTML | Up to 60 Character subject line | Up to 60 Character pre-header | 600 wide HTML message | Company URL | | | |
| If NOT providing fully built HTML | Up to 60 Character subject line | Up to 60 Character pre-header | Header Image of 600 x 400 pixels | Headline of up to 50 characters | Body copy up to 100 words | Logo | Company URL |

**Automated Email Marketing**

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| Initial e-mail | Up to 60 Character subject line | Up to 60 Character pre-header | 600 wide HTML message | | | | |
| Follow up e-mail | Up to 60 Character subject line | Up to 60 Character pre-header (Optional) | 600x400 Pixel Image | 50 Character headline | Up to 100 word description | Logo | Company URL |

#1 email sent to those who open and click the original e-mail. #2 email sent to unopened emails from the initial deployment.



# CMM Sponsored Content

*This product Includes exclusive e-mail sent to CMM's entire database of 33,000+, a sponsored content listing for one week on CMM Daily News, article archived on CMMOnline.com*

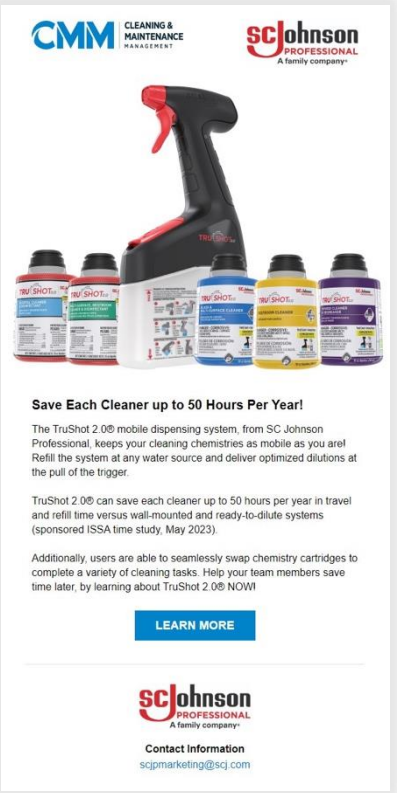
**Digital materials due 1 week before deployment date.**

**Email marketing**

| | |
|---|---|
| Subject Line | Up to 60 characters |
| Pre-Header | Up to 60 characters (Optional) |
| Image | 600 x 400 pixels |
| Banner | 600 x 160 pixel (Optional) |
| Headline | Up to 50 characters |
| Description | Up to 100 words |
| Company logo | 72 dpi |
| Company URL | ✓ |
| Contact information | ✓ |

**Article Landing Page**

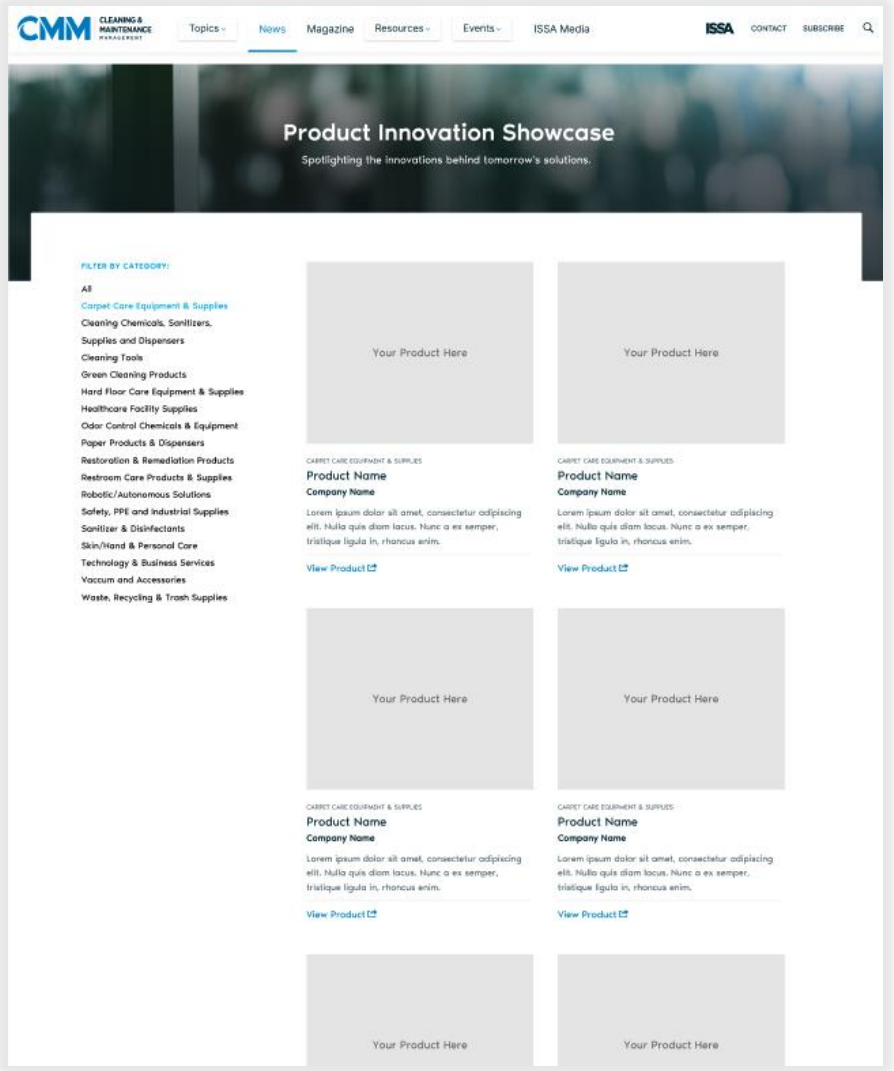
| | | |
|---|---|---|
| Headline | Up to 65 max characters | |
| Subhead | Up to 60 characters (Optional) | |
| Summary | 1 sentence | |
| Description | Up to 500 words | |
| Page can include: | Links, videos, white papers, etc. | |
| Thumbnail Image size | 476 x 249 pixels | 72 dpi |
| Featured Image size | 1200 x 627 pixels | 72 dpi |
| Company logo | 476 x 249 or greater | 72 dpi |
| Company URL | ✓ | |



**Digital materials due 1 week before deployment date.**

## CMM Product Innovation Showcase

| Headline | Description | Pixels | Company URL link |
|---|---|---|---|
| Up to 50 Character headline | Up to 200 Characters description | 250 x 200 Pixel Image | ✓ |



# Webinars: Co-Sponsored

| | | | |
|---|---|---|---|
| **Company logo** | 300 dpi | No larger than 2GB | Submit upon signing contract |
| **Advertisement** | | | |
| Option 1. **Video Option (highly recommended)** | 45 sec. video | At least 720 pixels resolution | Submit at least 10 days before webinar |
| Send video via a file transfer tool such as: OneDrive, Dropbox, Google Docs, WeTransfer, etc. Will not except a YouTube link of the video, an .mp4 video file is needed for this option. | | | |
| Option 2. **Power Point Commercial** | 3-5 PPT Slide Deck, must be widescreen format | 13.333 inches x 7.5 inches | Submit at least 10 days before webinar |
| | 30-second written script to go along with the slide deck | | |

# Exclusive Webinars: Timeline + Assets Needed

**At least 6 weeks out**

Client sends content for webinar:

- Webinar Title
- Webinar Description
- Company Logo (at least 200 x 200 px)
- Event image (no text, at least 1200 x 600 px)
- Decide if Client or ISSA will create event graphics

[Click here] to see and example page from a previous webinar

**Speaker Information**
- Full Name, Title, Company
- Headshot (at least 200 x 200 px)
- Email Address for scheduling
- Bio (if available)

| | | |
|---|---|---|
| **4 weeks out** | *Client Decide:*<br>• If ISSA moderator needed, or if they will provide a moderator<br><br>*If client creating graphics:*<br>• Provide event image (no text, at least 1200 x 600 px)<br>• Email header: (600 px x 300 px) | *ISSA:*<br>• Setup event<br>• Build out email promos<br><br>*If ISSA creating graphics:*<br>• Provide event image: (at least 1200 x 600 px) |
| **One week out** | Tech Check:<br>- 30 mins<br>- Schedule 1-7 days before webinar | |
| **Email Schedule** | • 2 weeks before<br>• 1 week before<br>• 1 day before | |

## Exclusive Sponsor Webinar

| | |
|---|---|
| Company logo | 300 dpi |
| Event Image | Larger than 1000 x 500 pixels |
| Speaker Image(s) | Larger than 200 pixels wide and tall |

**Digital materials due 1 week before deployment date.**

## Straight Talk/Video Interview/DemoXperience

| | |
|---|---|
| Post Commitment | Client will be introduced to ISSA Media Director, Jeff Cross, to discuss interview topic and record interview. |
| In-Video Advertisement | Up to 15 seconds |
| Video file | MP4 File, at least 720px resolution, and no larger than 2GB. |
| Company logo | 72 dpi |

Send video via a file transfer tool such as:
OneDrive, Dropbox, Google Docs, WeTransfer, etc.

Will not except a YouTube link of the video, an .mp4 video file is needed for this option.