



# YOUR CONNECTION TO THE GLOBAL CLEANING COMMUNITY

2024 Integrated Media Planner

Advancing Clean.  
Driving Innovation.



[issa.com](https://www.issa.com)

# BRAND OVERVIEW

## The Leading Voice for the Industry

With over a century of experience and 10,500+ members worldwide, partnering with ISSA, the world's leading trade association for the cleaning industry, can mean success for your future. In a rapidly evolving business landscape, ISSA's media brands remain at the forefront, engaging the international marketplace and providing valuable support to our members and audiences.

ISSA's founding vision was to unite and promote advancement of the cleaning industry while equipping members with the tools they need for business growth. Today, those same principles lead ISSA's mission of creating and supporting a global cleaning community while fulfilling the brand promise of "Changing the Way the World Views Cleaning." While recently celebrating its hundredth anniversary in 2023, ISSA continues to look to the future to see what the next hundred years will hold for the world of cleaning.

## The ISSA Advantage

Facing challenges? We offer solutions. As the leading source of authoritative and essential coverage of the commercial cleaning, facility services, and related industries, ISSA's media channels grant unparalleled access to engaged decision-makers across all segments served. No other organization is better equipped to connect partners, members, and audiences with growth-enabling solutions than ISSA.

## Discover the Best Solutions for Your Success

ISSA provides unmatched access and outreach to every segment of the market, leveraging industry-leading media brands, digital assets, market intelligence, and a growing global event portfolio. Harness the power of ISSA's integrated channels to attain your marketing goals, be it boosting brand awareness, generating leads, or positioning your brand as a thought leader.

**358,000**

**Media Connections**

**120,000**

**Social Followers**

**80,000**

**Website Users**

**90,000**

**Email Subscribers**

**68,000**

**Magazine Subscribers**

# ISSA 2024 MEDIA PLANNER

## BRAND OVERVIEW

### ISSA Media Network

ISSA connects you with the largest, most engaged network of suppliers and service providers in the cleaning and related industries.

ISSA works with you to create a marketing communications program that reaches your target audience. A partnership with ISSA enables you to build your brand through a strategy that drives results and performance—creating quality connections that lead to long-term growth and success.

### Partnering With ISSA Provides

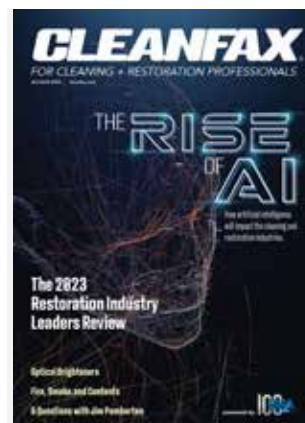
- Access and reach to leading organizations across the entire cleaning industry value chain to **ATTRACT** your target audience.
- Industry veteran team of content specialists—the voice of the industry—developing best-in-class content to **ENGAGE** your customers and prospects with data, stories, and trends.
- Proven tactics and products designed to **ACTIVATE** by delivering performance on thought leadership, brand awareness, and lead generation.



**The trusted voice  
of the global cleaning  
community**



**The leading media  
brand serving facility  
service providers**



**The #1 media resource  
for the specialty cleaning  
and restoration industry**

# CORPORATE PARTNER PROGRAM



## Partnering With ISSA Media

Become an ISSA Corporate Partner. You'll benefit from high-level exposure to our influential audience all year long. This exclusive opportunity puts your brand front and center to the entire cleaning industry for a full 12 months. Enjoy the following benefits, available only to ISSA Corporate Media Partners:

Benefits	Details	Corporate Partner	Premier Corporate Partner
		\$30,000	\$75,000
Member Discounts on ISSA Events, Education, and Programming		✓	✓
Partner Recognition on ISSA.com	Logo on Corporate Partner landing page on ISSA.com	✓	✓
Editorial/Multimedia Interview	Quarterly editorial/video interview to be published across ISSA channels and hosted on your Corporate Partner landing page	✓	✓
Special Rates-Additional 20% Off Select ISSA Media, Education, and Programming		✓	✓
Marketing and Advertising	4x Digital Ads placement on ISSA.com & 4x ISSA Clean Update newsletters	✓	
	4x Display ad in ISSA Today	✓	✓
	12x Digital Ads placement on ISSA.com & 12x ISSA Clean Update newsletters		✓
	2x Sponsor of ISSA Today Digital Special Reports		✓
Educational Webinar			✓
		\$50,000+ Value	\$100,000+ Value

# PARTNERING TO DRIVE SUCCESS

Whether your marketing communication strategies are to showcase your expertise, create affinity for your brand, or to introduce new products, ISSA can help. Check out our best-in-class tactics and create a custom communication plan to connect you with your target audience.



Marketing Tactics	Thought Leadership	Lead Generation	Brand Awareness	Traffic Driving
Corporate Partner Program	✓		✓	
Webinars and Virtual Round Tables	✓	✓	✓	
Videos Interviews and Podcasts	✓		✓	
Display Banner Ads			✓	✓
Virtual Product Demonstrations		✓		
High Impact Digital Advertising	✓		✓	✓
Newsletters Ads		✓		✓
Sponsored Content	✓		✓	✓
Print Advertising	✓		✓	
Market Research	✓	✓		
Email Campaigns		✓	✓	✓
Education and Training Partnership	✓	✓		



# ISSA AUDIENCE & REACH



ISSA Today is the ONLY publication reaching all segments of the supply chain and service providers within the cleaning industry. Serving the most influential audience in the market, ISSA covers high-level industry trends and data across all areas of an increasingly complex marketplace, making ISSA content a must read and a great environment for your advertisement to get attention.



**issa.com**

**210,000+**  
Monthly Page Views

**21,000+**  
Newsletter Subscribers

**10,000**  
Magazine Subscribers

**7,000+**  
ISSA.com Browser Notifications

## SOCIAL ENGAGEMENT

**9,500,000+**  
You Tube Views

**45,600+**  
Linked In Group

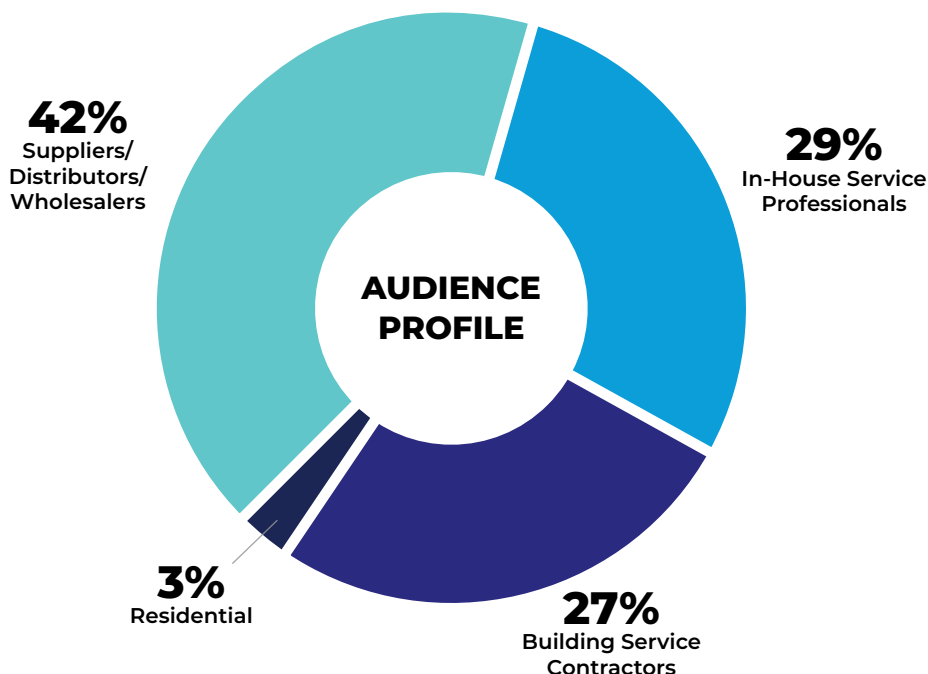
**23,000+**  
Linked In Followers

**11,750+**  
Facebook

**9,700+**  
Twitter

**3,200+**  
Instagram

# INTEGRATED MARKETING AND ADVERTISING SOLUTIONS



## Access to Top-Level Decision Makers

As the authoritative and trusted voice leading the cleaning industry for the last 100 years, ISSA delivers access to the most influential audiences and top-level buyers across the ever-evolving industry landscape.

ISSA's industry-leading content, with insight on trends, news, market data, and solutions to industry challenges, creates a loyal audience who relies on us for leadership and guidance. Couple this content with integrated marketing communication channels across print, digital, e-mail, and partnership opportunities to reach top decision makers to make connections and boost sales.

## Job Titles

- President, Owner, CEO
- Vice President, Director, General Manager
- Sales Manager, Account Manager, Operations Manager

**Join industry leading companies that partner with ISSA Media**



# EMBRACE THE POWER OF PRINT MEDIA

ISSA delivers content solutions to all segments of the cleaning industry with innovative ideas and fresh viewpoints to help members improve their businesses. We focus our content on high-level, thought-provoking expertise to complex industry and global challenges. Aligning your brand along-side highly read and trusted content will ensure maximum visibility.

## Featured Content

**STATE of the INDUSTRY Reports**—Coverage of critical challenges targeting each industry vertical, and offers peer-conceptualized solutions and guidance from veteran thought-leaders and executives.

### Special Reports—

Innovation & Technology  
Sustainability  
Leading Women in Cleaning  
Emerging Leaders



**Total Distribution:**

**Print: 10,000**  
**Digital: 25,000**





# LEVERAGE THE POWER OF DIGITAL MEDIA

## ISSA.com—The Industry Leading Website

Strengthen your brand messaging to drive website traffic to create engagement, thought leadership, and lead generation with existing customers and prospects. Leverage ISSA digital offerings to showcase your brand to an ever-growing audience with products designed to perform and deliver results. As the industry's go-to resource, ISSA.com delivers your message to your customers in real time.

### » Digital Solutions include:

- Branding and Website Traffic
- Thought Leadership
- Lead Generation

### » Show off your brand with:

- Website Display Banners and Digital Issue Sponsorship
- Sponsored Content/Native Advertising
- Articles, Videos, Webinars, Sponsored Content



**2,500,000**  
Annual Page  
Views



**31,000+**  
Monthly Unique  
Visitors



**45%**  
Organic Search



**9,500,000+**  
YouTube Views



**30%**  
Mobile Traffic

# E-NEWSLETTERS/EMAIL MARKETING

Promote your brand initiatives alongside timely, relevant, and authoritative content delivered directly to the inbox of your target audience. Consistently and cost effectively reach a dedicated and engaged audience to increase awareness and drive website traffic.

## » ISSA Sponsored Content Email **NEW!**

Drive engagement and build credibility with your thought leadership content. Leverage ISSA's audience and digital channels to disseminate your messaging and increase awareness.

## » ISSA E-Newsletters

ISSA's Clean Update newsletters cover the market with up-to-date information, news, and category-specific information. ISSA Clean Update versions include:

- Distributor
- Building Service Contractor
- Facility Professional
- Manufacturer
- Residential

## » ISSA Show North America CONNECT Email

Communicate your company's new products and unique value proposition in advance of ISSA Show North America to increase awareness and booth traffic.

# MULTIMEDIA THOUGHT LEADERSHIP

Create a deeper brand experience and establish credibility with thought leadership, content marketing opportunities to increase awareness, and your expertise. ISSA will disseminate your content across industry-leading multimedia channels to tell your story and create a unique brand experience.

## » DemoXperience **NEW!**

Deliver key insights and demonstrate your product's unique solutions via video interview demonstration. This quick 5–10 minute video interview will enhance product knowledge and key differentiators, while assisting product launches and sales strategies.

*Includes robust multimedia promotion.\**

## » Straight Talk! Video Interviews/Podcasts

Capture thought-leadership positioning by having your subject matter expert(s) interviewed on top industry challenges. ISSA's popular Straight Talk! Interview Series covers trending issues and provides coverage important to the entire cleaning industry.

*Includes robust multimedia promotion.\**

## » Webinar/Virtual Roundtable Sponsorship

Connect with industry decision makers and position your company as an industry leader. Perfect for education, knowledge sharing and thought leadership and lead generation. Select a traditional webinar of 60 minutes or a shorter variety to meet your specific needs.

*Includes robust multimedia promotion.\**

## » In-Video Advertising

You have videos and need to get them seen. Create deeper brand awareness when aligning your videos across ISSA TV content. Pre-Roll Video opportunities available across ISSA programming include Straight Talk!, Industry Alerts, GBAC TV, and more.

## » Digital Issue Sponsorship


Expand your reach with ISSA Today's Digital Edition sponsorship. ISSA Today's Digital Edition is a replication of the print issue in a responsive design with a global reach. Create brand awareness to ISSA's global audience. Each issue is emailed to 25,000+ business leaders and receives substantial engagement with branding as the issue sponsor on every page.



*\*Multimedia promotion includes promotion of dedicated emails, promotion on newsletters event updates, hosted landing page, and lead information where applicable.*

# EDITORIAL CALENDAR

As the worldwide cleaning industry association, we know and understand disruption across all channels of the marketplace. We focus our content on high-level, thought-provoking solutions to support the growth of our members and readers.

Issue	Lead Feature	Industry Coverage	Market Focus	Video and Multimedia
<b>JANUARY/FEBRUARY</b> Sales close: 1/4/24 Materials due: 1/11/24	Digitization & Automation	<ul style="list-style-type: none"> <li>E-Commerce Adoption</li> <li>The Future of the Cleaning Industry: 101</li> <li>Warehouse Operations</li> </ul>	Towels, Tissues & Dispensers	Automation & Smart Facilities
<b>MARCH/APRIL</b> <i>Digital Only</i> Sales close: 3/7/24 Materials due: 3/14/24	Human Capital & Culture	<ul style="list-style-type: none"> <li>Private Label</li> <li>INDUSTRY SPECIAL REPORT: Innovation</li> <li>Fleet Management</li> </ul>	Carpet Care	International Cleaning Week
<b>MAY/JUNE</b> Sales close: 5/2/24 Materials due: 5/9/24	Sustainability	<ul style="list-style-type: none"> <li>Leading Women in Cleaning</li> <li>ERP &amp; Management Systems</li> <li>Value-Added Services</li> </ul>	Floor Care	Facility Services Market Analysis
<b>JULY/AUGUST</b> <i>Digital only</i> Sales close: 7/2/24 Materials due: 7/7/24	Cleaning for Health	<ul style="list-style-type: none"> <li>Safety &amp; Security</li> <li>INDUSTRY SPECIAL REPORT: Sustainability</li> <li>Labor Strategies</li> </ul>	Indoor Air Quality	Sales Management Trends
<b>SEPTEMBER/OCTOBER</b> <i>ISSA Show 2024 Preview</i> Sales close: 8/22/24 Materials due: 8/30/24	Supply Chain Disruption	<ul style="list-style-type: none"> <li>Guide to ISSA Show North America</li> <li>Sourcing &amp; Inventory Management</li> <li>Bidding &amp; Estimating</li> </ul>	Infection Prevention	Productivity & Efficiency Strategies
 <b>NOVEMBER/DECEMBER</b> <i>ISSA Show 2024 Issue</i> <i>Bonus Distribution</i> Sales close: 10/16/24 Materials due: 10/25/24	Innovation & Technology	<ul style="list-style-type: none"> <li>Emerging Leaders</li> <li>Embracing ESG</li> <li>M&amp;A Analysis &amp; Trends</li> </ul>	Plastics & Packaging	BSC Market Analysis

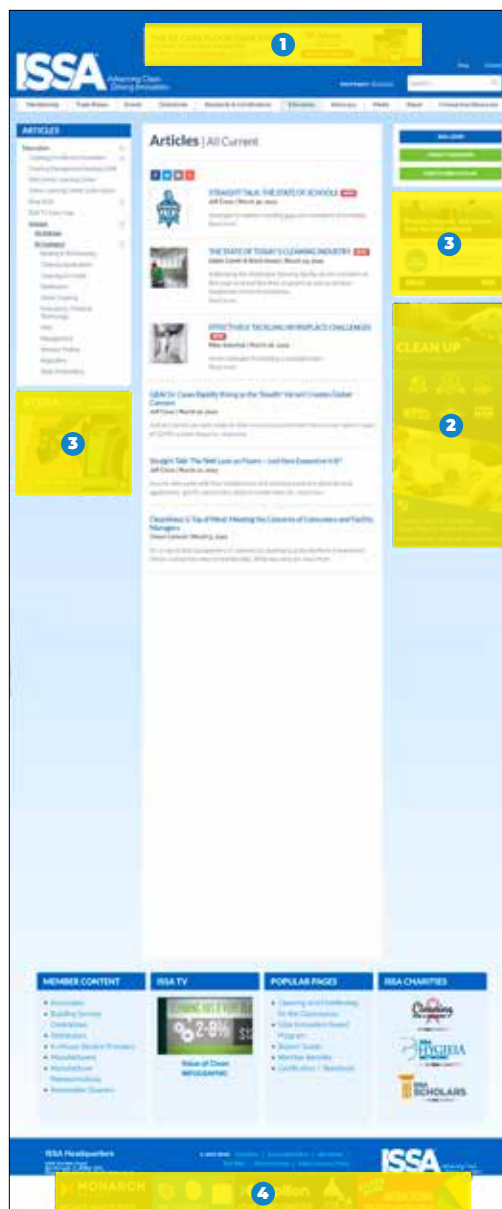


# DIGITAL RATES AND SPECS

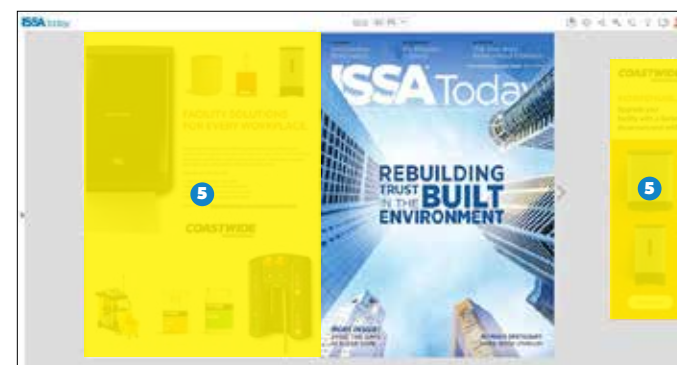
Display Units	Desktop	Mobile	Rate
1 Leaderboard	728x90	320x50	\$1,550
2 Half Page	300x600	300x250	\$1,775
3 Medium Rectangle	300x250	300x250	\$1,250
4 Floor Hanger Banner (High Impact)	970x90	320x50	\$3,500

Max file size: 50K JPEG/GIF, 200K HTML5, 3 Loops Max

Multimedia Sponsorships	Rate
<b>NEW!</b> Video DemoXperience	\$4,000
Straight Talk/Video Interview/Podcast	\$4,000
Webinar/Virtual Roundtable Sponsorship	\$5,000
In-Video Pre-Roll	\$2,000
5 Digital Issue Sponsorship	\$3,500



Floor Hanger



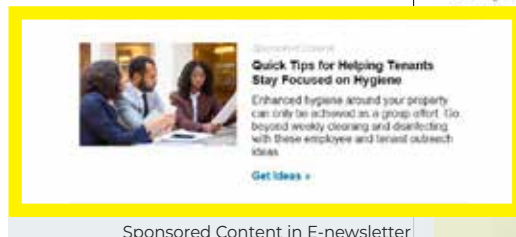
Digital Issue

# E-NEWSLETTER MARKETING RATES AND SPECS

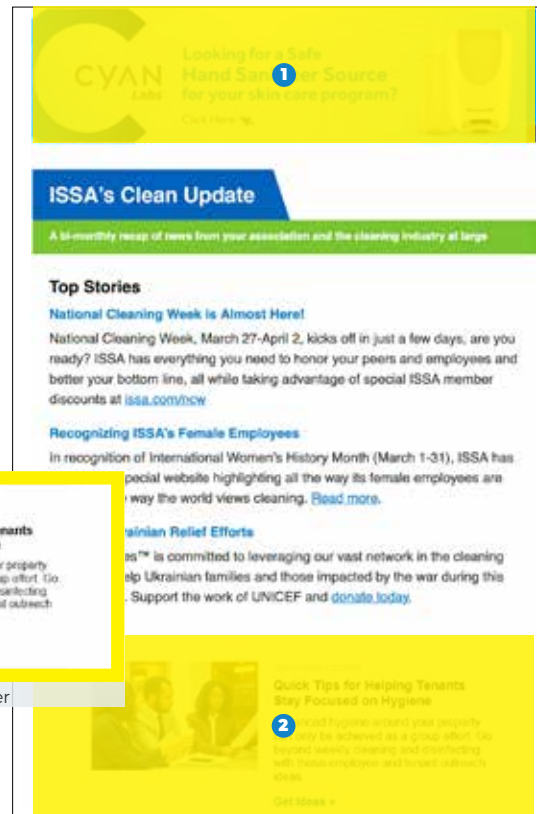
E-newsletter Marketing						Rates					
ISSA Clean Update E-newsletters	Reach	Manufacturer 4,500+		Distributor 4,000+		BSC 6,700+		Facility Pro 5,600+		Residential 500+	
	Specifications	Monthly	Each	Monthly	Each	Monthly	Each	Monthly	Each	Monthly	Each
1 Premier Banner	600 x 160 pixels	\$1,675	\$850	\$1,625	\$750	\$2,150	\$925	\$2,100	\$1,000	\$675	\$325
2 Sponsored Content   Product Spotlight	50 Character headline, 50 words of copy, Image, url.	\$1,400	\$675	\$1,325	\$625	\$1,725	\$750	\$1,725	\$825	\$575	\$300

Max file size: 50K JPEG/GIF

Email Marketing	Rates
<b>NEW!</b> ISSA Spotlight Content Email	\$350/M
ISSA Connect Email	\$6,500



Sponsored Content in E-newsletter



ISSA Clean Update



Sponsored Content



ISSA Connect

# PRINT RATES AND SPECS

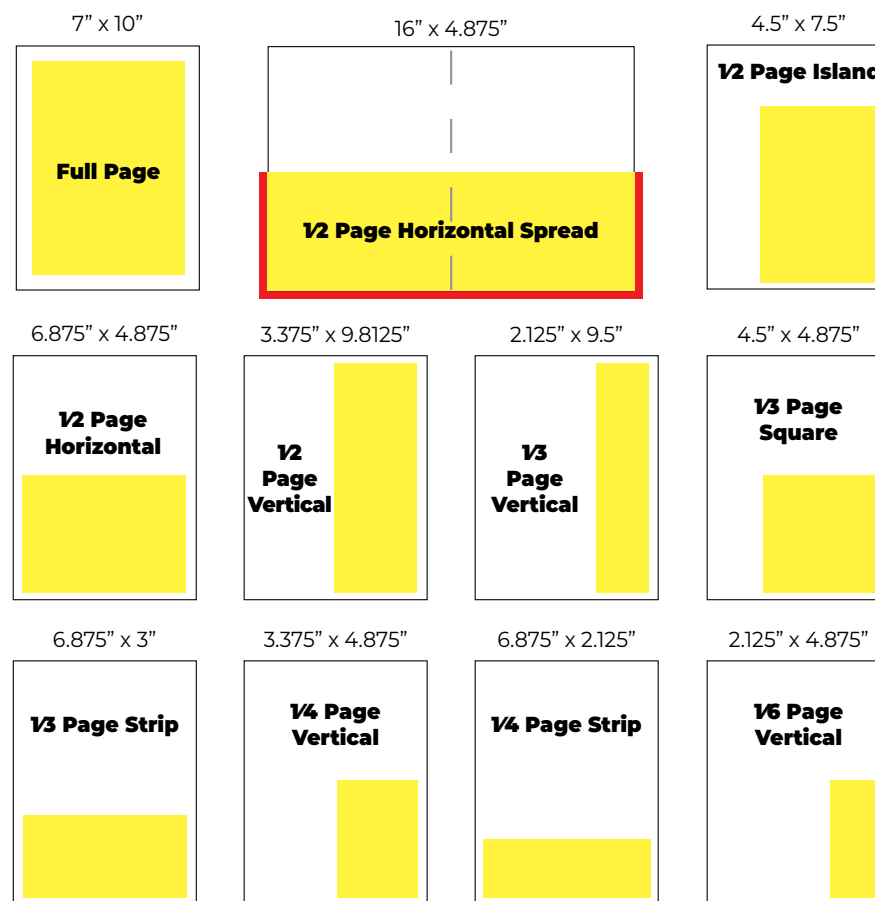
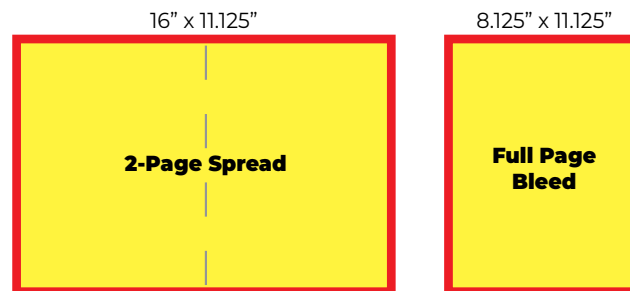
**TRIM SIZE:** 7.875"(w) x 10.875"(h), **BLEED:** Image must extend .125" beyond trim size. Keep live matter .375" from final trim, **LIVE AREA:** 7.25"(w) x 10.5"(h)

**PRINT SPECS:** High-resolution (press-optimized) PDFs. All fonts and images embedded. Convert all colors to CMYK. Convert all fonts to outlines if possible. All images should be 300 dpi. Flatten layers/transparencies.

ISSA Today NET RATES	1x	4x	6x+
Full Page	\$5,750	\$5,450	\$5,230
1/2 Page Horizontal Spread	\$7,625	\$7,225	\$6,925
1/2 Island	\$4,575	\$4,355	\$4,175
1/2 Page	\$4,150	\$3,935	\$3,765
1/3 Page	\$3,025	\$2,900	\$2,770
1/4 Page	\$2,500	\$2,350	\$2,415
2-Page Spread	\$9,725	\$9,200	\$8,850

ISSA Media Network Marketplace	3x	6x
1/4 Page	\$2,650	\$2,300
1/6 Page	\$2,000	\$1,775

Native-Content Marketing Specifications Rate		Rate
Native Content Advertorial - Case Study	Full Page: Headline, 400 words, images, logo, URL	\$3,250
Display Full Page + Opposite Native Advertorial		\$6,500







# 2024 MEDIA PLANNER

AN **ISSA** PUBLICATION  
Advancing Clean.  
Driving Innovation.



# PROVEN, TRUSTED LEADER



## Where Facility Service Providers Find Solutions

*Cleaning & Maintenance Management (CMM)* is the leading media brand reaching facility service providers and has been the market leader for 60 years. *CMM* is the only media brand that delivers reach and coverage to the entire end-user space, from building service contractors to in-house service providers and facility managers.

We understand the fragmented cleaning, maintenance, and facility services business and know the importance of a holistic approach to each of these disciplines to maintain clean, healthy, and safe environments. We also understand how busy industry professionals are, how multifaceted their roles are, and that they consume information across a variety of mediums. That's why we deliver insightful, thought-provoking, and concise content across a dynamic media landscape, available to our audience whenever, wherever.

*CMM* reaches the highest quality audience, delivers best-in-class content, and connects marketers and buyers across an array of media channels. Partner with *CMM* to capture your share of the US\$60 billion market.

# PARTNERING TO DRIVE SUCCESS

Whether your marketing communication strategies are to showcase your expertise, create affinity for your brand, or to introduce new products, CMM can help. Check out our best-in-class tactics and create a custom communication plan to connect you with your target audience.






Marketing Tactics	Thought Leadership	Lead Generation	Brand Awareness	Traffic Driving
Corporate Partner Program	✓		✓	
Webinars and Virtual Round Tables	✓	✓	✓	
Videos Interviews and Podcasts	✓		✓	
Display Banner Ads			✓	✓
Virtual Product Demonstrations		✓		
High Impact Digital Advertising	✓		✓	✓
Newsletters Ads		✓		✓
Sponsored Content	✓		✓	✓
Print Advertising	✓		✓	
Market Research	✓	✓		
Email Campaigns		✓	✓	✓
Education and Training Partnership	✓	✓		

# BRAND OVERVIEW



Reaching both end-user segments of the commercial cleaning/facility services market (BSCs and in-house/facility managers), *Cleaning and Maintenance Management (CMM)* has been the industry's leading voice since 1964. Top-level decision-makers in education, health care, commercial, retail, hospitality, and industrial verticals rely on *CMM* for both business management content and best practices for their facilities and for business growth.



# 50,000+

Monthly Page Views

# 37,000

Email Database

# 33,300

Magazine Subscribers

# 21,000+

CMM Daily News Subscribers



**cmmonline.com**

# ENGAGING REAL DECISION MAKERS

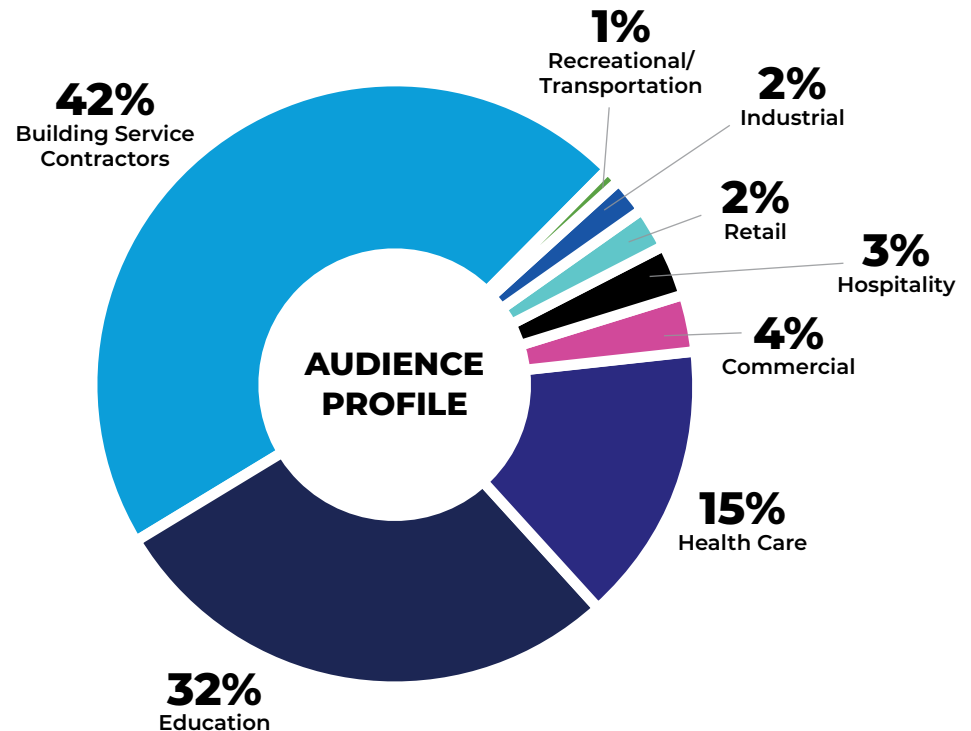
CMM maintains a high-level audience and is the premier media brand serving the facility services market. We invest heavily in our audience so you can be assured your message is reaching the right people. Additionally, we focus on the job titles within each vertical market that are responsible for procuring facility services products, with 90% of CMM's audience involved in purchasing decisions.

## Audience Titles Include:

- Owner/President/General Management
- Director/Manager/Supervisor of Custodial Services
- Director of Facilities
- Director/Manager of Maintenance/Operations
- Manager of Building Services
- Director of Environmental Services
- Director of Housekeeping/Executive Housekeeper

CMM provides unprecedented access to the most influential decision-makers across a variety of multimedia platforms, giving your message access to our audience anytime, anywhere.

**Total Print/Digital Circulation: 33,300**



Your Message + Our Audience =  
**PROVEN RESULTS**

**Join industry leading companies that partner with ISSA Media**





# SHOWCASE YOUR BRAND WITH INTEGRATED SOLUTIONS

## The Most Effective Media Buys Are Integrated.

Selecting the right media platforms for your message has never been more challenging. Understanding where decision-makers get their information is imperative. And it's not just one platform—it's a variety, including magazines, websites, email, social media, and more. Utilizing the strength of each medium is the best use of any advertising budget.

## Featured Multi-Media Content

### » Multimedia Video Series **NEW!**

Video interview series of vast subject matter experts exploring solutions to the industry's ongoing challenges, led by CMM's and ISSA's experienced editorial team.

**Topics include:** Staffing, Digital Marketing, Improving Facility Image

### » Annual Benchmarking Survey Reports

Deep-dive analysis and data collection on both end-user segments of the market to assist subscribers in assessing their organization versus industry standards to improve their businesses.

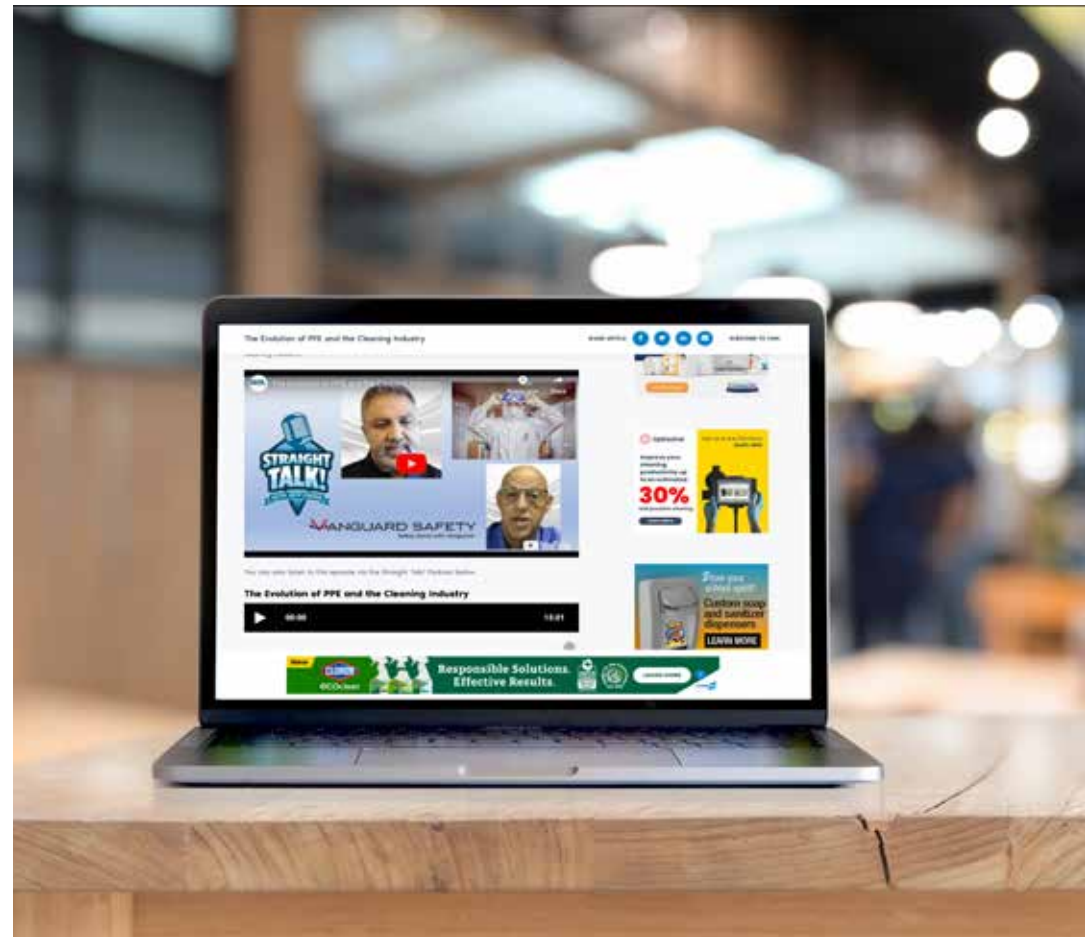
### » Critical Issue Webinar Series

Coverage via webinars of the critical issues impacting both BSCs and Facility Pros in the ever-evolving cleaning and maintaining of the built environment.

**Topics include:** BSC Growth Strategies, Indoor Air Quality, Cleaning for Health, Hard Floor Care, Infection Prevention

### » Spotlight Issue Series

The top trends and timely insight aligned with supplier product solutions across industry-leading product categories including: Infection Prevention, Sustainability, Floor Care, Health & Safety, and New Innovation and Technologies.



# LEVERAGE THE POWER OF DIGITAL MEDIA

## Digital Display Advertising

Build trust, awareness, and thought leadership for your brand to an increasing digital audience with cmmonline.com. CMM's website serves the market with timely multimedia content and offers a variety of advertising options customizable to your marketing strategy and budgetary needs.



**33,000+**

Unique Monthly  
Visitors



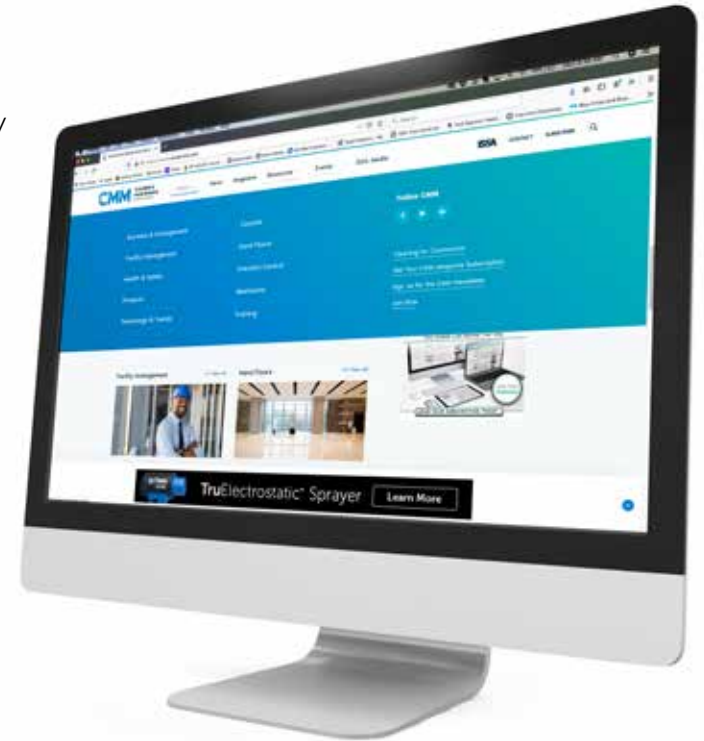
**56%**

Organic Traffic



**40%**

Mobile Traffic



Receive both desktop and mobile impressions when advertising on cmmonline.com, a completely responsive site that utilizes mobile creatives for optimum user experience.

## Traditional Banner Advertisement

- Leaderboard: (Homepage and ROS placement)
- Medium Rectangle: (Homepage and ROS placement)
- Half-page Banner: (Homepage and ROS placement)

## High-Impact Placements

- Page Skin
- Floor Hanger Banner

*Pricing begins at \$500/month or placements can be purchased on an impression basis in groups of 25,000 impressions.*

# DIGITAL THOUGHT LEADERSHIP

Create a deeper brand experience and establish credibility with thought leadership, content marketing opportunities to increase awareness and your expertise. CMM's multimedia channels will disseminate your content across industry-leading multimedia channels to tell your story and create a unique brand experience.

## » DemoXperience



Deliver key insights and demonstrate your product's unique solutions via video interview demonstration. This quick 5-10 minute video interview will enhance product knowledge and key differentiators and will assist product launch and sales strategies.

*\*Includes robust multimedia promotion*

## » Straight Talk!

### Video Interviews/Podcasts

Capture thought leadership positioning by having your subject matter expert(s) interviewed on top industry challenges. ISSA/CMM's popular Straight Talk! interview series covers trending issues and provides coverage important to the entire cleaning industry.

*\*Includes robust multimedia promotion*

## » Digital Issue Sponsorship

Expand your reach with CMM's Digital Edition sponsorship. CMM's digital issue is a replication of the print issue in a responsive design for user experience on all screens. Each issue is emailed to 30,000+ subscribers and receives substantial engagement with branding as the issue sponsor and creatives on every page/article.

## » In-Video Advertising

You have videos that need to be seen. Create deeper brand awareness when aligning your videos across ISSA TV content. Pre-Roll Video opportunities available across ISSA programming: Straight Talks!, Industry Alerts, CMM TV, GBAC TV and more.



*\*Multimedia promotion includes promotion of dedicated emails, promotion on newsletters event updates, hosted landing page, lead information where applicable.*

# LEAD GENERATION

Demonstrate your expertise, build brand awareness, and generate leads — a critical component every marketing campaign.

## » Webinar/Virtual Roundtable Sponsorship

Connect with industry decision makers and position your company as an industry leader. Perfect for education, knowledge sharing, thought leadership, and lead generation. Select a CMM critical issue webinar or an exclusively branded version. Exclusive webinars can be a traditional webinar of 60 minutes or a shorter variety to meet your specific needs.

*\*Includes robust multimedia promotional campaign driving an average registration of 300-500. Hosted webinars after the live event garner thousands of views on [cmmonline.com](http://cmmonline.com).*

## » CMM Benchmarking Survey Reports

Align your brand with valuable, sought-after data by sponsoring one of CMM's Annual Benchmarking Survey Reports. Survey sponsors receive branding, lead generation, and thought-leadership positioning.





CMM's e-newsletters deliver your message to the inboxes of industry professionals who rely on us to deliver timely news, information, and resources to keep them up to date on need-to-know information. CMM offers banners, featured products, and sponsored content advertisements to increase your brand awareness and drive traffic.



### » **CMM Daily News**

Reaching 21,000+ opt-in subscribers daily, *CMM Daily News* is the leading source for news, trends, products, events, and more. Choose from banner and/or sponsored content options.

### » **Vertical Market E-newsletters**

Focusing on the unique challenges faced by industry segments/facility type(s), CMM produces three segmented e-newsletters. Each e-newsletter carries CMM's authoritative content and provides access to key decision-makers.

- BSC
- Education Facility
- Facility Management

### » **Topic-Specific E-newsletters**

CMM produces e-newsletters focused on key industry topics. Reach the entire CMM email database of 35,000+ aligning your company as a thought leader. Include your content within the newsletter and receive a dedicated sponsor page on [cmmonline.com](http://cmmonline.com) that enhances your SEO with backlinks.

**Topics include:** Infection Prevention, Carpet Care, Floor Care, Hand Hygiene, Restrooms, Indoor Air Quality

CMM CLEANING & MAINTENANCE MANAGEMENT 2024 MEDIA PLANNER

# EMAIL MARKETING

Target prospects and customers with your messaging that zeroes in on decision-makers, keeping your brand top of mind—in their inbox.

## » Email Marketing

Drive immediate interaction and engagement with targeted email marketing campaigns to increase traffic, drive sales, and communicate directly with your customers. Own 100% share of the voice and message to your target audience.

**Options:** Reach the entire CMM database or target specific demographics or vertical markets

- BSCs
- Education Facilities
- Hospitality
- Commercial/Retail/Recreational
- Health Care
- Industrial

## » Sponsored Content Email

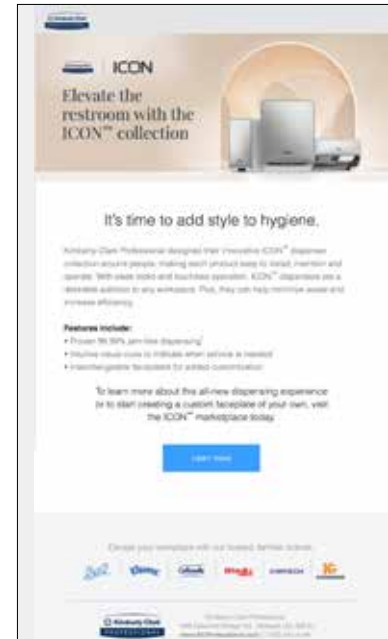
Utilize content marketing to build trust and enhance brand perception. Whether articles, on-demand webinars, whitepapers, or video, leverage CMM's email database to disseminate messaging and increase views and leads. Sponsored content includes: article hosting, email marketing, and exposure in CMM Daily News.

## » Technology Alert

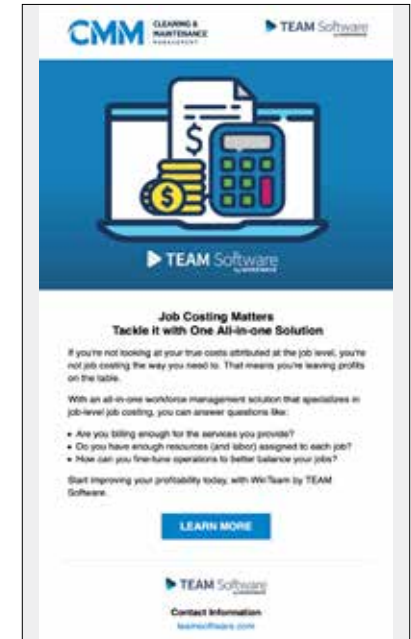
Introduce new products and drive traffic to product landing web pages where decision makers can evaluate your products. Reach CMM's entire email database with product descriptions, features, benefits, and specifications.

## » Product & Technology Update NEW!

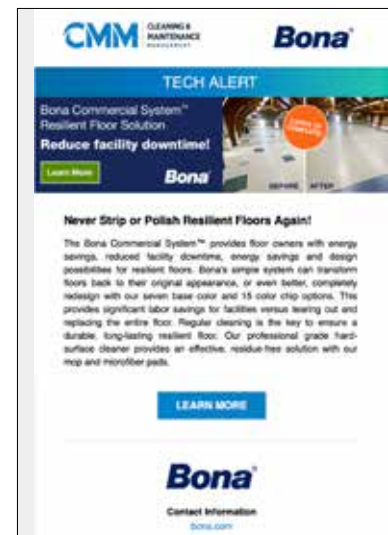
Keep your products top of mind and drive website traffic when reaching your target audience's inbox. Deployed monthly, this special product newsletter reaches decision makers throughout their buying process.



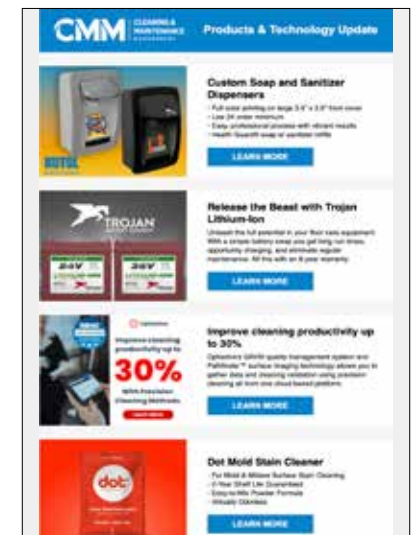
Email Marketing



Sponsored Content



Technology Alert



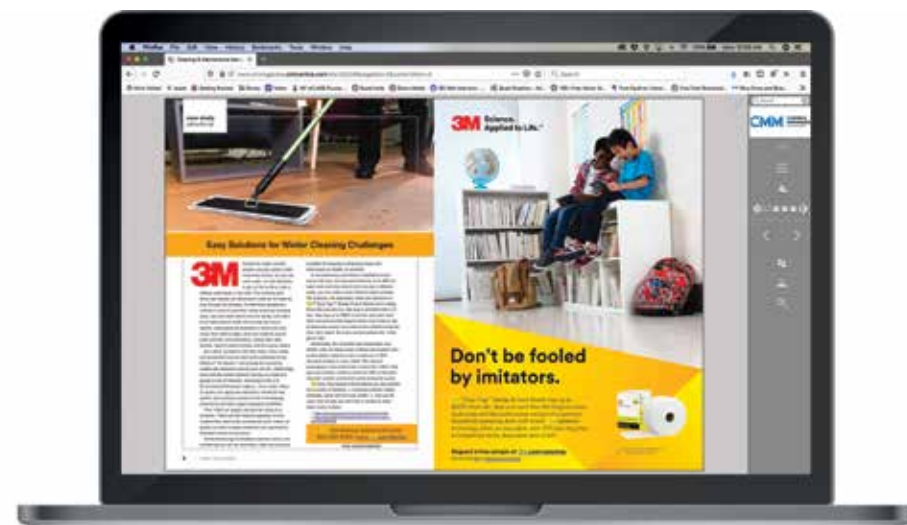
Product & Technology Update

# INTEGRATED PRINT/DIGITAL

## » Product Showcase and Case Study Profile

Advertorial showcases and profiles are available in each print issue. These integrated promotions include print exposure, a shared email blast to CMM's entire email database of 35,000+ subscribers, and an archived version on [cmmonline.com](http://cmmonline.com).

- Jan/Feb - Disinfection & Infection Prevention Showcase
- March/April - Sustainability Showcase
- May/June - Floor Care Case Study/Profiles
- July/Aug. - Restroom Showcase
- Sept./Oct. - Worth Seeing at ISSA Show 2023
- Nov./Dec. - ISSA Exhibitor Profiles



## » Marketplace


Cost effectively reach CMM's audience to promote products, services, career opportunities, events, and more. This special back-of-the-book section provides the opportunity to reach your target market and meet your budgetary requirements.

## » ISSA Media Network Marketplace

For companies with products and services spanning all ISSA media brands, take advantage of a total network buy across CMM, ISSA Today, and Cleanfax. Reach more than 65,000 subscribers across ISSA's media network.

# EDITORIAL CALENDAR

● Featured Topic ● Special Topic ● Technical/How-To ● In Focus

Issue	Content	Sponsored Content	Newsletters	Webinar Series	Multimedia	Advertiser Bonus Value-add with ad placement
<b>JANUARY/FEBRUARY</b> Sales close: 1/11/24 Materials due: 1/18/24	● Infection Prevention & Control ● Human Capital & Culture ● Spot & Stain Removal ● Indoor Air Quality	Infection Prevention Showcase	BSC Education GBAC STAR Report Facility Management Infection Prevention	Infection Prevention	Rethink Clean	<b>Early Planning Incentive</b> Save 30% on Jan/Feb 2024 Ad & Early contract signing bonus.
<b>MARCH/APRIL</b> Sales close: 2/28/24 Materials due: 3/6/24	● Sustainability ● In-House/Facility Management Benchmarking Survey Report ● Quality Assurance ● Carpet Care	Sustainable Product Showcase	BSC Education GBAC STAR Report Facility Management Carpet Care	Indoor Air Quality	Recruiting & Retaining Employees	<b>Product &amp; Technology Update</b> Highlight new products in email promotion
<b>MAY/JUNE</b> Sales close: 4/22/24 Materials due: 4/29/24	● Floor Care ● Robotics & Automation ● Strip & Recoat ● Cordless Tools & Equipment	Floor Care Case Study/Profiles	BSC Education Facility Management Floor Care	Hard Floor Care	Maximizing Productivity	<b>CMM Daily News</b> Banner/Sponsored Content
<b>JULY/AUGUST</b> Sales close: 6/12/24 Materials due: 6/19/24	● Health & Safety ● Staffing Levels and Workloading ● Bidding & Estimating ● Towels, Tissues, and Dispensers	Restroom Showcase	BSC Education GBAC STAR Report Facility Management Hand Hygiene	Cleaning for Health	Cleaning for Health	<b>Product &amp; Technology Update</b> Highlight new products in email promotion
<b>SEPTEMBER/OCTOBER</b> <b>ISSA Show 2024 Preview</b> Sales close: 8/14/24 Materials due: 8/21/24	● Improving Human Capital ● Building Service Contractor (BSC) Benchmarking Survey Report ● Safety & PPE ● Hand Hygiene	Worth Seeing at ISSA Show 2024	BSC Education GBAC STAR Report Facility Management Restroom Care	Exterior Maintenance	Hand Hygiene	<b>Product Showcase</b> Worth Seeing at ISSA Show 2024
 <b>NOVEMBER/DECEMBER</b> <b>ISSA Show 2024 Issue Bonus Distribution</b> Sales close: 9/27/24 Materials due: 10/1/24	● Innovation & Technology ● Sourcing Solutions ● Recycling & Waste Management ● Floor Care Accessories: Pads, Batteries, Chemistry	ISSA Exhibitor Profiles 2024	BSC Education Facility Management Indoor Air Quality	BSC Growth Strategies	Developing a Winning Culture	<b>Show Product Spotlight</b> Image & 75 words in print/email

## IN EVERY ISSUE:

Trending topics impacting the built environment | Management-level operational best practices | Business strategy and growth solutions for BSCs | Solutions for common cleaning and maintenance challenges | Sustainable strategies for leaner and greener operations

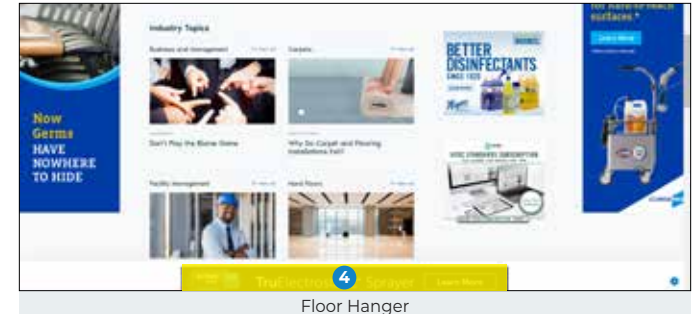
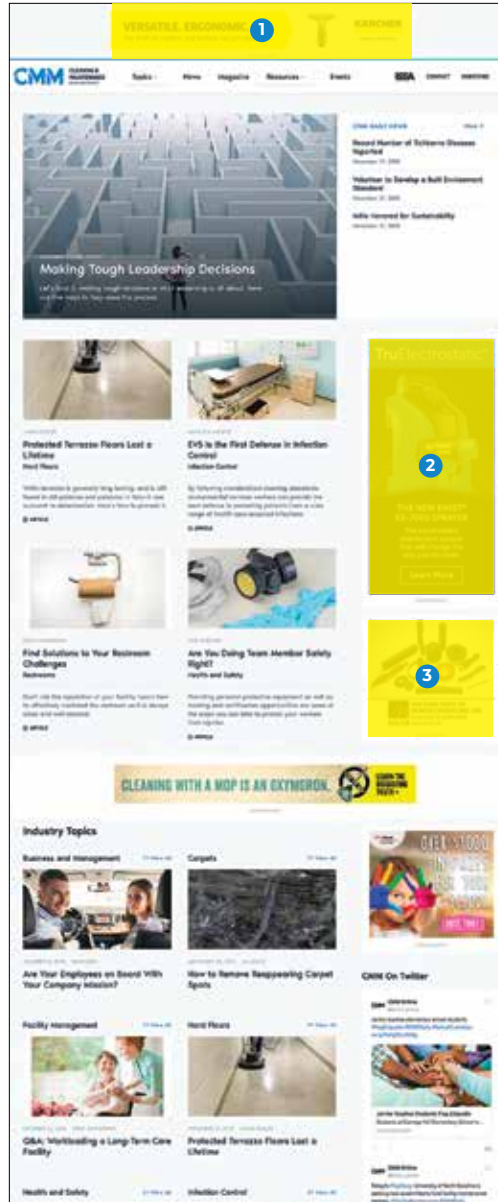


# DIGITAL RATES AND SPECS

Display Units	Desktop	Mobile	Rate
1 Leaderboard	728x90	320x50	\$1,550
2 Half Page	300x600	300x250	\$1,775
3 Medium Rectangle	300x250	300x250	\$1,235
4 Floor Hanger Banner (High Impact)	970x90	320x50	\$3,075
5 Page Skin (High Impact)	(2) 300x800		\$5,400

Max file size: 50K JPEG/GIF, 200K HTML5, 3 Loops Max

Multimedia Sponsorships	Rate
<b>NEW!</b> Video DemoXperience	\$4,000
Straight Talk/Video Interview/Podcast	\$4,000
Virtual Roundtable   Webinar Sponsorship	\$7,500
Webinar Co-Sponsor	\$3,250
In-Video Advertising	\$2,000
Digital Issue Sponsorship	\$3,500
Benchmarking Surveys	\$7,500





# E-NEWSLETTER MARKETING RATES AND SPECS

E-newsletter Marketing	Dimensions	Rate		
<b>CMM Daily News</b>		<b>Weekly</b>	<b>Monthly</b>	
1 Premier Banner	600x160	\$825	\$3,250	
2 Medium Rectangle	300x250	\$700	\$2,850	
3 Sponsored Content	Image, Headline and 50 words	\$700	\$2,850	
<b>Vertical Market E-newsletters</b>		<b>BSC</b>	<b>Education Facility</b>	<b>Facility Management</b>
1 Premier Banner	600x160	\$800	\$900	\$1,000
2 Medium Rectangle	300x250	\$525	\$675	\$850
3 Sponsored Content	Image, Headline and 50 words	\$525	\$675	\$850
Exclusive Sponsor	Premier, Medium Rectangle and Sponsored Content	\$1,800	\$2,250	\$2,500
Topic Specific E-newsletters	Premier or Medium Rectangle and Sponsored Content	\$1,750		

Max file size: 50K JPEG/GIF

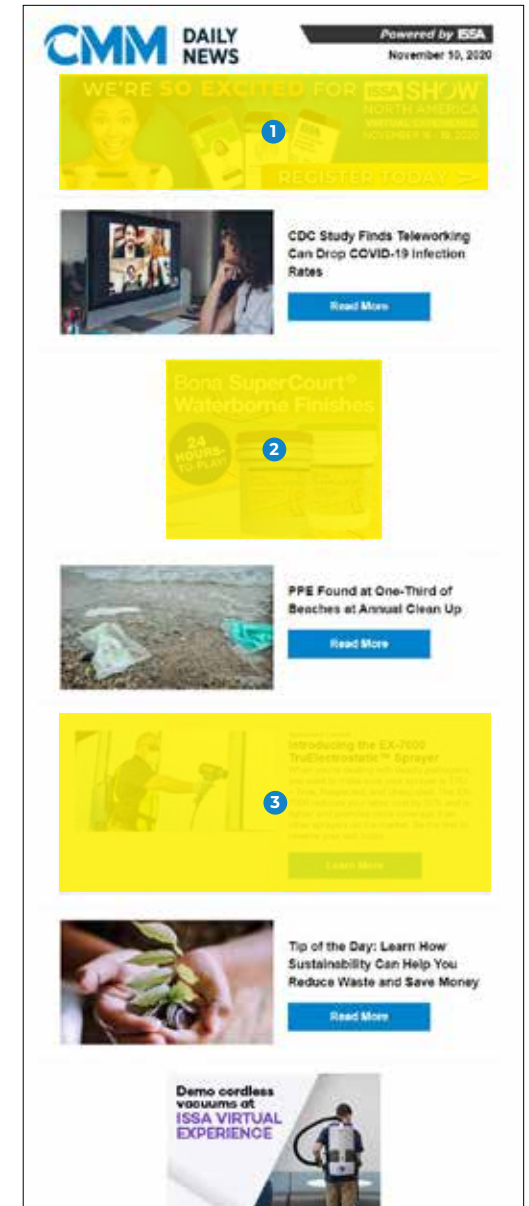
Email Marketing	Rate
Targeted Email Marketing	\$150/M
Automated Email Campaign	\$200/M
ISSA Show North America CONNECT Email	\$6,500
Sponsored Content Email	\$3,675
Technology Alert	\$3,150
<b>NEW!</b> Product & Technology Update	Includes 3x Deployments \$2,500



Targeted Email Marketing



Targeted Email Marketing



# PRINT RATES AND SPECS

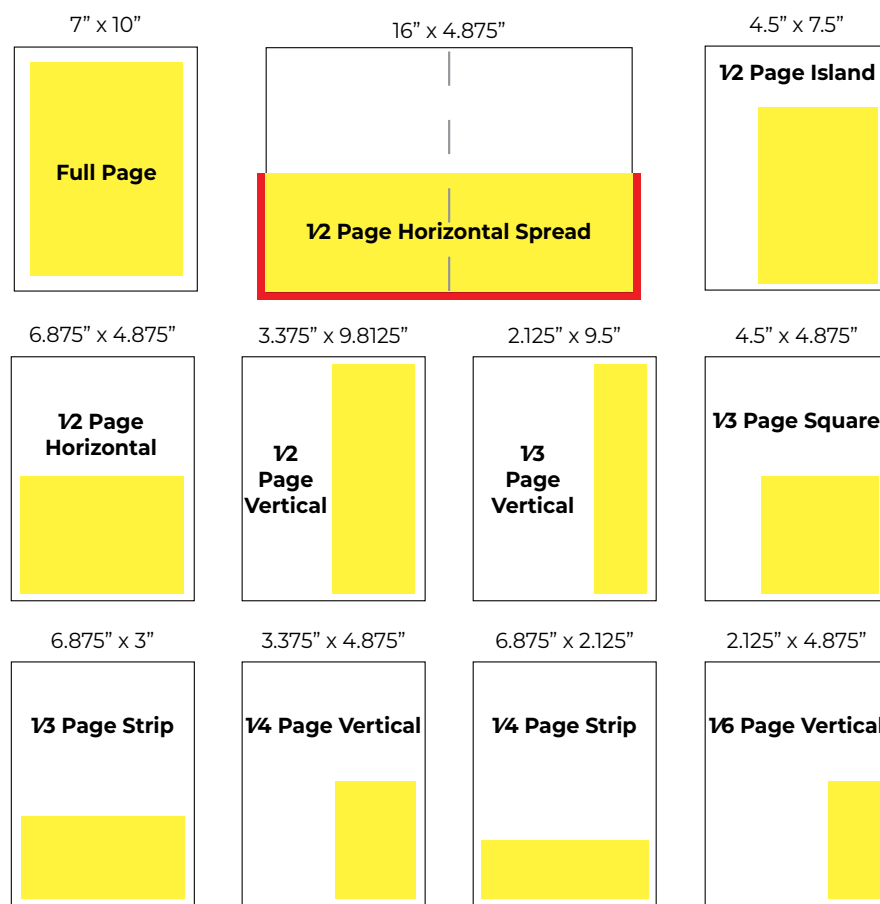
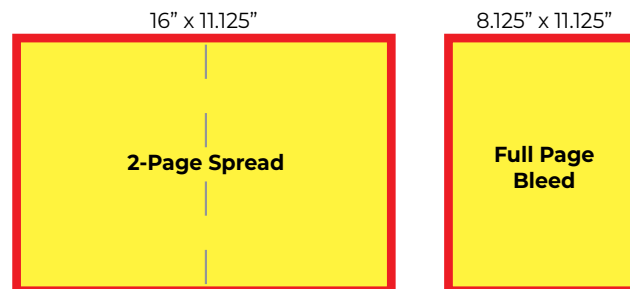
**TRIM SIZE:** 7.875"(w) x 10.875"(h), **BLEED:** Image must extend .125" beyond trim size. Keep live matter .375" from final trim, **LIVE AREA:** 7.25"(w) x 10.5"(h)

**PRINT SPECS:** High-resolution (press-optimized) PDFs. All fonts and images embedded. Convert all colors to CMYK. Convert all fonts to outlines if possible. All images should be 300 dpi. Flatten layers/transparencies.

Display / 4C	1x	3-5x	6-8x	8x+
<b>2-Page Spread</b>	\$13,500	\$12,700	\$12,075	\$11,500
<b>Full Page</b>	\$7,875	\$7,350	\$6,985	\$6,625
<b>1/2 Page Horizontal Spread</b>	\$10,395	\$9,775	\$9,295	\$8,800
<b>1/2 Island</b>	\$5,775	\$5,435	\$5,150	\$4,900
<b>1/2 Page</b>	\$5,475	\$5,125	\$4,885	\$4,625
<b>1/3 Page</b>	\$3,525	\$3,335	\$3,150	\$3,015
<b>1/4 Page</b>	\$2,625	\$2,475	\$2,315	\$2,175
<b>Tip Cover/Insert</b>	\$12,500			
<b>Premium Positions</b>	Back Cover add 20%, Inside Covers add 15%			

Content Marketing	Specifications	Rate
<b>Case Study and Profiles</b>	Full Page: Headline, 400 words, images, logo, URL	\$3,250
<b>Showcases</b>	Half Page: Headline, 100 words, image, logo, URL	\$2,075

Marketplace / 4C	3x	6x	ISSA Media Network Marketplace	3x	6x
<b>1/4 Page</b>	\$1,000	\$875	<b>1/4 Page</b>	\$2,650	\$2,300
<b>1/6 Page</b>	\$750	\$675	<b>1/6 Page</b>	\$2,000	\$1,775





# **CLEANFAX<sup>®</sup>**

FOR CLEANING + RESTORATION PROFESSIONALS

## **2024 MEDIA PLANNER**

AN **ISSA<sup>®</sup>** PUBLICATION  
Advancing Clean.  
Driving Innovation.



# BRAND OVERVIEW



## The #1 Information Source for Cleaning & Restoration Professionals

Cleanfax connects you with the most engaged audience in the cleaning and restoration industries.

A partnership with Cleanfax enables you to build your brand through a strategy that drives results and performance — creating quality connections that lead to long-term growth and success. Cleanfax will work with you to create a marketing communications program that reaches your target audience.

### Partnering with Cleanfax provides:

- Access and reach to leading organizations across the specialty cleaning and restoration industries to **ATTRACT** your target audience.
- Industry veteran team of content specialists – the voice of the industry – developing best-in-class content to **ENGAGE** your customers and prospects with data, stories, and trends.
- Proven tactics and products designed to **ACTIVATE** by delivering performance on thought leadership, brand awareness, and lead generation.



# PARTNERING TO DRIVE SUCCESS

Whether your marketing communication strategies are to showcase your expertise, create affinity for your brand, or to introduce new products, Cleanfax can help. Check out our best-in-class tactics and create a custom communication plan to connect you with your target audience.






Marketing Tactics	Thought Leadership	Lead Generation	Brand Awareness	Traffic Driving
Corporate Partner Program	✓		✓	
Webinars and Virtual Round Tables	✓	✓	✓	
Videos Interviews and Podcasts	✓		✓	
Display Banner Ads			✓	✓
Virtual Product Demonstrations		✓		
High Impact Digital Advertising	✓		✓	✓
Newsletters Ads		✓		✓
Sponsored Content	✓		✓	✓
Print Advertising	✓		✓	
Market Research	✓	✓		
Email Campaigns		✓	✓	✓
Education and Training Partnership	✓	✓		

# BRAND OVERVIEW & REACH

# CLEANFAX®

FOR CLEANING + RESTORATION PROFESSIONALS

Cleanfax serves the specialty cleaning and restoration industries. From carpet and floor care to disaster restoration, remediation, and environmental services, Cleanfax is the ONLY media brand engaging both segments of this niche marketplace, and has been for more than 36 years.

With comprehensive coverage of all aspects of the cleaning and restoration industries across robust, integrated media channels, Cleanfax continues to be the market leader and voice of the cleaning and restoration industry.



**cleanfax.com**

# 30,000

Email Database

# 28,000

Newsletter Subscribers

# 25,000

Magazine Subscribers

# 16,000+

Monthly Page Views

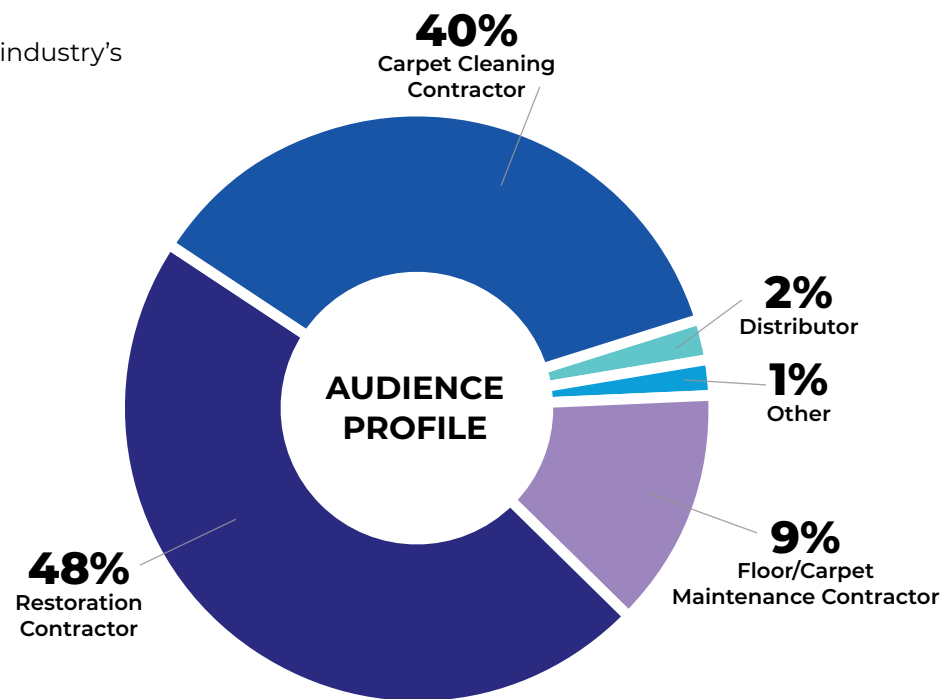
# AUDIENCE & READERSHIP

## Access to Top-Level Decision Makers

Cleanfax bridges the gap between the professional cleaning and restoration industries by delivering best-in-class content to the industry's leading audience.

Gain access to **25,000 top decision-makers** and influencers running the industry's cleaning and restoration organizations.

**86% of subscribers** are owners and/or corporate management.



## Join industry leading companies that partner with Cleanfax



# EMBRACE THE POWER OF MULTIMEDIA

## The Most Effective Media Buys Are Integrated.

Selecting the right media platforms for your message has never been more challenging. Understanding where decision-makers get their information is imperative. And it's not just one platform—it's a variety, including magazines, websites, email, social media, and more. Utilizing the strength of each medium is the best use of any advertising budget.

## Featured Multi-Media Content

### » Multimedia Video Series **NEW!**

Video interview series of vast subject matter experts exploring solutions to the industry's ongoing challenges, led by Cleanfax's Jeff Cross.

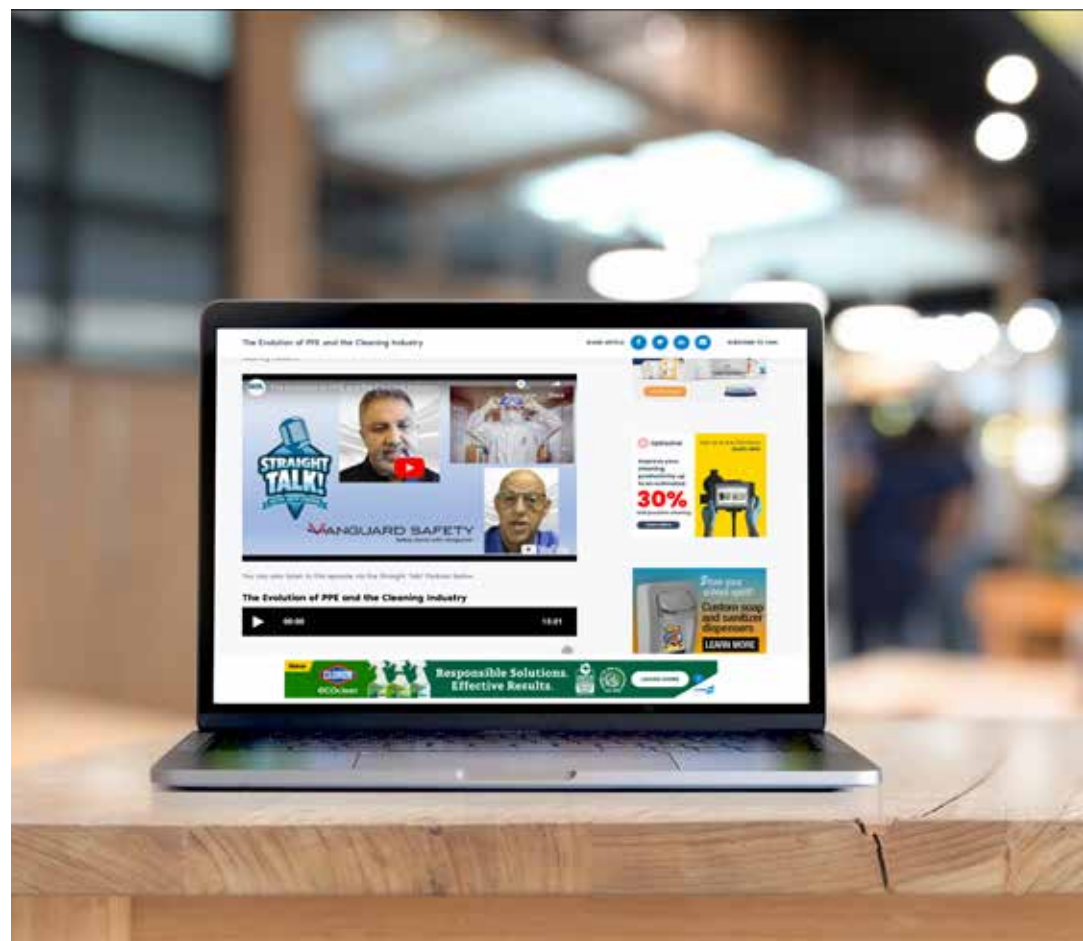
**Topics include:** Labor, Marketing Strategies, Water Damage Tips, Odor Control, and Digital Marketing

### » Annual Benchmarking Survey Reports

Deep-dive analysis and data collection on cleaning and restoration segments of the market to assist subscribers in assessing their organization versus industry standards to improve their businesses.

### » Webinar Series

Coverage via webinars of business-building strategies and tactics for industry service providers.





# LEVERAGE THE POWER OF DIGITAL MEDIA

## Digital Display Advertising

Strengthen your brand messaging to drive website traffic to create engagement, thought leadership, and leads generation with existing customers and prospects. Leverage Cleanfax digital offerings to showcase your brand to an ever-growing audience with products designed to perform and deliver results.

### Traditional Banner Advertisement

- Leaderboard: (Homepage and ROS placement)
- Medium Rectangle: (Homepage and ROS placement)
- Half-page Banner: (Homepage and ROS placement)

### High-Impact Placements

- Page Skin
- Floor Hanger Banner



**16,000+**  
Monthly Unique  
Visitors



**25,000+**  
Monthly Page  
Views



**50%**  
Mobile Traffic



**65%**  
Organic Search



**9,500,000+**  
YouTube Views

*Pricing begins at \$500/month or placements can be purchased on an impression basis in groups of 25,000 impressions.*

Sent twice monthly to 15,000 disaster restoration professionals covering the unique information needs of restoration professionals.

# MULTIMEDIA THOUGHT LEADERSHIP

Create a deeper brand experience and establish credibility with thought leadership content marketing opportunities to increase awareness and your expertise. Cleanfax's Multimedia channels will disseminate your content across industry-leading multimedia channels to tell your story and create a unique brand experience.

## » DemoXperience

**NEW!**

Deliver key insights and demonstrate your product's unique solutions via video interview demonstration. This quick 5-10 minute video interview will enhance product knowledge and key differentiators and will assist product launch and sales strategies.

*\*Includes robust multimedia promotion*

## » Sponsored Video Interviews/Podcasts

**NEW!**

Capture thought leadership positioning by having your subject matter expert(s) interviewed on top industry challenges. Cleanfax's Take 5 interview series covers trending issues and provides coverage important to the cleaning and restoration industry.

*\*Includes robust multimedia promotion*

## » Webinar/Virtual Roundtable Sponsorship

Connect with industry decision-makers and position your company as an industry leader. Perfect for education, knowledge sharing, thought leadership, and lead generation. Select a Cleanfax series webinar or an exclusively branded version. Exclusive webinars can be a traditional webinar of 60 minutes or a shorter variety to meet your specific needs.

## » In-Video Advertising

You have videos that need to be seen. Create deeper brand awareness when aligning your videos across ISSA TV content. Pre-Roll Video opportunities available across ISSA programming: Take 5, Straight Talks!, Industry Alerts, GBAC TV, and more.

## » Digital Issue Sponsorship

Expand your reach with Cleanfax's Digital Edition sponsorship. Cleanfax's digital issue is a replication of the print issue in a responsive design for user experience on all screens. Each issue is emailed to 30,000+ subscribers and receives substantial engagement with branding as the issue sponsor and creatives are on every page/article.



*\*Multimedia promotion includes promotion of dedicated emails, promotion on newsletters event updates, hosted landing pages, and lead information where applicable.*



# EMAIL MARKETING

Target prospects and customers with your messaging that zeroes in on decision-makers, keeping your brand top-of-mind—and in their inbox.

## » Email Marketing

Drive immediate interaction and engagement with targeted email marketing campaigns to increase traffic, drive sales, and communicate directly with your customers. Own 100% share of the voice and message presented to your target audience

**Options:** Reach the entire Cleanfax database or target specific demographics or markets.

- Restoration Contractors
- Carpet/Floor Care Contractors

## » Sponsored Content Email

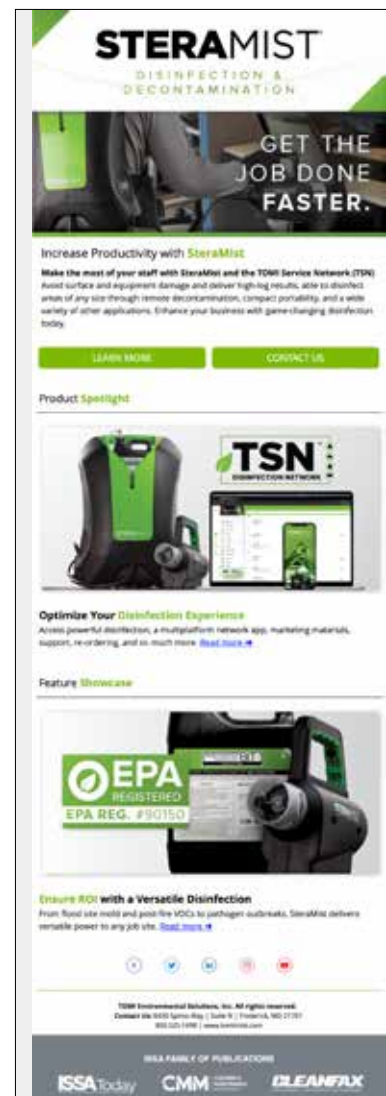
Utilize content marketing to build trust and enhance brand perception. Whether articles, on-demand webinars, whitepapers, or video, leverage Cleanfax's email database to disseminate messaging and increase views and leads.

## » Technology Alert

Introduce new products and drive traffic to product landing web pages where decision-makers can evaluate your products. Reach Cleanfax's entire email database with product descriptions, features, benefits, and specifications.

## » Product & Technology Update

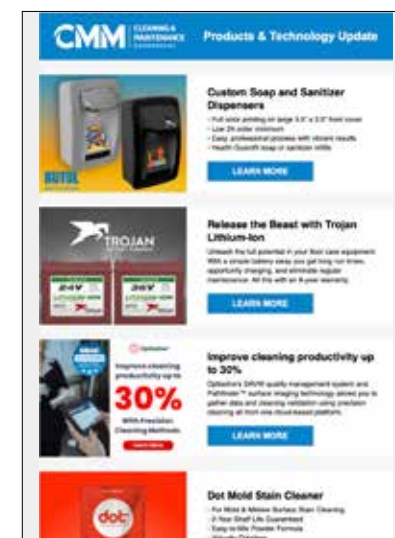
Keep your products top of mind and drive website traffic when reaching your target audience's inbox. Deployed monthly, this special product newsletter reaches decision-makers throughout their buying process.



Email Marketing



Sponsored Content



Product & Technology Update



# EDITORIAL CALENDAR

Issue	Content	Sponsored Content	Webinar Series	Multimedia Series	Bonus Distribution
<b>JANUARY/FEBRUARY</b> Sales close: 12/21/23 Materials due: 12/28/23	<ul style="list-style-type: none"> <li>● Business Growth Strategies</li> <li>● Cleaning Industry Leader Profiles</li> <li>● Social Media Marketing</li> <li>● Carpet &amp; Floor Care</li> </ul>	Cleaning Industry Leaders Review	Service Diversification: Air Ducts, Contents, Abatement	Digital Marketing Tips	<b>INTRCONNECT,</b> Austin  <b>NeXus,</b> Las Vegas  <b>The Experience,</b> Chattanooga  <b>RIA International Convention + Industry Expo,</b> Dallas
<b>MARCH/APRIL</b> Sales close: 2/1/24 Materials due: 2/7/24	<ul style="list-style-type: none"> <li>● Recruiting &amp; Staffing</li> <li>● Drying Calculations &amp; Monitoring</li> <li>● Systematize for Profitability</li> <li>● Water Damage</li> </ul>	Restoration Showcase	Restoration Documentation	Improving Productivity	
<b>MAY/JUNE</b> Sales close: 3/28/24 Materials due: 4/4/24	<ul style="list-style-type: none"> <li>● Franchise Spotlight</li> <li>● Restoration Benchmarking Survey Report</li> <li>● Asset Tracking</li> <li>● Fire and Smoke Damage</li> </ul>	Technology & Software Solutions Showcase	Restoration Industry Report	Selling Commercial Restoration	
<b>JULY/AUGUST</b> Sales close: 5/23/24 Materials due: 5/30/24	<ul style="list-style-type: none"> <li>● Pricing &amp; Job Costing</li> <li>● Restoration Industry Leader Profiles</li> <li>● Commercial Floor Care</li> <li>● Odor Control &amp; Removal</li> <li>● Readers Choice Awards - Innovative Products</li> </ul>	Restoration Industry Leaders Review Profiles	Pricing & Project Management	Marketing for Lead Generation	
<b>SEPTEMBER/OCTOBER</b> Sales close: 7/23/24 Materials due: 7/30/24	<ul style="list-style-type: none"> <li>● State of the Industry Report</li> <li>● TPA</li> <li>● Surface Cleaning and Infection Prevention</li> <li>● Truckmounts</li> </ul>	Experience Product Showcase	Digital Marketing Strategies	Organizational Culture	<b>The Experience,</b> Las Vegas
<b>NOVEMBER/DECEMBER</b> Sales close: 10/16/24 Materials due: 10/23/24	<ul style="list-style-type: none"> <li>● Industry Transformation - Technology, Analytics &amp; AI</li> <li>● Cleaning Benchmarking Survey Report</li> <li>● Cleaning Tools &amp; Accessories</li> <li>● Mold Remediation</li> </ul>	Best Buys for 2025	Cleaning Industry Report	Increasing Profitability	<b>ISSA Show North America 2024,</b> Las Vegas

# DIGITAL RATES AND SPECS

Cleanfax.com attracts more than 15,000+ monthly unique visitors and offers traditional and rich media options for traffic generation and brand awareness. Content marketing and lead generation opportunities are also available utilizing Cleanfax's 30,000+ email database.

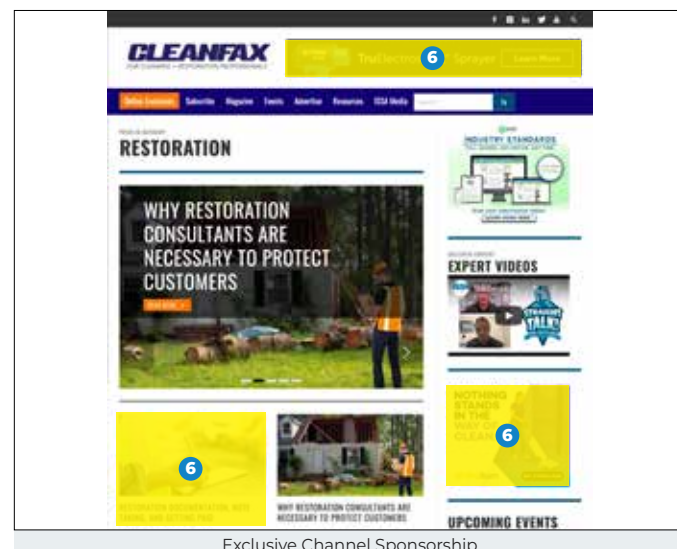
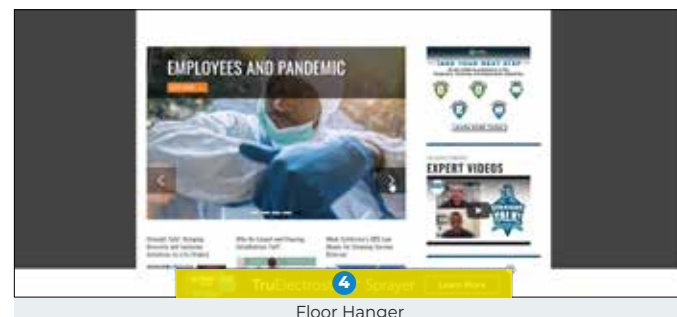
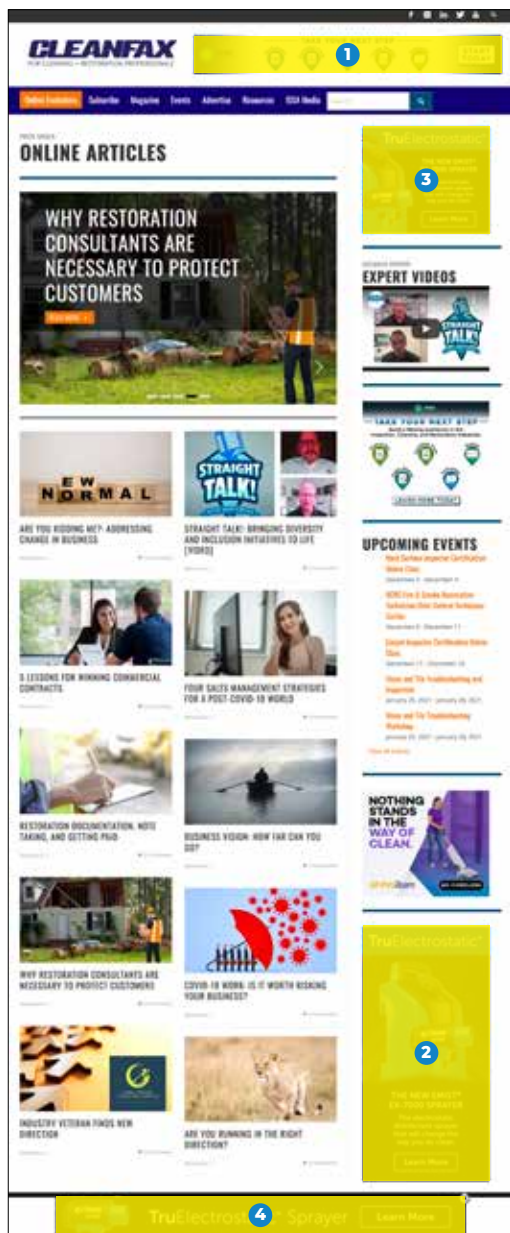
Display Units	Desktop	Mobile	Rate
1 <b>Leaderboard</b>	728x90	320x50	\$1,200
2 <b>Half Page</b>	300x600	300x250	\$1,300
3 <b>Medium Rectangle</b>	300x250	300x250	\$1,000

Max file size: 50K JPEG/GIF, 200K HTML5, 3 Loops Max

Exclusive - High Impact Units			
4 <b>Floor Hanger</b>	970x90	320x50	\$2,475
5 <b>Page Skin</b>	(2) 300x600		\$3,350
6 <b>Interstitial</b>			\$5,000

## Multi-Media Sponsorships

<b>NEW! Video DemoXperience</b>	\$4,000
<b>Straight Talk/Video Interview/Podcast</b>	\$4,000
<b>Virtual Roundtable   Webinar Sponsorship</b>	\$5,000
<b>Webinar Co-Sponsor</b>	\$3,000
<b>In-Video Advertising</b>	\$1,500
<b>Digital Issue Sponsorship</b>	\$3,000
<b>Benchmarking Surveys</b>	\$6,500



# E-NEWSLETTER MARKETING RATES AND SPECS

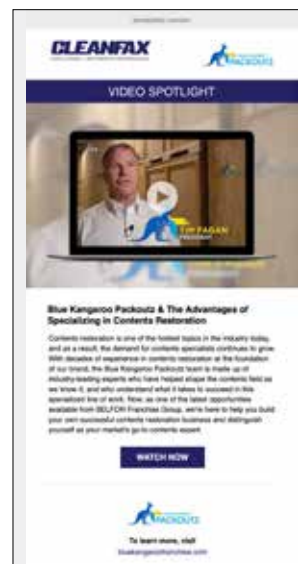
The *Cleanfax Insider* e-newsletter is delivered to 25,000 industry professionals every Saturday. The *Restoration Insider* is delivered to 15,000 restoration professionals bi-monthly.

Email Marketing	Rate
<b>Targeted Email</b>	
<b>Targeted E-mail Marketing (Cleaning &amp; Restoration)</b>	\$3,500
<b>Targeted E-mail Marketing (Carpet/Floor Care)</b>	\$2,000
<b>Targeted E-mail Marketing (Restoration)</b>	\$2,000
<b>Automated E-mail Campaign</b>	\$250/M
<b>Additional Options</b>	
<b>Sponsored Content E-mail</b>	\$2,500
<b>Technology Alert E-mail</b>	\$2,250
<b>NEW! Product &amp; Technology Update</b>	Includes 3x Deployments \$2,000

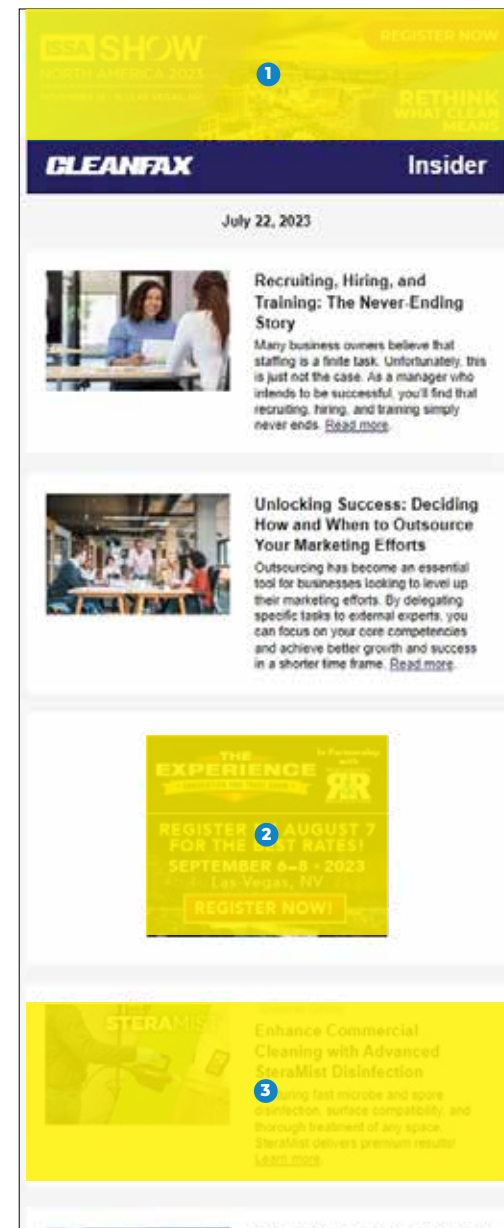
E-newsletter Marketing	Dimensions	Rate	
E-newsletters		Cleanfax Insider	Restoration Insider
1 Premier Banner	600x160	\$725	\$600
2 Medium Rectangle	300x250	\$600	\$500
3 Sponsored Content	Headline, copy and 230x150 image	\$600	\$500
2 Medium Rectangle 2	300x250	\$600	\$500
3 Sponsored Content 2	Headline, copy and 230x150 image	\$600	\$500



Sponsored Content



Targeted Email



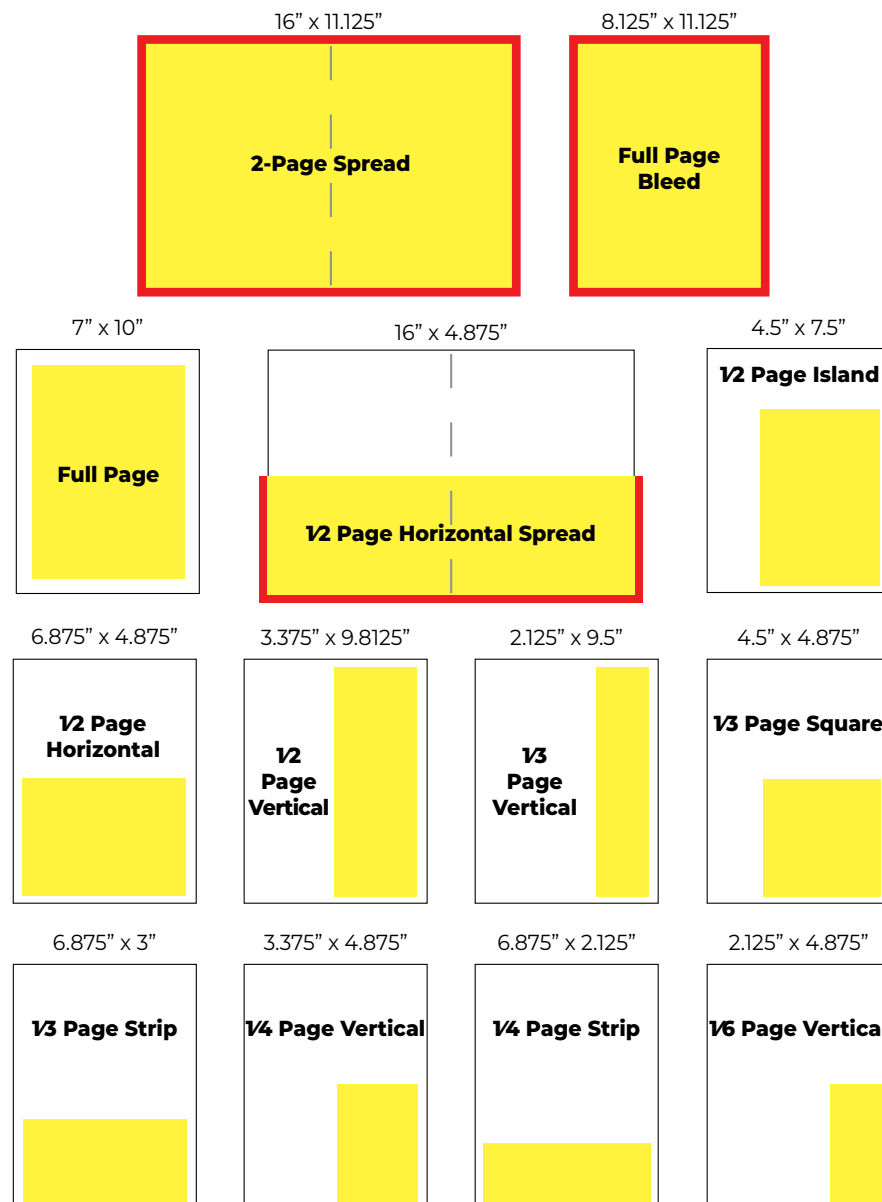
# PRINT RATES AND SPECS

**TRIM SIZE:** 7.875"(w) x 10.875"(h), **BLEED:** Image must extend .125" beyond trim size. Keep live matter .375" from final trim, **LIVE AREA:** 7.25"(w) x 10.5"(h)

**PRINT SPECS:** High-resolution (press-optimized) PDFs. All fonts and images embedded. Convert all colors to CMYK. Convert all fonts to outlines if possible. All images should be 300 dpi. Flatten layers/transparencies.

Display / 4C	1x	3-4x	6x
2-Page Spread	\$8,250	\$8,075	\$7,650
Full Page	\$4,500	\$4,425	\$4,200
1/2 Page Horizontal Spread	\$6,000	\$5,900	\$5,600
1/2 Page Island	\$3,075	\$2,975	\$2,825
1/2 Page	\$2,850	\$2,775	\$2,625
1/3 Page	\$2,375	\$2,300	\$2,200
1/4 Page	\$1,750	\$1,700	\$1,625

High-Impact Display	1x
Tip Cover/Insert	\$10,500
Case Study/Profile/Native Ad	\$3,150
Showcase	\$1,925
Marketplace Full Page	\$2,500
Marketplace 1/2 Page	\$1,750
Marketplace 1/4 Page	\$1,200





# ISSA 2024 MEDIA PLANNER

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