

### BETTER CONTENT | BETTER REACH | BETTER REPUTATION | BEST VALUE

Month	SPECIAL COVERAGE	PRODUCT COVERAGE	BONUS OPPORTUNITY	INDUSTRY COVERAGE IN EVERY ISSUE	BONUS DISTRIBUTION	ONLINE OPPORTUNITY	AD CLOSE	MATERIALS DUE
January						Buyer's Guide		
February	Distribution Software	Floor Care Cleaners & Disinfectants Restroom Care	Case Study	Freetime Column Sales Column Face of the Industry			January 5, 2018	January 11, 2018
March	62nd Annual Buyer's Guide		Case Study	Face of the Industry		Webcast Top Products Newsletter	February 6, 2018	February 12, 2018
April	Distributor Choice Award Winners Buying Groups	Batteries Private Label Products	Case Study	Freetime Column Sales Column Face of the Industry			March 6, 2018	March 12, 2018
May	75th Anniversary Issue	Vintage Ad Section Industry Testimonials Distribution History Retrospective Photo Gallery	Case Study	Freetime Column Sales Column Face of the Industry		Webcast	April 6, 2018	April 12, 2018
June						Top Products Newsletter		
July	INTERCLEAN® Amsterdam Show Report	Towel & Tissue Ice Melt Vacuums	Case Study Ice Melt Product Showcase	Freetime Column Sales Column Face of the Industry		Webcast	June 6, 2018	June 12, 2018
August	ISSA Show North America Show Preview	Hand Dryers Brooms, Brushes & Mops Chemical Proportioners & Preportioned Chemicals	Case Study	Freetime Column Sales Column Face of the Industry			July 6, 2018	July 12, 2018
September	ISSA Show North America Show Guide	Engineered Water Soap Floor Pads and Brushes	Case Study Advertisers Get Product Release In November Issue	Freetime Column Sales Column Face of the Industry	ISSA Show North America	Webcast Top Products Newsletter	August 7, 2018 Show Guide Ad Close Date: July 24, 2018	August 13, 2018 Show Guide Materials Close Date: July 30, 2018
October	Wholesalers Sales Rep Compensation	Infection Control Floor Care	Case Study	Freetime Column Sales Column Face of the Industry		ISSA Product Express	September 6, 2018	September 12, 2018
November	ISSA Show North America Product Showcase	Internet of Things Carpet Care Green Cleaning	Case Study	Freetime Column Sales Column Face of the Industry			October 5, 2018	October 11, 2018
December						Top Products Newsletter		

#### ADVERTISING SALES

##### With every ad you get:

- A company listing, a link to your ad and a link to your site on an email sent to 16,000 distributor owners and executives
- A company listing, a link to your ad and a link to your site on Cleanlink.com with the issue

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