

# » 2020 Editorial Calendars

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Build your credibility by advertising in our  
3 high-quality, industry-leading print  
publications and the industry's #1 website.

Plus exhibit at our trade show.

## SANITARY MAINTENANCE

The #1 Trusted Resource  
for Jan/San Distributors

- 13,500 print subscribers
- 81% take action after seeing an ad in Sanitary Maintenance
- Complete coverage of the U.S. and Canada



## ContractingProfits

The Premier Publication for  
Building Service Contractors

- 19,500 print subscribers
- 79% take action after seeing an ad in Contracting Profits
- The only BSC focused magazine in the industry



## FACILITYCLEANING DECISIONS™

The Leading Resource for  
In-House Cleaning Managers

- 35,500 print subscribers
- 86% use Facility Cleaning Decisions to learn about new products
- Reaches every market: Educational, Medical, Government, Commercial, Retail, Industrial and Hospitality facilities



# CleanLink.com

The Professional Cleaning Industry's #1 Website

More than 83,000 unique visitors per month

Trade Press Media Group is the only company that helps you reach the cleaning decision-maker universe: Jan/San Distributors, Building Service Contractors, In-House Facility Cleaning Managers.

# CleanBuildings<sup>SM</sup>

E X P O

March 17-18, 2020 Baltimore, MD

- A conference and product expo for In-House Cleaning Managers and Building Service Contractors
- Co-owned and organized by Contracting Profits, Facility Cleaning Decisions and the ISSA

# SANITARY MAINTENANCE

The #1 Trusted Resource  
for Jan/San Distributors

## 13,500

Distributor Owner/Executive subscribers

**Most Requested** Industry Publication

**92%** Pick up their copy within  
a week of receiving

**81%** Take a purchasing action after  
seeing an ad in Sanitary Maintenance



Winner of 2019  
American Inhouse  
Design Award

## ADVERTISING SALES

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# » 2020 Editorial Calendar

# SANITARY MAINTENANCE

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

Issue	SPECIAL COVERAGE	PRODUCT COVERAGE	BONUS OPPORTUNITY	ONLINE SPONSORSHIP	AD CLOSE	MATERIALS DUE	EVERY ISSUE
Jan/Feb	Infection Control	Floor Care Equipment Distributor Software	Wholesaler Trending Now (Advertorial)	Virtual Edition Cleaning Insider e-Newsletter Sole-Sponsor e-Article	1/13/20	1/20/20	<p>Freetime: Gretchen Roufs shares how members of the industry spend their free time in this popular column</p> <p>The Strategic Sell: Learn sales trends and rep training techniques from two well-known jan/san sales experts</p> <p>Face of the Industry: A round-up of the latest industry mergers, personnel announcements, awards and more</p> <p>Case Study: Manufacturers can submit examples of distributors finding success with their products</p> <p>Vendor Support: How manufacturers are assisting their distributor partners in today's marketplace</p> <p>Products: A showcase of the latest product innovations</p>
March	Annual Buyer's Guide		Advertisers receive listing upgrades	Virtual Edition Cleaning Insider e-Newsletter	2/14/20	2/21/20	
April	Buying Group Membership	Batteries Restroom Care	Ad Readership Study	Virtual Edition Cleaning Insider e-Newsletter Sole-Sponsor e-Article	3/13/20	3/20/20	
May/June	Distributor Choice Award Winners Interclean Amsterdam Recap	Private Label Products Odor Control Products	Sponsor the Distributor Choice Award program	Virtual Edition Cleaning Insider e-Newsletter Sole-Sponsor e-Article	5/15/20	5/22/20	
July/August	E-commerce	Ice Melt Vacuums	Towel/Tissue and Hand Dryer Trending Now (Advertorial)	Virtual Edition Cleaning Insider e-Newsletter Sole-Sponsor e-Article	7/13/20	7/20/20	
September	ISSA Show Guide	Dilution Control Diversified Lines: Foodservice, Safety, Office Supplies, Laundry	Bonus Distribution At ISSA Show Special advertising section for Diversified Products All advertisers receive a FREE Product Release In the November ISSA Product Showcase	Virtual Edition Cleaning Insider e-Newsletter Sole-Sponsor e-Article	8/14/20	8/21/20	
October	Sales Rep Compensation Survey	Brooms, Brushes & Mops Soap	Sponsor the Sales Rep Compensation Survey	Virtual Edition Cleaning Insider e-Newsletter Sole-Sponsor e-Article	9/14/20	9/21/20	
Nov/Dec	ISSA Product Showcase	Floor Care Cleaners/Disinfectants	Distribution Software Trending Now (Advertorial)	Virtual Edition Cleaning Insider e-Newsletter Sole-Sponsor e-Article	10/16/20	10/23/20	

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# ContractingProfits

Reaches the Most  
Building Service Contractors

**19,500**

Building Service Contractor Executive subscribers

**Official publication** of BSCAI

**94%** Use Contracting Profits  
to learn about new products

**79%** Take a purchasing action  
after seeing an ad in Contracting Profits



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# » 2020 Editorial Calendar ContractingProfits

Contracting Profits is **the official publication** of Building Service Contractors Association International (BSCAI).

BETTER CONTENT   BETTER REACH   BETTER REPUTATION   BEST VALUE							
Issue	SPECIAL COVERAGE	PRODUCT COVERAGE	BONUS OPPORTUNITY	ONLINE SPONSORSHIP	AD CLOSE	MATERIALS DUE	EVERY ISSUE
Jan/Feb	Q&A with Incoming BSCAI President Clean Buildings Expo Coverage	Floor Care	Bonus Distribution at Clean Buildings Expo	Virtual Edition Cleaning Insider e-Newsletter Sole-Sponsor e-Article	1/17/20	1/24/20	<p>BSCAI Member News: Articles and updates for current and potential members of BSCAI</p> <p>Sponsor Opportunity – Faces of the Frontline: Highlighting an outstanding janitor</p> <p>Be An Elite BSC Column: Consultant and contractor Jordan Tong helps BSCs grow their businesses</p> <p>Case Study: Manufacturers can submit examples of BSCs finding success with their products</p> <p>Products: A showcase of the latest product innovations</p> <p>Faces of the Industry: A roundup of the latest building service contractor news</p>
March/April	Cleaning For Health/Janitor Health	Mops & Microfiber Products Vacuums	Bonus Distribution at BSCAI EXEC MGMT Conference Trending Now: End User Software (Advertorial)	Virtual Edition Cleaning Insider e-Newsletter Sole-Sponsor e-Article	3/20/20	3/27/20	
May/June	2020 Report on the Building Service Contractor Market <i>a joint study by Contracting Profits and BSCAI</i>	Restroom Products Carpet Care/Restoration	Ad Readership Study	Virtual Edition Cleaning Insider e-Newsletter Sole-Sponsor e-Article	5/15/20	5/22/20	
July/August	Bidding Tips & Software 2020 Distributor Choice Award Winners	Floor Care Equipment	Manufacturer Company Profile	Virtual Edition Cleaning Insider e-Newsletter Sole-Sponsor e-Article	7/17/20	7/24/20	
Sept/Oct	BSCAI Contracting Success Show Coverage ISSA Show Coverage	Cleaners/Disinfectants	Bonus Distribution at BSCAI Contracting Success Conference and ISSA Show All advertisers receive a FREE Product Release In the November ISSA Product Showcase	Virtual Edition Cleaning Insider e-Newsletter Sole-Sponsor e-Article	8/21/20	8/28/20	
Nov/Dec	ISSA Product Showcase BSCAI CLEAN Award Winner Profiles	Infection Prevention Products Battery Care	Bonus Distribution at 2021 BSCAI CEO Seminar	Virtual Edition Cleaning Insider e-Newsletter Sole-Sponsor e-Article	10/19/20	10/26/20	

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# FACILITYCLEANING DECISIONS™

Reaches the Most  
In-House Cleaning Managers

**35,500**

Facility Cleaning Manager Subscribers

**Reaches every market:**

Educational, Medical, Government,  
Commercial, Industrial, Hospitality, Retail

**83%** use Facility Cleaning Decisions  
to learn about new products

**79%** Take a purchasing action after seeing  
an ad in Facility Cleaning Decisions

Readers are responsible for an average of  
**19 buildings and 1M sq ft.**



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**FACILITYCLEANING**  
DECISIONS™

BETTER CONTENT   BETTER REACH   BETTER REPUTATION   BEST VALUE							
Issue	SPECIAL COVERAGE	PRODUCT COVERAGE	BONUS OPPORTUNITY	ONLINE SPONSORSHIP	AD CLOSE	MATERIALS DUE	EVERY ISSUE
Jan/Feb	Clean Buildings Expo Show Coverage Overseeing Healthcare Operations	Combat Cold and Flu Infections Vacuums	Bonus Distribution: Clean Buildings Expo, NFMT Baltimore Trending Now: Restroom (Advertorial)	Virtual Edition Cleaning Insider e-Newsletter Sole-Sponsor e-Article	1/3/20	1/10/20	<p><b>Healthy Schools Feature:</b> Member of the Green Clean Schools Steering Committee highlights their green program.</p> <p><b>Case Study:</b> Examples of in-house departments finding success with their specific products.</p> <p><b>Management Column:</b> This column tackles management challenges facility cleaning executives face on the job.</p> <p><b>Products:</b> A showcase of the latest product innovations.</p> <p><b>Green Column:</b> Tips to growing a sustainable and green cleaning program.</p> <p><b>Sponsor Opportunity - Faces of the Frontline:</b> Highlighting an outstanding janitor</p>
March/April	Use Earth Day to Share Sustainable Initiatives Creating Healthier Schools	Preventing Slips and Falls Cleaners and Disinfectants	Ad Readership Study	Virtual Edition Cleaning Insider e-Newsletter Sole-Sponsor e-Article	3/6/20	3/13/20	
May/June	Tackling Hospital-Acquired Infections	Floor Care Equipment Software Pest/Bird Control	Trending Now: Floor Care (Advertorial)	Virtual Edition Cleaning Insider e-Newsletter Sole-Sponsor e-Article	5/5/20	5/12/20	
July/August	2020 Annual In-House Management Survey Distributor Choice Product Award Showcase	Hand Drying Batteries	Manager of Distinction Award Sponsorship Opportunity  Annual Management Survey Sponsorship Opportunity	Virtual Edition Cleaning Insider e-Newsletter Sole-Sponsor e-Article	7/6/20	7/13/20	
September	ISSA Show Coverage Control Infections Through Handwashing	Cleaning Carts and Mopping Systems	Bonus Distribution: ISSA Show, NFMT Vegas Advertisers receive a FREE Product Release in the ISSA Product Showcase	Virtual Edition Cleaning Insider e-Newsletter Sole-Sponsor e-Article	8/7/20	8/14/20	
October	State of the Industry Advisory Board Roundtable Preparing for Winter Weather	Graffiti Odor Control Safety/PPE	Trending Now: Carpet Care (Advertorial)	Virtual Edition Cleaning Insider e-Newsletter Sole-Sponsor e-Article	9/4/20	9/11/20	
Nov/Dec	ISSA Product Showcase Complaints Survey	Carpet Care Restroom Cleaning	Trending Now: Infection Control (Advertorial) Salary Survey Sponsorship Opportunity	Virtual Edition Cleaning Insider e-Newsletter Sole-Sponsor e-Article	10/6/20	10/13/20	

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# » 2020 Digital Opportunities



## Website

The Professional Cleaning Industry's #1 Website. 83,000 unique visitors per month. Showcase your ad alongside cutting-edge content.



- Buyer's Guide Image Ad
- Branded Feature
- Mobile Site
- Category Image Ad
- News Image Ad
- Dynamic Scroll Ad
- Product Watch Image Ad
- Editorial Image Ad
- Homepage Ad
- Leaderboard Ad
- Catfish Ad
- Lead-Gen Ad



## ISSA Show Marketing

Drive traffic to your booth with these pre-show marketing emails.

- ISSA Product Express Email
- ISSA Product Showcase Email
- ISSA Show Daily e-Newsletter

## Clean Buildings Expo Marketing

Make a splash at the Clean Buildings Expo by giving your products awareness before this new event.

- CBE Product Express Email
- CBE Product Showcase Email



Co-owned and organized by ISSA and Trade Press Media Group

## Sole-Sponsored Emails

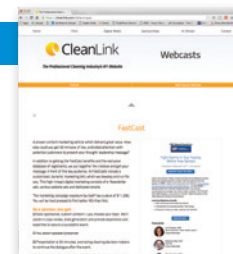
You command the attention of distributors, BSCs and in-house cleaning managers with a sole-sponsored email.

- e-Article Sponsorship
- Custom Email
- Video on Demand Email
- Prospect Nurturing Campaign

## Webcasts

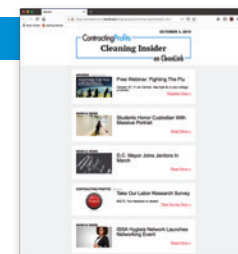
A strong branding and lead generating solution. Deliverables include email addresses!

- Multi-Sponsor Webcast
- Customized Sole Webcast
- FastCast



## Cleaning Insider e-Newsletter

Influence and engage distributors, BSCs and in-house cleaning managers with our effective and respected daily e-Newsletter.



## Sponsorship Opportunities

You have your choice of several unique ways to align your brand with the most trusted media products in the cleaning industry.

- SM Distributor Choice Awards
- SM Sales Rep Compensation Survey
- CP Faces of the Frontline Column
- FCD Faces of the Frontline Column
- FCD Manager of Distinction Award
- FCD Facility Cleaning Management Survey



## Other Opportunities

Additional opportunities that will help you generate leads in 2020.

- Retargeting the Industry
- Lead-Gen eBooks
- Social Media Marketing
- Virtual Edition Sponsor