

# » 2021 Editorial Calendar

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Keeping You in Front of  
175,000 Cleaning Industry Buyers

Build Visibility, Create Engagement,  
Generate Leads

## SANITARY MAINTENANCE

The #1 Trusted Resource  
for Jan/San Distributors

- 13,500 print subscribers
- 75% 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

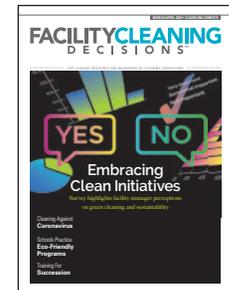
- 19,500 print subscribers
- 87% take action after seeing an ad in Contracting Profits
- The only BSC focused magazine in the industry



## 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 110,000 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.

# SANITARY MAINTENANCE

The #1 Trusted Resource  
for Jan/San Distributors

Multiple-Time Winner  
of American Inhouse  
Design Award

## 13,500

Distributor Owner/Executive subscribers

**Most Requested** Industry Publication

**94%** Pick up their copy within  
a week of receiving

**75%** Take a purchasing action after  
seeing an ad in Sanitary Maintenance

### ADVERTISING SALES

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# 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	Trending Now: Wholesalers (Advertorial)	Virtual Edition Cleaning Insider eNewsletter	1/12/21	1/19/21	<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 eNewsletter	2/8/21	2/16/21	
April	Buying Group Membership	Batteries Restroom Care		Virtual Edition Cleaning Insider eNewsletter	3/12/21	3/19/21	
May/June	Distributor Choice Award Winners 	Soap Private Label Products	Trending Now: Towel/Tissue (Advertorial)	Virtual Edition Cleaning Insider eNewsletter	5/10/21	5/17/21	
July/August	E-commerce	Ice Melt Vacuums	Trending Now: Hand Dryer (Advertorial)	Virtual Edition Cleaning Insider eNewsletter	7/12/21	7/19/21	
September	End User Purchasing & Distributor Service Survey	Cleaners/Disinfectants Diversified Lines: Foodservice, Safety, Office Supplies, Laundry	Manufacturer Profile	Virtual Edition Cleaning Insider eNewsletter	8/12/21	8/19/21	
October	ISSA Show Guide	Brooms, Brushes & Mops Odor Control	Bonus Distribution At ISSA Show All advertisers receive a FREE Product Release In the November ISSA Product Showcase	Virtual Edition Cleaning Insider eNewsletter	9/13/21	9/20/21	
Nov/Dec	Distributor Sales Survey ISSA Product Showcase	Floor Care Dilution Control	Trending Now: Software (Advertorial)	Virtual Edition Cleaning Insider eNewsletter	10/12/21	10/19/21	

# ContractingProfits

Reaches the Most  
Building Service Contractors

Multiple-Time Winner  
of American Inhouse  
Design Award

## 19,500

Building Service Contractor Executive subscribers

Official publication of BSCAI

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

**87%** Take a purchasing action  
after seeing an ad in Contracting Profits

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# Contracting Profits

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	Floor Care Soaps and Sanitizers		Virtual Edition Cleaning Insider eNewsletter	1/15/21	1/22/21	<p><b>BSCAI Member News:</b> Articles and updates for current and potential members of BSCAI</p> <p><b>SPONSOR OPPORTUNITY</b> — Faces of the Frontline: Highlighting an outstanding janitor</p> <p><b>Faces of the Industry:</b> A roundup of the latest building service contractor news</p> <p><b>Case Study:</b> Manufacturers can submit examples of BSCs finding success with their products</p> <p><b>Products:</b> A showcase of the latest product innovations</p> <p><b>Be An Elite BSC Column:</b> Consultant and contractor Jordan Tong helps BSCs grow their businesses</p>
March/April	Next Generation BSCs - Future Leaders	Vacuums Infection Control	Bonus Distribution at BSCAI EXEC MGMT Conference  Trending Now: End User Software (Advertorial)	Virtual Edition Cleaning Insider eNewsletter	3/17/21	3/24/21	
May/June	2021 Report on the Building Service Contractor Market	Carpet Care Restroom Products		Virtual Edition Cleaning Insider eNewsletter	5/13/21	5/20/21	
July/August	Survey: Why Facility Executives Choose Their BSCs  Distributor Choice Award Winners	Cleaners/Disinfectants	Trending Now: Floor Pads & Brushes (Advertorial)	Virtual Edition Cleaning Insider eNewsletter	7/15/21	7/22/21	
Sept/Oct	BSCAI Contracting Success Show Coverage  ISSA Show Coverage	Floor Care Equipment	Bonus Distribution at BSCAI Contracting Success Conference and ISSA  All advertisers receive a FREE Product Release In the November ISSA Product Showcase	Virtual Edition Cleaning Insider eNewsletter	9/16/21	9/23/21	
Nov/Dec	ISSA Product Showcase BSCAI CLEAN Award Winner Profiles	Infection Prevention Products Bidding Tips & Software	Bonus Distribution at 2022 BSCAI CEO Seminar	Virtual Edition Cleaning Insider eNewsletter	10/15/21	10/22/21	

# FACILITYCLEANING DECISIONS™

Reaches the Most  
In-House Cleaning Managers

Multiple-Time Winner  
of American Inhouse  
Design Award

## 35,500

Facility Cleaning Manager Subscribers

### Reaches every market:

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

**86%** use Facility Cleaning Decisions  
to learn about new products

**76%** 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
<b>Jan/Feb</b>	Creating Healthy & Safe Schools	Cleaners and Disinfectants Vacuums	Trending Now: Floor Chemicals & Equipment (Advertorial)	Virtual Edition Cleaning Insider eNewsletter	1/5/21	1/12/21	<p><b>SPONSOR OPPORTUNITY</b> — Faces of the Frontline: Highlighting an outstanding janitor</p> <p><b>Healthy Schools Feature:</b> A Healthy Green Schools &amp; Colleges Steering Committee member highlights their program.</p> <p><b>Management Column:</b> This column tackles management challenges facility cleaning executives face on the job.</p> <p><b>Green Column:</b> Tips to growing a sustainable and green cleaning program.</p> <p><b>Case Study:</b> Examples of in-house departments finding success with their specific products.</p> <p><b>Products:</b> A showcase of the latest product innovations.</p>
<b>March/April</b>	Earth Day - Green & Sustainable Initiatives Healthcare Operational Challenges	Preventing Slips & Falls Promote Proper Handwashing	Trending Now: Floor Pads/Brushes (Advertorial)	Virtual Edition Cleaning Insider eNewsletter	3/5/21	3/12/21	
<b>May/June</b>	State of the Industry Advisory Board Roundtable	Floor Care Equipment Pest/Bird Control	Trending Now: Restroom (Advertorial)	Virtual Edition Cleaning Insider eNewsletter	5/3/21	5/10/21	
<b>July/August</b>	2021 Annual In-House Management Survey Distributor Choice Product Award Showcase	Combat Cold and Flu Infections Safety/PPE	Trending Now: Carpet Care (Advertorial)	Virtual Edition Cleaning Insider eNewsletter	7/2/21	7/12/21	
<b>September/October</b>	Tackling Hospital-Acquired Infections ISSA Show Coverage	Hand Drying Floor Care	Bonus Distribution: ISSA Show and NFMT Advertisers receive a FREE Product Release in the ISSA Product Showcase	Virtual Edition Cleaning Insider eNewsletter	9/3/21	9/13/21	
<b>November/December</b>	Salary Survey ISSA Product Showcase	Carpet Care Restroom Cleaning	Trending Now: Infection Control (Advertorial)	Virtual Edition Cleaning Insider eNewsletter	10/6/21	10/13/21	

# » 2021 Digital Opportunities



## Website

The Professional Cleaning Industry's #1 Website. Over 110,000 monthly unique visitors per month. Showcase your ad alongside cutting-edge content.



- Branded Feature
- Category Image Ad
- Editorial Image Ad
- Leaderboard Ad
- Catfish Ad
- Lead-Gen Ad
- Run of Site Ad
- Digital Demos
- Product Innovation
- Retargeting the Industry
- Social Media Marketing

## Online Events

These provide an opportunity for you to engage with customers and prospects, and highlight your knowledge, experience, and ability to solve problems.

- Cleaning Summit
- Solutions Exchange
- FastCast
- Multi-Sponsor Webcast

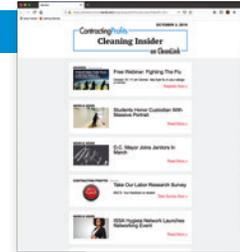
## Sole Sponsored

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

- Custom Email
- Prospect Nurturing Campaign
- FastCast
- Virtual Edition Sponsor

## 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 End User Purchasing & Distributor Service Survey
- CP Faces of the Frontline Column
- FCD Faces of the Frontline Column
- FCD Facility Cleaning Management Survey
- FCD Salary Survey



## ISSA Show Marketing

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

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