

# CONNECTING THE GLOBAL CLEANING COMMUNITY...

Helping to grow your business



Advancing Clean.  
Driving Innovation.

# 2020 MEDIA PLANNER



**ISSA**Today  
The Worldwide Cleaning Industry Association Publication

**CMM** | CLEANING &  
MAINTENANCE  
MANAGEMENT

**CLEANFAX**  
FOR CLEANING + RESTORATION PROFESSIONALS

# BRANDS OVERVIEW



## 95 Years Young and Growing

ISSA has served the commercial cleaning industry since 1923. From its beginning as a supplier/distributor organization to becoming the leading association serving the global cleaning community, ISSA continues to expand its footprint to engage the immense international marketplace and assist members and the industry in their success in an ever-transforming business environment.

## Unmatched Partner

No other organization is better positioned to deliver its partners, members, and audiences with solutions to aid in their growth.



## Best Solutions for your Success

ISSA offers unparalleled access and reach to each segment of the market across industry-leading media brands, digital assets, market intelligence, and a growing global event portfolio. Utilize ISSA's media team, which has more than 100 years of collective experience, to select the best platforms for your marketing goals, whether raising brand awareness, generating leads, or positioning your brand as a thought leader.

# BRANDS OVERVIEW

AUDIENCE / REACH



Circulation . . . . . **9,200**  
e-Newsletters. . . . . **20,000+**  
ISSA.com Visitors . . . . . **42,000+**  
ISSA.com Pageviews. . . . **150,000+**

*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, its c-suite approach to high-level industry trends and data makes *ISSA Today* and its associated digital platforms a must read. Its audience includes distributors, wholesalers, building service contractors, in-house service providers, residential cleaning services, manufacturers, and associate members.



issa.com



Circulation . . . . . **33,300**  
e-Newsletters. . . . . **35,000+**  
CMMOnline.com Visitors . . . **25,000+**  
CMMOnline.com Pageviews. . **65,000+**

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



cmmonline.com



Circulation . . . . . **25,000**  
e-Newsletters. . . . . **30,000+**  
Cleanfax.com Visitors . . . . **26,000+**  
Cleanfax.com Pageviews . . **41,000+**

*Cleanfax* services 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 the ONLY audited title among media brands in this space.



cleanfax.com



# 2020 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 more than 50 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 24/7/365.

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 \$40B market.

**[cmmonline.com](http://cmmonline.com)**

# 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, e-mail, social media, and more. Utilizing the strength of each medium is the best use of any advertising budget.

**Trade Media is the No. 1 information source for industry professionals.**

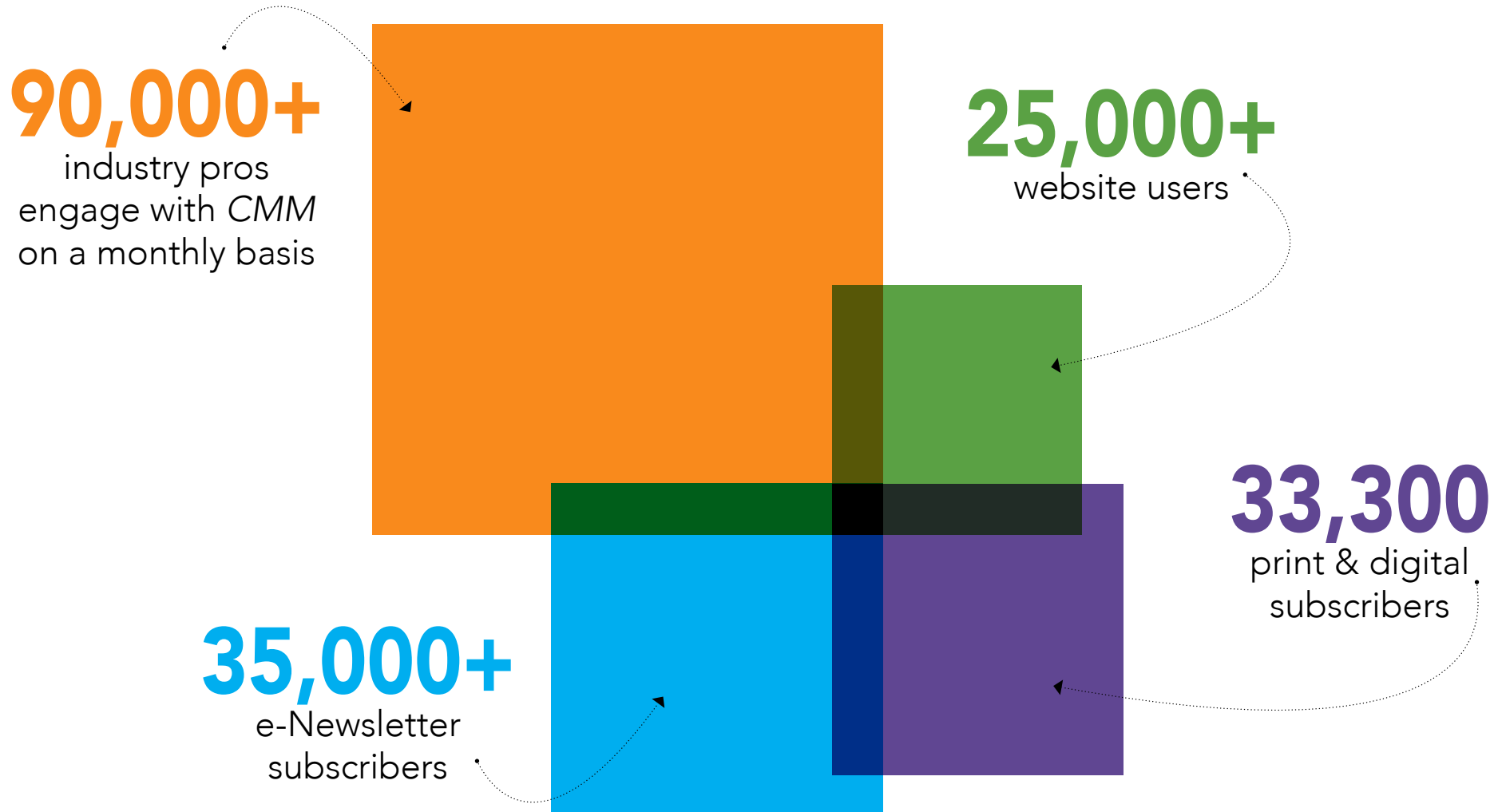


## TOP RESOURCE FOR LEARNING ABOUT THE INDUSTRY

	Trade media. . . . . 85% <i>(magazines, websites, e-newsletters)</i>
	Distributors . . . . . 74%
	Industry trade shows . . . . . 65%
	Manufacturers . . . . . 57%
	Networking/Peers . . . . . 59%
	Social media outlets . . . . . 35%

# INTEGRATED SOLUTIONS SHOWCASE YOUR BRAND

TO REACH THE TRUE SCOPE OF CMM'S AUDIENCE, YOU NEED A SOLID PRESENCE ON ALL PLATFORMS.



## SOCIAL MEDIA

Facebook, Twitter, Instagram, and YouTube

# ENGAGING THE MOST DIVERSE AUDIENCE

DELIVERING DYNAMIC PURCHASING POWER

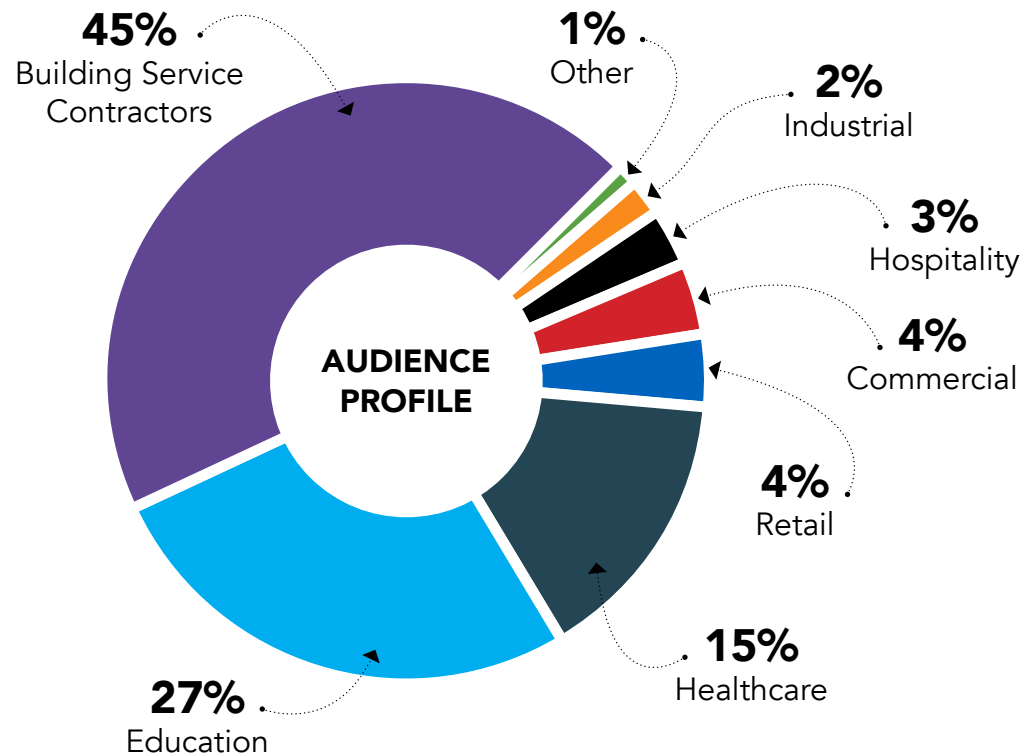
CMM maintains a high-level audience and is the premier media brand serving the facility services market. We invest heavily in our audience so you can be assured your message is reaching the right people. Additionally, we focus on the job titles within each vertical market that are responsible for procuring facility services products, with 92% of CMM's audience involved in purchasing decisions.

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

## 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.



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



# CMM 2020 EDITORIAL CALENDAR

	Jan/Feb	March	April	May/June
Ad Close / Material Deadline	12/30/19 / 1/8/19	2/11/20 / 2/18/20	3/9/20 / 3/16/20	5/13/20 / 5/20/20
Lead Feature	Infection Control	Spotlight: Carpet Care	Training and Certification	Spotlight: Hard Floor Care
Market Coverage	State of Facility Services Industry	Cleaning for Health	In-house/Facility Services Benchmarking Survey Report	Workforce Development
Technical/How-To	Tile and Grout	Quality Assurance	Recruiting and Retaining Staff	Preventing Cross Contamination
In Focus	Dispensers	Floor Care Equipment and Supplies	Disinfection and Electrostatic	Towel and Tissues
Sponsored Content	ISSA Innovation Award Showcase	Carpet Care Showcase	Technology Showcase	Hard Floor Care Case Studies
Webinars		Carpet Care		Hard Floor Care
Bonus Distribution		Clean Buildings Expo	The Experience Conference & Exhibition	

	July/August	September	October	Nov/Dec
Ad Close / Material Deadline	6/12/20 / 6/19/20	8/14/20 / 8/21/20	9/14/20 / 9/21/20	10/13/19 / 10/20/19
Lead Feature	Spotlight: Restroom Care	Health and Safety	Spotlight: ISSA Show 2020	Technology and Automation
Market Coverage	Indoor Air Quality	ISSA Show 2020 Preview	BSC Benchmarking Survey Report	Sustainability
Technical/How-To	Exterior Maintenance	Equipment: Buy, Lease, or Rent	Carpet Maintenance	Waste Management and Recycling
In Focus	Software and Technology	Carpet Care: Vacuums	Odor Control	Hand Hygiene
Sponsored Content	Restroom Care Showcase	Worth Seeing at ISSA Show 2020	ISSA Exhibitor Profiles	Best Buys for 2021
Webinars		Restrooms		Infection Prevention
Bonus Distribution			The Experience Convention & Trade Show ISSA Show North America	

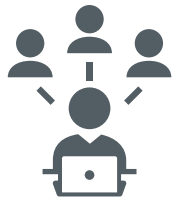
## IN EVERY ISSUE:

- ☆ 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
- ☆ The latest company, people, and industry updates
- ☆ New industry offerings in the changing marketplace
- ☆ FSP real world success stories

# DIGITAL: DISPLAY ADVERTISING

GAIN CONSISTENT BRAND EXPOSURE

Build trust, awareness, and thought leadership for your brand to an increasing digital audience with CMMOnline.com. For more than 20 years, CMMOnline.com has served the market with timely multimedia content; today it generates more than 65,000 pageviews per month from an increasing number of users. CMMOnline.com offers a variety of advertising options customizable to meet your marketing strategy and budgetary needs.



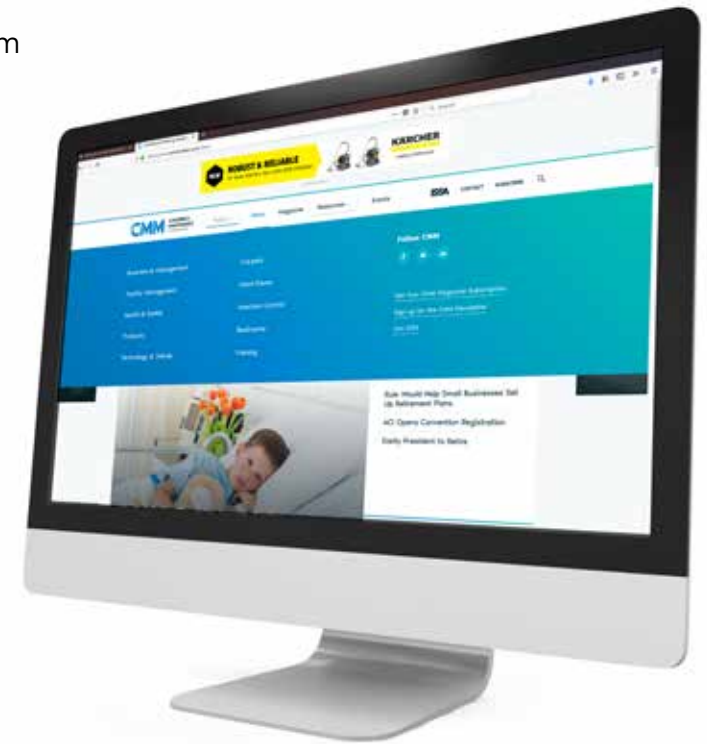
**25,000**  
Unique Monthly  
Visitors



**65%**  
Organic Traffic



**37%**  
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: (Home Page and ROS placement)  
Medium Rectangle: (Home Page and ROS placement)  
Half Page Banner: (Home Page and ROS placement)

## » Dominate the market with High-Impact Placements

Interstitial/Prestitial  
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

ESTABLISH YOUR BRAND AS AN INDUSTRY LEADER

Align your brand message along-side topic specific content to drive targeted impressions and thought leadership.

## » Topic Channel Sponsorship

CMMOnline.com categorizes content across 10 industry topic channel sponsorships. This means you can target your message around focused content, ensuring your message appears on all articles associated with the sponsored topics, delivering more qualified impressions for your campaign.

**Topics:** Carpet, Hard Floors, Infection Control, Restrooms, Health and Safety, Technology and Trends, Facility Management, Training, and Business Management

### **Options Include:**

*Leaderboard, half-page banner, sponsored content*



## » Digital Issue Sponsorship

Each issue of CMM is developed in a digital format with enhanced capabilities for creating a more engaging advertisement. Digital issues average 20,000 monthly impressions and the average time spent per visitor is 45+ minutes.

### **Options include:**

*Exclusive issue sponsor, belly bands, pop-up ads/videos, animated print ad*

## » Market Research

Capture valuable insight and data from our audience of facility service providers. Provide your questions or work with ISSA's research team to develop a custom survey to meet your research needs. We'll provide data compilation or work directly with our business intelligence team for a more in-depth market research study and analysis.

## » Custom Slideshow

Aggregate your content on CMMOnline.com to establish your company as a market leader with visual content marketing. Send us your slideshow or provide your content and images and we'll create a custom slideshow hosted on CMMOnline.com.

### **Includes:**

*Hosting, 2x weekly inclusion in CMM Daily News, e-mail marketing*



# DIGITAL: LEAD GENERATION

GENERATE QUALIFIED LEADS

## » Webinars

Showcase your company's expertise and connect with your target audience. Marketed across CMM's media channels, webinars are effective for awareness, positioning, and most importantly, lead generation.

### **Options include:**

*Exclusively sponsored (Includes hosting, marketing, lead generation, and moderator, if requested). Co-sponsorship of CMM's Critical Series Webinars, which generated an average of 500 leads for sponsors in 2018.*

- Carpet Care - March
- Restroom Care - September
- Hard Floor Care - June
- Infection Prevention - November

## » White Papers

Position your company as a thought leader and innovator by delivering research, data, in-depth problem analysis, and practical solutions. Reach your target audience with content that relates to them, solves their problems, and highlights your value proposition.

### **Includes:**

*Hosting, marketing, and lead capture*

## » CMM Benchmarking Survey Reports

Align your brand with valuable, sought-after data by sponsoring one of CMM's Annual Benchmarking Survey Reports. Choose either the In-House Service Provider/Facility Manager Benchmarking Survey or Building Service Contractor Benchmarking Survey and receive branding, lead generation, and thought-leadership positioning.

### **Includes:**

*Branding, survey questions, and leads of all survey participants*





# DIGITAL: E-NEWSLETTERS

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 12,000 opt-in subscribers daily, *CMM Daily News* is the leading source for news, trends, products, events, and more.

## » 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.

- Education Facility e-Newsletter
- BSC e-Newsletter
- Facility Management e-Newsletter

## » Topic Specific e-Newsletters

CMM produces e-Newsletters focused on key industry topics. Reach the entire CMM e-mail database aligning your company as a thought leader. Include your content within the newsletter and receive a dedicated sponsor page on CMMOnline.com that enhances your SEO with backlinks.

- Carpet Care – April
- Hard Floor Care – July
- Restroom Care – October
- Infection Prevention - November

### **Co-Sponsor includes:**

*Banners, sponsored content, sponsor landing page*

# DIGITAL: E-MAIL MARKETING

## TARGETED E-MAIL MARKETING

### » e-Mail Marketing

Drive immediate interaction and engagement with targeted e-mail 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.

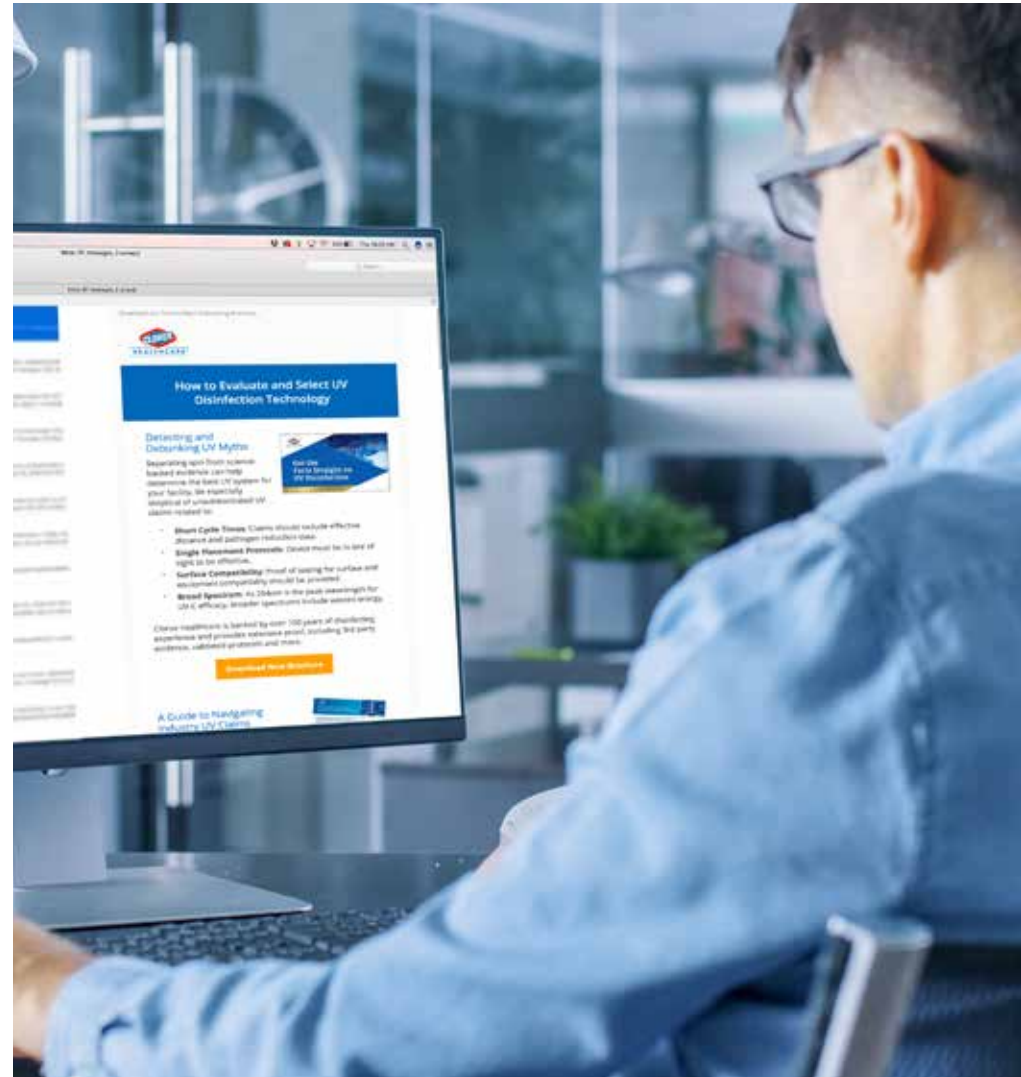
**Options:** Reach the entire CMM database or target specific demographics or vertical markets.

### » Automated e-Mail Campaign

Maximize your e-mail marketing campaign with multiple e-mails to your target audience. Your initial e-mail will be sent out to your selected target market. A follow-up e-mail will be sent to those who opened and clicked the original e-mail and to non-opens from the initial deployment.

### » ISSA Show North America CONNECT e-mail

Communicate your company's new products and unique value proposition in advance of ISSA Show North America to increase awareness and booth traffic. This exclusive email reaches the combined email database of *Cleaning & Maintenance Management* and *ISSA*. The promotion also includes a shared email the week of the ISSA Show to drive additional engagement and awareness. These are limited and on a first come, first served basis – reserve your placement today!



# DIGITAL: CONTENT MARKETING

CMM's digital offerings are designed to build awareness and establish market leadership for your brands and company. They are customizable to meet your strategy, budget, and unique marketing communication goals. Utilize CMM's experts to help build a program to meet your needs.

## » Technical Tip/Sponsored Content

Utilize your content marketing to build trust and enhance your brand's perception. Sponsored content includes article hosting, e-mail marketing, and exposure on *CMM Daily News*.



## » Technology Alert

Introduce new products and provide details needed to make purchasing decisions about your products. Reach CMM's entire e-mail database with product descriptions, features, benefits, and specifications.



## » Video Spotlight

Engage prospective buyers and create a deeper brand experience while demonstrating your products' effectiveness with CMMOnline's video spotlight. Includes an e-blast to the entire CMM database and a featured video on *cmmonline.com*.



## » Native Content/Digital Case Study

Tell success stories with real world examples of how your products solved a customer's challenge, proving your brand's innovation and solutions with validated content and data. *Need help developing content? Utilize CMM's editorial staff to help tell your story.*



# INTEGRATED PRINT/DIGITAL

## » Native/Custom Native Content

Utilize content marketing to communicate your thought leadership position and for product education and differentiation. Work directly with our editorial team to develop valuable industry content, brought to the market by your company. Includes: collaboration, content development, layout, and digital exposure.

## » Showcase & Case Study/Profiles

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



## » 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.



# PRINT RATES AND SPECS

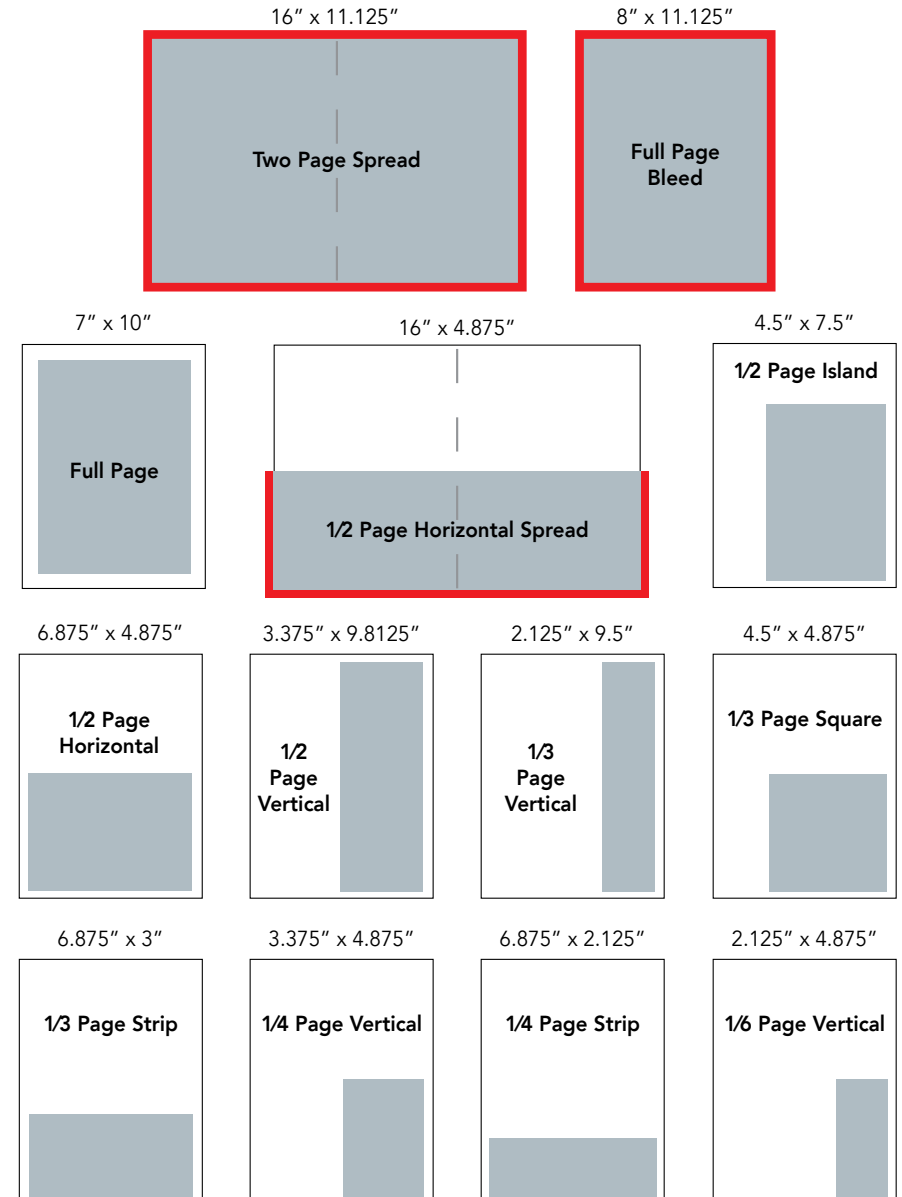
**TRIM SIZE:** 7.875"(w) x 10.875"(h), **BLEED:** Image must extend .125" beyond trim size. Keep live matter .375" from final trim, **LIVE AREA:** 7.25"(w) x 10.5"(h)

**PRINT SPECS:** High Resolutions (Press Optimized) PDF's. 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	9-11x	12x+
<b>2-Page Spread</b>	\$11,250	\$11,195	\$10,300	\$9,825	\$9,450
<b>Full Page</b>	\$6,425	\$6,105	\$5,800	\$5,500	\$5,335
<b>1/2 Page Horizontal Spread</b>	\$8,550	\$8,125	\$7,725	\$7,300	\$7,095
<b>1/2 Island</b>	\$4,750	\$4,515	\$4,285	\$4,075	\$3,950
<b>1/2 Page</b>	\$4,500	\$4,275	\$4,055	\$3,850	\$3,735
<b>1/3 Page</b>	\$2,895	\$2,750	\$2,625	\$2,485	\$2,405
<b>1/4 Page</b>	\$2,125	\$2,000	\$1,925	\$1,825	\$1,725
<b>Premium Positions</b>	Back Cover add 20%, Inside Covers add 15%				

Native-Content Marketing	Specifications	Rate
<b>Case Study &amp; Profiles</b>	Full Page: Headline, 450 words, images, logo, url	\$2,500
<b>Showcases</b>	Half Page: Headline, 100 words, image, logo, url	\$1,500
<b>Custom Native</b>	Ask for Print/Digital Details	

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



# DIGITAL RATES AND SPECS

Display Units	Desktop	Mobile	Rate
Leaderboard	728x90	320x50	\$1,200
Half Page	300x600	300x250	\$1,200
Medium Rectangle	300x250	300x250	\$900

## Additional Digital Opportunities

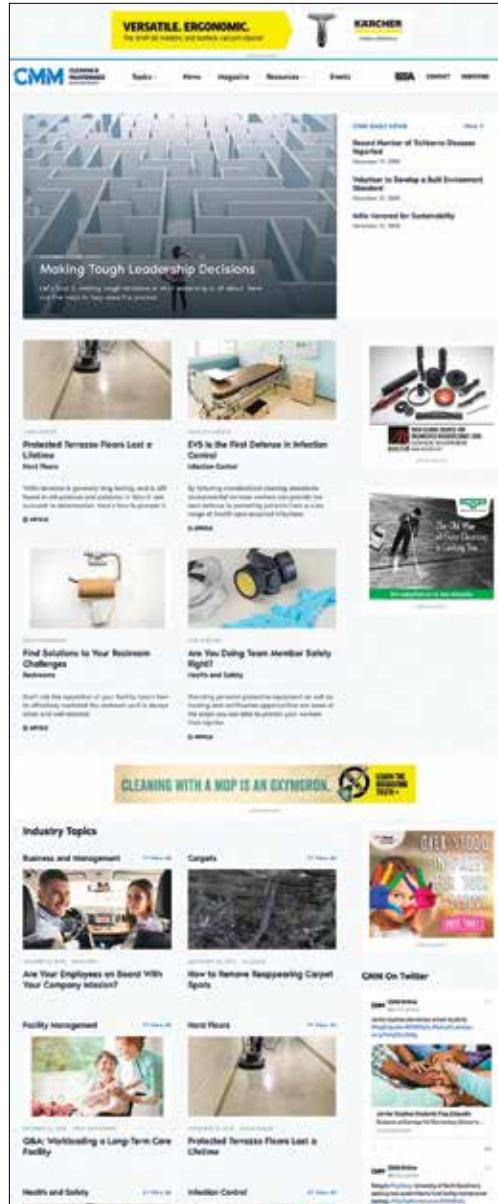
Floor Hanger	970x90	320x50	\$2,500
Interstitial - Prestitial	600x400	300x250	\$3,495
Page Skin	(2) 300x800		\$4,595

## Topic/Channel Sponsorship\*

Leaderboard	728x90	320x50	\$3,600/Yr
Half Page	300x600	300x250	\$4,800/Yr.
Sponsored Content	Landing page w/ Article		\$500/Mth.
Exclusive Channel Sponsorship	Leaderboard, Half Page & Article		\$1,500/Mth.

\*Six month minimum, Max file size: 50K JPEG/GIF, 200K HTML5, 3 Loops Max

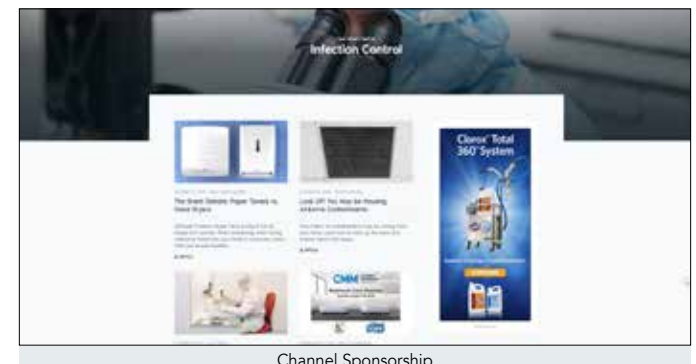
Digital Edition Sponsorship	Rate
Digital Issue: Issue Sponsor	\$2,000
Digital Issue: Belly Band	\$1,500
Digital Issue: Animated/Pop up Ads, Videos	\$875
SlideShow: Sponsor Provided	\$3,000
SlideShow: ISSA Developed	\$4,500
Webinars Co-Sponsorship	\$2,500
Webinars Exclusive Sponsorship	\$7,500
White Papers	\$3,000
Market Research	Pricing upon request



Page Skin



Interstitial - Prestitial



Channel Sponsorship

# E-NEWSLETTER MARKETING RATES AND SPECS

e-Newsletter Marketing	Dimensions	Rate		
CMM Daily News		Weekly	Monthly	
Premier Banner	600x160	\$550	\$1,750	
Medium Rectangle	300x250	\$600	\$2,000	
Sponsored Content	Image, headline & 50 Words	\$400	\$1,400	
Vertical Market e-Newsletters		BSC	Education Facility	Facility Management
Premier Banner	600x160	\$750	\$850	\$975
Medium Rectangle	300x250	\$500	\$650	\$800
Sponsored Content	Image, Headline & 50 Words	\$450	\$625	\$725
Exclusive Sponsor	Premier, Medium Rectangle & Sponsored Content	\$1,800	\$2,225	\$2,500
Topic Specific e-Newsletters	\$2,500			

Max file size: 50K JPEG/GIF

E-mail Marketing	Rate
Targeted e-mail marketing	\$150/M
Automated e-Mail campaign	\$200/M
ISSA Show North America CONNECT e-mail	\$5,500
E-mail: Content Marketing	
Technology Alert	\$2,000
Video Spotlight	\$2,500
Technical Tip/Sponsored Content	\$3,000
Native Content/Digital Case Study	\$3,000



**GRIPPY MAT**

ISSA SHOW CONNECT

Switch to the PROVEN safe floor solution.

For safe, hassle-free floors there's only one FIRST-IN solution — Grippy Mat from New Pig, the world's FIRST adhesive-backed mat. We invented adhesive-backed mats, so we understand the problems you deal with every day. That's why we offer an ever-expanding family of Grippy Mat products to help you keep your facility clean and safe from the front entrance to the back door. Plus, our Floor Safety Experts can help you design a program to eliminate slips and trips, save time and cut costs.

Stop by Booth #220 to see the latest additions to the Grippy Mat family!

[Learn More](#)

Safety never looked so good.

Say goodbye to risky entrance mats that trip you up. Grippy Carpeted Entrance Mat is the world's FIRST.

ISSA Connect



# CONTACT US



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Driving Innovation.



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