

» 2022 Editorial Calendar

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Keeping You in Front of
190,000 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

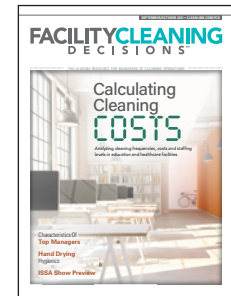
- 19,500 print subscribers
- 87% take action after seeing an ad in Contracting Profits
- The only BSC focused magazine in the industry



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/VIRTUAL EVENTS	AD CLOSE	MATERIALS DUE	EVERY ISSUE
Jan/Feb	Infection Control	Floor Equipment Distributor Software	Trending Now: Towel & Tissue (Advertorial)	DemoCast	1/11/22	1/18/22	<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>Products: A showcase of the latest product innovations</p>
March	Annual Buyer's Guide		Advertisers receive listing upgrades	Roundtable	2/9/22	2/16/22	
April	Buying Group Membership	Battery Equipment Restroom Equipment & Supplies	Wholesaler Profile	Multi-Sponsor Webcast	3/14/22	3/21/22	
May/June	Distributor Choice Award Winners 	Hand Hygiene Private Label Products	Trending Now: Cleaning Technology & Equipment (Advertorial)	DemoCast	5/10/22	5/17/22	
July/August	E-commerce	Ice Melt Vacuums	Trending Now: Infection Control (Advertorial)	Roundtable Multi-Sponsor Webcast	7/11/22	7/18/22	
September	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	DemoCast	8/12/22	8/19/22	
October	Sales Rep Compensation Survey	Cleaners/Disinfectants Equipment Parts & Accessories	Company Profile	Roundtable	9/14/22	9/21/22	
Nov/Dec	ISSA Product Showcase	Floor Care Dilution Control	Trending Now: Software	DemoCast	10/11/22	10/18/22	

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
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ContractingProfits

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

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Jan/Feb	Q&A with Incoming BSCAI President	Floor Care Soaps and Sanitizers	Bonus Distribution at BSCAI EXEC MGMT Conference Showcase: UV Technology	DemoCast	1/14/22	1/21/22	<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>Faces of the Industry: A roundup of the latest building service contractor news</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>Be An Elite BSC Column: Consultant and contractor Jordan Tong helps BSCs grow their businesses</p>
March/April		Vacuums Infection Control	Showcase: Software	Roundtable Multi-Sponsor Webcast	3/17/22	3/24/22	
May/June	2022 Report on the Building Service Contractor Market	Carpet Care Cleaners/Disinfectants	Showcase: Electrostatic Equipment	DemoCast Solutions Exchange	5/13/22	5/20/22	
July/August	Distributor Choice Award Winners	Restroom Products Industry Research	Showcase: Floor Pads & Brushes	Roundtable Multi-Sponsor Webcast	7/14/22	7/21/22	
Sept/Oct	BSCAI Contracting Success Show Coverage ISSA Show Coverage	Infection Prevention Products	Bonus Distribution at BSCAI Contracting Success Conference and ISSA All advertisers receive a FREE Product Release In the November ISSA Product Showcase	DemoCast Roundtable	8/17/22	8/24/22	
Nov/Dec	ISSA Product Showcase BSCAI CLEAN Award Winner Profiles	Floor Care Equipment Software	Bonus Distribution at 2023 BSCAI CEO Seminar	Solutions Exchange DemoCast	10/14/22	10/21/22	

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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Issue	SPECIAL COVERAGE	PRODUCT COVERAGE	BONUS OPPORTUNITY	ONLINE/VIRTUAL EVENTS	AD CLOSE	MATERIALS DUE	EVERY ISSUE
Jan/Feb	Creating Healthy & Safe Schools	Cleaners and Disinfectants Vacuums	Trending Now: Floor Care (Advertorial) Bonus Distribution: NFMT Baltimore	DemoCast	1/4/22	1/11/22	<p>SPONSOR OPPORTUNITY — Faces of the Frontline: Highlighting an outstanding janitor</p> <p>Healthy Schools Feature: A Healthy Green Schools & Colleges Steering Committee member profile.</p> <p>Management Column: This column tackles management challenges facility cleaning executives face on the job.</p> <p>Case Study: Examples of in-house departments finding success with their specific products.</p> <p>Products: A showcase of the latest product innovations.</p>
March/April	Earth Day - Green & Sustainable Initiatives Healthcare Operational Challenges	Preventing Slips & Falls Promote Proper Handwashing	Trending Now: UV Equipment (Advertorial)	Roundtable Multi-Sponsor Webcast	3/2/22	3/9/22	
May/June	State of the Industry Advisory Board Roundtable	Floor Care Equipment Exterior Maintenance	Trending Now: Restroom (Advertorial)	DemoCast Solutions Exchange	5/4/22	5/11/22	
July/August	2022 Annual In-House Management Survey Distributor Choice Product Award Showcase	Infection Control Cleaning Technology & Equipment	Trending Now: Carpet Care (Advertorial)	Roundtable Multi-Sponsor Webcast	7/1/22	7/11/22	
September/October	Tackling Hospital-Acquired Infections ISSA Show Coverage	Hand Drying Floor Care	Bonus Distribution: ISSA Show and NFMT Vegas Advertisers receive a FREE Product Release in the ISSA Product Showcase	DemoCast Roundtable	8/5/22	8/12/22	
November/December	Complaints Survey ISSA Product Showcase	Carpet Care Restroom Cleaning	Trending Now: Infection Control (Advertorial)	Solutions Exchange DemoCast	10/4/22	10/11/22	

» 2022 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 Sponsorship
- Editorial Image Ad
- Leaderboard Ad
- Intro Ad
- Lead-Gen Ad
- Run of Site Ad
- Wallpaper ad
- Retargeting the Industry

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
- DemoCast

Sole Sponsored

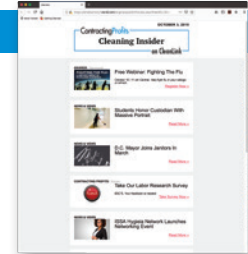
You command the attention of distributors, BSCs and facility cleaning managers with these sole-sponsored options.

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

CleanLink Insider e-Newsletter

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

New: CleanLink Insider Special Edition



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 Facility Cleaning Management Survey



ISSA Show Marketing

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

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