



2025 MEDIA PLANNER



ISSA MEDIA NETWORK

Network and Influence to Accelerate Growth

ISSA connects you with the largest, most engaged network of suppliers and service providers in the cleaning and related industries.

ISSA works with you to create a marketing communications program that reaches your target audience. A partnership with ISSA enables you to build your brand through a strategy that drives results and performance—creating quality connections that lead to long-term growth and success.

Partnering With ISSA Provides

- Access and reach to leading organizations across the entire cleaning industry value chain to **ATTRACT** your target audience.
- Industry veteran team of content specialists—the voice of the industry—developing best-in-class content to **ENGAGE** your customers and prospects with data, stories, and trends.
- Proven tactics and products designed to **ACTIVATE** by delivering performance on thought leadership, brand awareness, and lead generation.



ISSA Today | issa.com

The trusted voice of the global cleaning community

25K+ Subscribers
600K+ Page Views Per Month
18K+ E-newsletter Subscribers



Cleaning & Maintenance Management | cmmonline.com

The leading media brand serving facility service providers

33.3K+ Subscribers
400K+ Page Views Per Month
18K+ E-newsletter Subscribers



Cleanfax | cleanfax.com

The #1 media resource for the specialty cleaning and restoration industry

25K+ Subscribers
70K+ Page Views Per Month
30K+ E-newsletter Subscribers

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PARTNERING TO DRIVE SUCCESS

Targeted Solutions to Achieve Your Campaign Initiatives

Whether your marketing communication strategies are to showcase your expertise, create affinity for your brand, or to introduce new products, CMM can help. Check out our best-in-class tactics and create a custom communication plan to connect you with your target audience.



Marketing Tactics	Thought Leadership	Lead Generation	Brand Awareness	Traffic Driving
Corporate Partner Program	✓		✓	
Webinars and Virtual Round Tables	✓	✓	✓	
Videos Interviews and Podcasts	✓		✓	
Display Banner Ads			✓	✓
Virtual Product Demonstrations		✓		
High-Impact Digital Advertising	✓		✓	✓
E-newsletter Ads		✓		✓
Sponsored Content	✓		✓	✓
Print Advertising	✓		✓	
Market Research	✓	✓		
Email Campaigns		✓	✓	✓
Education and Training Partnership	✓	✓		

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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 60 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.

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 US\$60 billion market.

Audience + Content + Channels = Results



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BRAND OVERVIEW



CMM Reaches the Right People at the Right Time in the Right Way.

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



60,000
» Monthly PAGE VIEWS

33,300+
» Magazine SUBSCRIBERS

40,000
» Email DATABASE

21,500+
» Daily News SUBSCRIBERS

CMM Magazine | CMMonline.com | CMM Daily News



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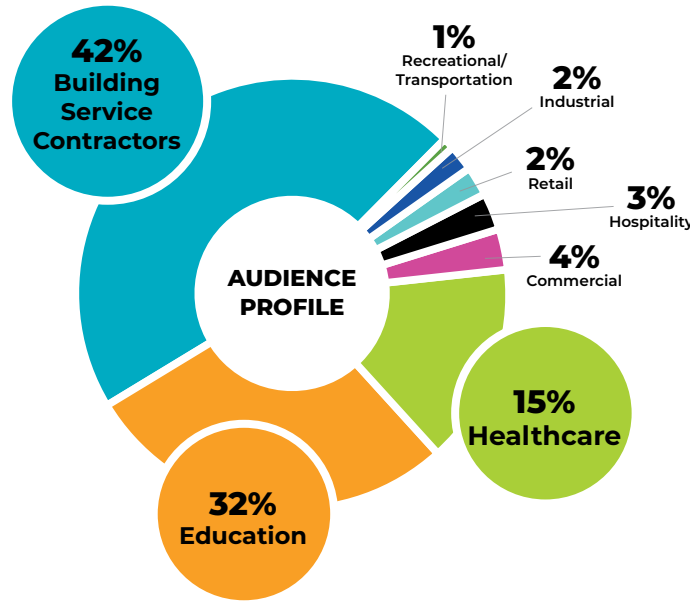
AUDIENCE & REACH

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 90% of CMM's audience involved in purchasing decisions.

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**

Total Print/Digital Circulation: 33,300

JOIN INDUSTRY-LEADING COMPANIES THAT PARTNER WITH ISSA MEDIA.



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EMBRACE THE POWER OF MULTIMEDIA

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, email, social media, and more. Utilizing the strength of each medium is the best use of any advertising budget.

Featured Multimedia Content

» Multimedia Video Series

Video interview series of vast subject matter experts exploring solutions to the industry's ongoing challenges, led by CMM's and ISSA's experienced editorial team.



» Annual Benchmarking Survey Reports

Deep-dive analysis and data collection on both end-user segments of the market to assist subscribers in assessing their organization versus industry standards to improve their businesses.

» Critical Issue Webinar Series

Coverage via webinars of the critical issues impacting both BSCs and facility pros in the ever-evolving cleaning and maintaining of the built environment.

Topics include:

- *Infection Prevention* - January/February
- *Technology & Innovation* - March/April
- *Hard Floor Care* - May/June
- *Staffing Solutions* - July/August
- *Indoor Air Quality* - September/October
- *Growth Strategies for 2026* - November/December

» Spotlight Issue Series

The top trends and timely insight aligned with supplier product solutions across industry-leading product categories.

Topics include:

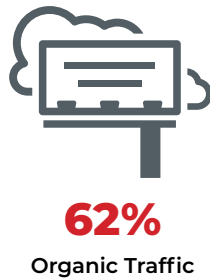
- *Infection Prevention & Control* - January/February
- *Sustainability* - March/April
- *Floor Care* - May/June
- *People & Culture* - July/August
- *Health & Safety* - September/October
- *Technology & Innovation* - November/December

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LEVERAGE THE POWER OF DIGITAL MEDIA

Digital Display Advertising

Build trust, awareness, and thought leadership for your brand to an increasing digital audience by leveraging CMMonline.com. CMM's website serves the market with timely multimedia content and offers a variety of advertising options customizable to your marketing strategy and budgetary needs.



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: (Homepage and ROS placement)
- Medium Rectangle: (Homepage and ROS placement)
- Half-page Banner: (Homepage and ROS placement)

High-Impact Placements

- 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.

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MULTIMEDIA THOUGHT LEADERSHIP

Create a deeper brand experience and establish credibility with thought leadership, content marketing opportunities to increase awareness and your expertise. CMM's multimedia channels will disseminate your content across industry-leading multimedia channels to tell your story and create a unique brand experience.

» DemoXperience

Deliver key insights and demonstrate your product's unique solutions via video interview demonstration. This quick 5- to 10-minute video interview will enhance product knowledge and key differentiators and will assist product launch and sales strategies.

**Includes robust multimedia promotion*

» Straight Talk! Video Interviews/Podcasts

Capture thought leadership positioning by having your subject matter expert(s) interviewed on top industry challenges. ISSA/CMM's popular Straight Talk! interview series covers trending issues and provides coverage important to the entire cleaning industry.

**Includes robust multimedia promotion*

» Digital Issue Sponsorship

Expand your reach with CMM's Digital Edition sponsorship. CMM's digital issue is a replication of the print issue in a responsive design for user experience on all screens. Each issue is emailed to 30,000+ subscribers and receives substantial engagement with branding as the issue sponsor and creatives on every page/article.

**Multimedia promotion includes promotion of dedicated emails, promotion on e-newsletters event updates, hosted landing page, lead information where applicable.*

» In-Video Advertising

You have videos that need to be seen. Create deeper brand awareness when aligning your videos across ISSA TV content. Pre-Roll Video opportunities available across ISSA programming:

- *Straight Talks!*
- *Industry Alerts*
- *GBAC TV*
- *and more*



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LEAD GENERATION



Demonstrate your expertise, build brand awareness, and generate leads — a critical component of every marketing campaign.

» Webinar/Virtual Roundtable Sponsorship

Connect with industry decision-makers and position your company as an industry leader. Perfect for education, knowledge sharing, thought leadership, and lead generation. Select a CMM critical issue webinar or an exclusively branded version. Exclusive webinars can be a traditional webinar of 60 minutes or a shorter variety to meet your specific needs.

**Includes robust multimedia promotional campaign driving an average registration of 300-500. Hosted webinars after the live event garner thousands of views on CMMonline.com.*

» CMM Benchmarking Survey Reports

Align your brand with valuable, sought-after data by sponsoring one of CMM's Annual Benchmarking Survey Reports. Survey sponsors receive branding, lead generation, and thought-leadership positioning.

- **In-House/Facility Management Survey Report** - March/April
- **Building Service Contractor Survey Report** - September/October

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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 21,500 opt-in subscribers daily, CMM Daily News is the leading source for news, trends, products, events, and more. Choose from banner and/or sponsored content options.

» **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.

- **BSC** - January, March, May, July, September & November
- **Education** - January, March, May, July, September & November
- **Facility Management** - February, April, June, August, October & December

» **Topic-Specific E-newsletters**

CMM produces e-newsletters focused on key industry topics. Reach the entire CMM email database of 35,000+ aligning your company as a thought leader. Include your content within the e-newsletter and receive a dedicated sponsor page on cmmonline.com that enhances your SEO with backlinks.

Topics include:

- **Infection Prevention** - February & December
- **Carpet Care** - April
- **Floor Care** - June
- **Hand Hygiene** - August
- **Restroom Care** - October
- **IAQ** - December

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EMAIL MARKETING

Target prospects and customers with your messaging that zeroes in on decision-makers, keeping your brand top of mind—in their inbox.

» Email Marketing

Drive immediate interaction and engagement with targeted email 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

- BSCs
- Commercial/Retail/Recreational
- Education Facilities
- Healthcare
- Hospitality
- Industrial

» Sponsored Content Email

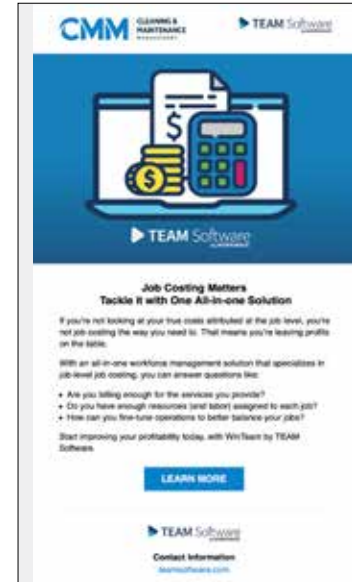
Utilize content marketing to build trust and enhance brand perception. Whether articles, on-demand webinars, whitepapers, or video, leverage CMM's email database to disseminate messaging and increase views and leads. Sponsored content includes: article hosting, email marketing, and exposure in CMM Daily News.

» Technology Alert

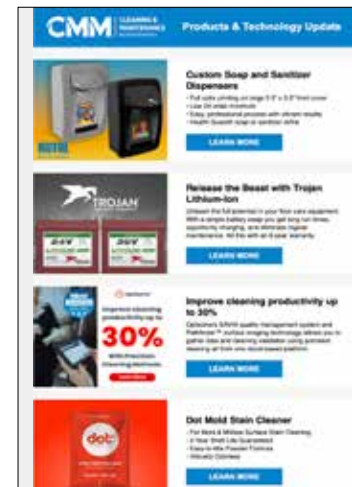
Introduce new products and drive traffic to product-landing web pages where decision-makers can evaluate your products. Reach CMM's entire email database with product descriptions, features, benefits, and specifications.

» Product & Technology Update

Keep your products top of mind and drive website traffic when reaching your target audience's inbox. Deployed monthly, this special product e-newsletter reaches decision-makers throughout their buying process.



Sponsored Content



Product & Technology Update

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INTEGRATED PRINT/DIGITAL

» Product Showcase and Case Study Profile

Advertorial showcases and profiles are available in each print issue. These integrated promotions include print exposure, a shared email blast to CMM's entire email database of 35,000+ subscribers, and an archived version on CMMonline.com.

- **Jan/Feb**
Infection Prevention Showcase
- **March/April**
Technology & Software Solutions Showcase
Sustainable Product Showcase
- **May/June**
Floor Care Case Study/Profiles
- **July/Aug**
Restroom Showcase
- **Sept/Oct**
Worth Seeing at ISSA Show 2025
- **Nov/Dec**
ISSA Exhibitor Profiles 2025

» Native Content

Leverage content marketing to give readers insight into your brand and how your products offer solutions to their challenges. Special one-page advertorial content includes digital and email promotion for maximum awareness.



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EDITORIAL CALENDAR


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

SPACE RESERVATION	MATERIAL DEADLINE		
JAN	JAN	JANUARY/FEBRUARY ISSUE	
3	10	CONTENT <ul style="list-style-type: none"> ■ Infection Prevention & Control ■ AI & Machine Learning ■ Competitive Differentiation ■ Workload Management ■ Carpet Care Program ■ Indoor Air Quality 	SPONSORED CONTENT <ul style="list-style-type: none"> ■ Infection Prevention Showcase ADVERTISER BONUS <i>Value-add with ad placement</i> <ul style="list-style-type: none"> ■ Save 30% on Jan/Feb 2025 advertisements with early contract signing bonus
		JANUARY/FEBRUARY DIGITAL PROGRAM	
		WEBINAR SERIES <ul style="list-style-type: none"> ■ Infection Prevention 	EXCLUSIVE DIGITAL CONTENT <ul style="list-style-type: none"> ■ Digital Marketing
FEB	FEB	MARCH/APRIL ISSUE	
20	27	CONTENT <ul style="list-style-type: none"> ■ Sustainability ■ Technology Adoption ■ Bidding & Estimating ■ In-House/Facility Management Survey Report ■ Staff Appreciation-International Cleaning Week ■ Towels, Tissues, and Dispensers 	SPONSORED CONTENT <ul style="list-style-type: none"> ■ Technology & Software Solutions ■ Sustainable Product Showcase ADVERTISER BONUS <i>Value-add with ad placement</i> <ul style="list-style-type: none"> ■ Product & Technology Update: Highlight new products in email promotion
		MARCH/APRIL DIGITAL PROGRAM	
		WEBINAR SERIES <ul style="list-style-type: none"> ■ Technology & Innovation 	EXCLUSIVE DIGITAL CONTENT <ul style="list-style-type: none"> ■ AI Prompts
APR	APR	MAY/JUNE ISSUE	
17	24	CONTENT <ul style="list-style-type: none"> ■ Floor Care ■ Automation & Robotics ■ Maintaining Margins ■ Improving Facility Image ■ Workloading ■ Battery & Cordless Technology 	SPONSORED CONTENT <ul style="list-style-type: none"> ■ Floor Care Case Study/Profiles ADVERTISER BONUS <i>Value-add with ad placement</i> <ul style="list-style-type: none"> ■ CMM Daily E-newsletter Ad Bonus: Banner/Sponsored Content
		MAY/JUNE DIGITAL PROGRAM	
		WEBINAR SERIES <ul style="list-style-type: none"> ■ Hard Floor Care 	EXCLUSIVE DIGITAL CONTENT <ul style="list-style-type: none"> ■ Floor Cleaning How-To Tips

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JUN	JUN	JULY/AUGUST ISSUE	
5	12	CONTENT ■ People & Culture ■ Data Security ■ Winning New Bids ■ Training and Staff Development ■ Ergonomics & Productivity ■ RTU, Wipes, Dilution Control	SPONSORED CONTENT ■ Restroom Showcase ADVERTISER BONUS <i>Value-add with ad placement</i> ■ Product & Technology Update: Highlight new products in email promotion
		JULY/AUGUST DIGITAL PROGRAM	
		WEBINAR SERIES ■ Staffing Solutions-Workplace Culture	EXCLUSIVE DIGITAL CONTENT ■ Building a Strong Workforce
AUG	AUG	SEPTEMBER/OCTOBER ISSUE <i>ISSA Show Preview</i>	
6	13	CONTENT ■ Health & Safety ■ Quality Assurance ■ Building Service Contractor Survey Report ■ Emergency Preparedness ■ Hand Hygiene ■ Software Solutions	SPONSORED CONTENT ■ Worth Seeing at ISSA Show 2025 ADVERTISER BONUS <i>Value-add with ad placement</i> ■ Product & Service: Feature product in print and online
		SEPTEMBER/OCTOBER DIGITAL PROGRAM	
		WEBINAR SERIES ■ Indoor Air Quality	EXCLUSIVE DIGITAL CONTENT ■ The Holistic Approach to Healthy Buildings
SEP	OCT	NOVEMBER/DECEMBER ISSUE <i>ISSA Show Bonus Distribution</i>	
25	2	 ISSA SHOW ISSA Show North America 2025, NORTH AMERICA 2025 Las Vegas November 10-13, 2025 CONTENT ■ Technology & Innovation ■ IOT & Productivity ■ Customer/Tenant Retention ■ Inventory Management ■ Recycling & Waste Management ■ Floor Care Accessories: Pads, Chemistry, Batteries	SPONSORED CONTENT ■ ISSA Exhibitor Profiles 2025 ADVERTISER BONUS <i>Value-add with ad placement</i> ■ CMM Daily E-newsletter Ad Bonus: Banner/Sponsored Content
		NOVEMBER/DECEMBER DIGITAL PROGRAM	
		WEBINAR SERIES ■ Growth Strategies for 2026 (BSCs)	EXCLUSIVE DIGITAL CONTENT ■ New Client Acquisition Tips

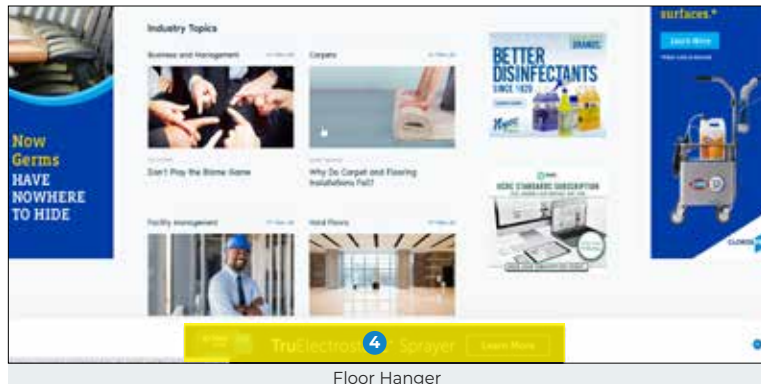
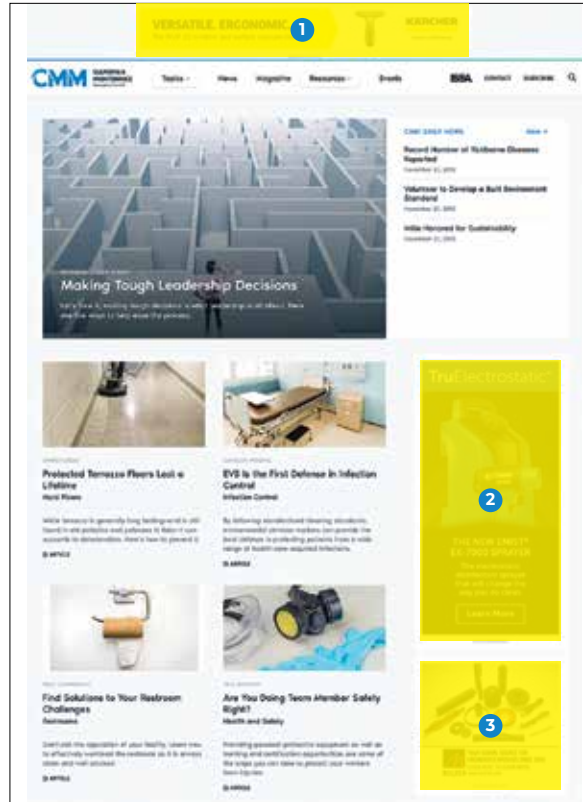
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DIGITAL RATES & SPECS

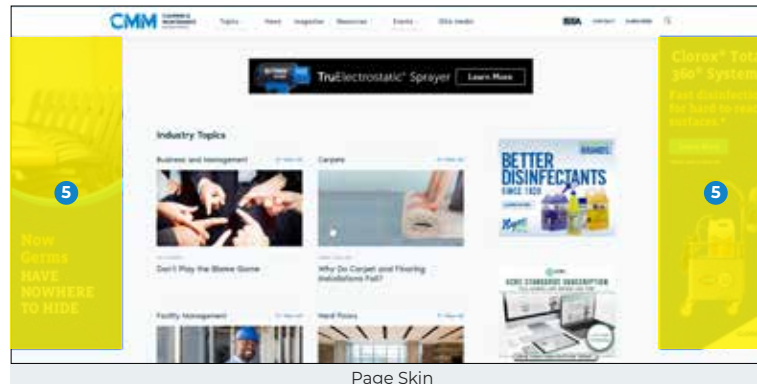
Display Units	Desktop	Mobile	Rate
1 Leaderboard	728 x 90	320 x 50	\$1,550
2 Half Page	300 x 600	300 x 250	\$1,775
3 Medium Rectangle	300 x 250	300 x 250	\$1,235
4 Floor Hanger Banner (High Impact)	970 x 90	320 x 50	\$3,550
5 Page Skin (High Impact)	(2) 300 x 800		\$5,400

Max file size: 50K JPEG/GIF, 200K HTML5, 3 Loops Max

Multimedia Sponsorships	Rate
Video DemoXperience	\$5,000
Straight Talk/Video Interview/Podcast	\$5,000
Virtual Roundtable Webinar Sponsorship	\$7,500
Webinar Co-Sponsor	\$3,250
In-Video Advertising	\$2,000
Digital Issue Sponsorship	\$3,500
Benchmarking Surveys	\$7,500



Floor Hanger



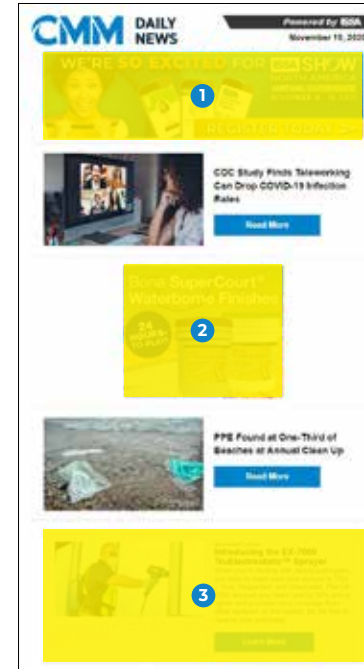
Page Skin

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E-NEWSLETTER MARKETING RATES & SPECS

E-newsletter Marketing	Dimensions	Rate		
CMM Daily News		Weekly	Monthly	
1 Premier Banner	600 x 160	\$1,000	\$4,000	
2 Medium Rectangle	300 x 250	\$850	\$3,400	
3 Sponsored Content	Image, Headline and 50 words	\$850	\$3,400	
Vertical Market E-newsletters		BSC	Education Facility	Facility Management
1 Premier Banner	600 x 160	\$800	\$900	\$1,000
2 Medium Rectangle	300 x 250	\$525	\$675	\$850
3 Sponsored Content	Image, Headline and 50 words	\$525	\$675	\$850
Exclusive Sponsor	Premier, Medium Rectangle and Sponsored Content	\$1,800	\$2,250	\$2,500
Topic Specific E-newsletters	Premier or Medium Rectangle and Sponsored Content	\$1,750		

Max file size: 50K JPEG/GIF



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Email Marketing	Rate
Targeted Email Marketing	\$150/M
Automated Email Campaign	\$200/M
ISSA Show North America CONNECT Email	\$6,500
Sponsored Content Email	\$3,675
Technology Alert	\$3,150
Product & Technology Update	Includes 3x Deployments \$2,500



ISSA Connect



Targeted Email Marketing



Targeted Email Marketing

PRINT RATES & SPECS

TRIM SIZE: 7.875"(w) x 10.875"(h).

■ Keep important live matter .375" from final trim size.

BLEED: Image must extend .125" beyond trim size.

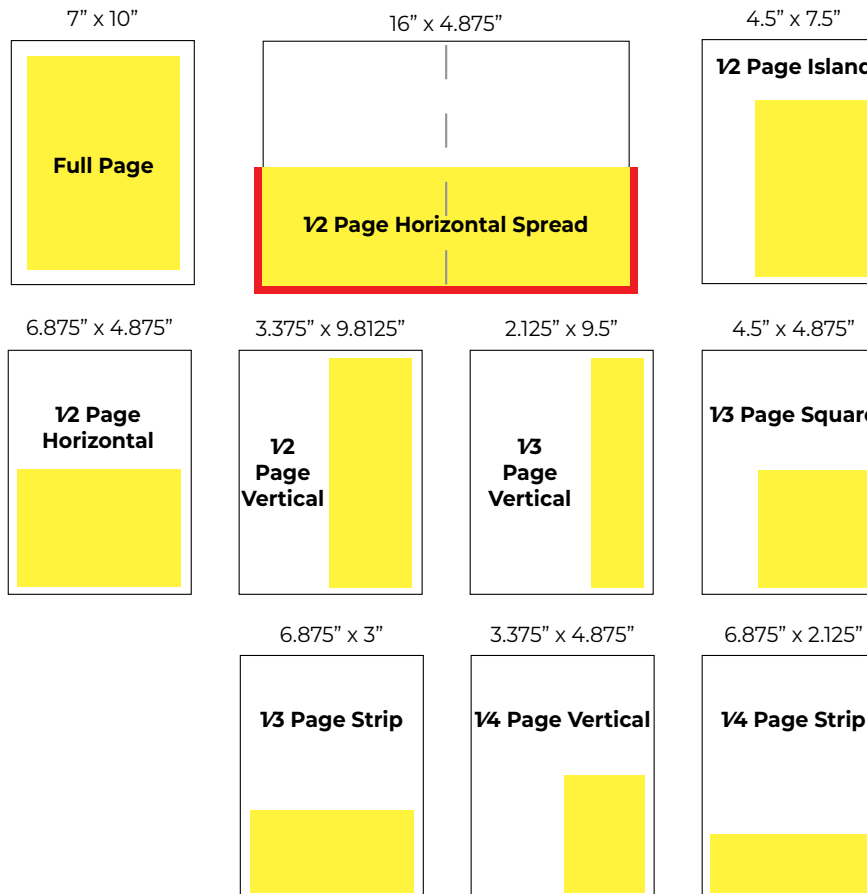
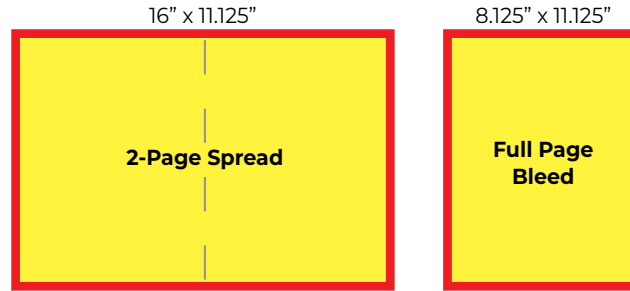
LIVE AREA: 7.25"(w) x 10.5"(h).

PRINT SPECS:

- High-resolution (press-optimized) PDFs.
- 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	6x
2-Page Spread	\$13,500	\$12,700	\$12,075
Full Page	\$7,875	\$7,350	\$6,985
1/2 Page Horizontal Spread	\$10,395	\$9,775	\$9,295
1/2 Island	\$5,775	\$5,435	\$5,150
1/2 Page	\$5,475	\$5,125	\$4,885
1/3 Page	\$3,525	\$3,335	\$3,150
1/4 Page	\$2,625	\$2,475	\$2,315
Tip Cover/Insert	\$12,500		
Premium Positions	Back Cover add 20%, Inside Covers add 15%		

Content Marketing	Specifications	Rate
Case Study and Profiles	Full Page: Headline, 400 words, images, logo, URL	\$3,250
Showcases	Half Page: Headline, 100 words, image, logo, URL	\$2,075



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SALES



Mary Jane Cadden
 Account Executive, Media Sales
maryjanec@issa.com | 847.858.7632



Lexi Green
 Account Executive, Media Sales
lexig@issa.com | 732.644.6331



Micah Ogburn
 Director of Media & Trade Show Sales
micah@issa.com | 518.859.2225



Iris Weinstein
 Director of Strategic Partnerships
iris@issa.com | 847.460.8669

CONTENT



Jeff Cross
 Media Director
jeffcross@issa.com



Kathleen Misovic
 Managing Editor
kathleen@issa.com



Elizabeth Christenson
 Editor
elizabethc@issa.com

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