



Advancing Clean.
Driving Innovation.

AD MATERIALS REQUIREMENTS

YOUR CONNECTION TO THE
GLOBAL CLEANING COMMUNITY



issa.com

Thank you for advertising with ISSA media. This guide provides ad material requirements for each media brand.

Find Material Requirements For Each Brand:

Cleaning & Maintenance Management (CMM) – Pages 3-14

Cleanfax – Pages 15-23

ISSA Today – Pages 24-33

Submit Final Ad Materials:

ads@issa.com

Kindly include your account executive in the correspondence to ensure seamless processing. Include all required specs and files.



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 [For printing deadline, click here.](#)

Print Magazine

Trim Size	Full Page Trim: 7.875" (w) x 10.875" (h)	Keep important live matter 0.375" from final trim size.
Bleed & Live Area	Bleed: Image must extend 0.125" beyond trim size.	Live Area: 7.25" (w) x 10.5" (h)

Print File Specifications

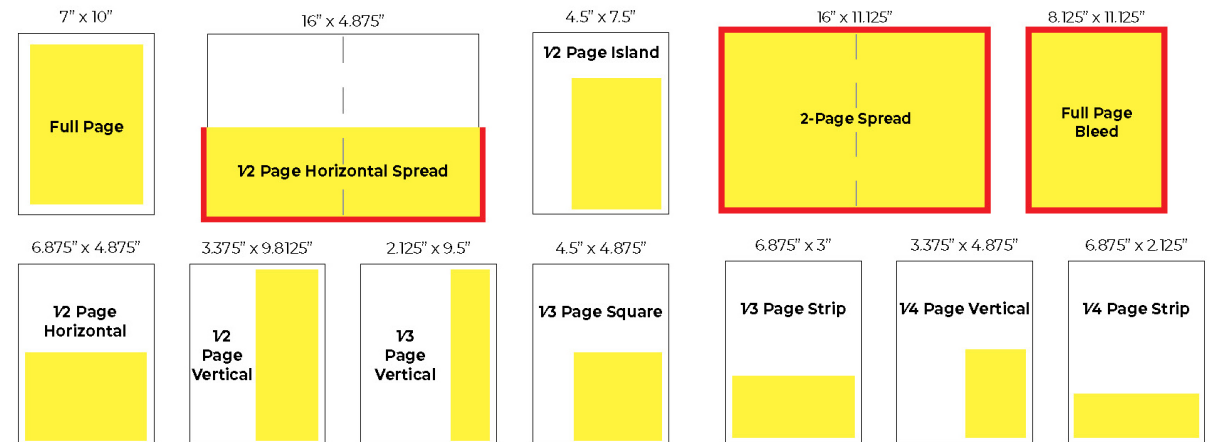
- High-resolution, press-optimized PDFs
- All fonts and images must be embedded
- All colors converted to CMYK
- Convert all fonts to outlines, if possible
- All images should be 300 dpi
- Flatten all layers and transparencies

Ad Sizes

2-Page Spread (Bleed)	16" x 11.125"
Full Page (Bleed)	8.125" x 11.125"
Full Page (Non-Bleed)	7" x 10"
1/2 Page Island	4.5" x 7.5"
1/2 Page Horizontal Spread	16" x 4.875"
1/2 Page Horizontal	6.875" x 4.875"
1/2 Page Vertical	3.375" x 9.8125"
1/3 Page Vertical	2.125" x 9.5"
1/3 Page Square	4.5" x 4.875"
1/3 Page Strip	6.875" x 3"
1/4 Page Vertical	3.375" x 4.875"
1/4 Page Horizontal (Strip)	6.875" x 2.125"

Premium Position Add-Ons

Position	Specifications
Back Cover	8.125" x 11.125"
Inside Cover	8.125" x 11.125"
Cover Tip	8.125" x 11.125"



Content Marketing

	Headline Max Characters	Profile/Case Study Article Length	Images	Company Logo	Company Logo
Company Profiles and Case Study	Up to 50 characters	Up to 400-word profile/case study	300 dpi	✓	✓
Showcase	Up to 50 characters	Up to 100-word showcase	300 dpi	✓	✓

ABM Restores Grocer Flooring with Ameripolish

case study
advertorial



In December of 2020, ABM was approached by a grocer client that was undergoing the process of switching their store's floor from vinyl composition (the VCT) to polished concrete. Unfortunately, the grocer's cleaning staff were not trained on proper polished concrete floor maintenance or equipment. Over time, the floor lost their shine and began to deteriorate. The dissections of image (DOI) numbers, which measure floor shine, had dropped into the 30s, well below the standard of 60 the stores were required to maintain.

Needing a refresh to return the floors back to their post remodel shine, the grocer was concerned with having to close stores during business hours. The grocer needed a solution that could be done completely wet to avoid dry grinding and the interruption of foot and dust. ABM turned to Ameripolish for its complete wet SmartFloor™ Refinishment and Maintenance systems. With Ameripolish's easy-to-use, color-coded, and numbered pad system, ABM was able to complete large areas of flooring with minimum store disruption.

The Ameripolish SmartFloor pads feature innovative patented composite abrasive technology that grinds and restores floors. The system also features SmartFloor Refinishment System GPS Series Abrasives that can be used with a company's existing planetary systems. ABM has seen a multitude of benefits since deploying Ameripolish products, including:

- Efficient gains within a seven-hour window, ABM can completely restore an entire square foot of concrete floors using Ameripolish's SmartFloor Refinishment system, compared to only 1,000 square feet completed in the same timeframe with a dry competitive system.
- High-shine flooring DOI scores that were once as low as 30 are now scoring in the upper 50s and mid-60s, creating the high-shine flooring customers expect.
- Lower equipment costs: Ameripolish's pads last up to four times longer than competitive pads—ABM can order fewer pads and cover more square feet per pad.
- Improved indoor air quality (IAQ): Thanks to Ameripolish's wet system, the customer does not need to worry about dust impacting guests like it would with traditional dry grinding systems.
- Easy maintenance: Once the floors are refinished, ABM can easily train the customer's cleaning and maintenance teams on the proper use of pads and equipment.
- Next-level service: Ameripolish prides itself on being available to its clients, working closely with ABM to ensure its products are at peak performance.

Ameripolish | go.ameripolish.com/50daytrial | **PAID ADVERTISEMENT**
Free info: 858-302-01 or cmmonline.com/freeinfo

Niifisk Robotic Scrubbers Transform Cleaning Operations at McKinney ISD

case study
advertorial



McKinney Independent School District (MISD), located in one of Texas' fastest-growing regions, serves more than 45,000 students across 68 facilities—totaling over a million square feet. With such a large and active footprint, keeping spaces clean, safe, and sanitized presents an ongoing challenge, especially amid persistent labor shortages in facilities management.

To address these needs, MISD partnered with Anamark, its facilities management provider, and invested in Niifisk robotic scrubbers. These autonomous machines were installed in two high schools and independently clean 15,000 square feet of gymnasiums, cafeterias, and corridors for five hours each night. This automation frees up valuable staff time, allowing cleaning teams to focus on more detailed and high-priority tasks.

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Since adopting the Niifisk robotic solution, MISD has seen tangible benefits, including:

- Reliable, consistent cleaning performance
- Five labor hours saved per night
- Better staff task prioritization
- Improved sanitation confidence
- Lower cost per square foot cleaned

"We are experiencing many benefits with our new robotic floor scrubbers," added Kaitie. "The mundane task of cleaning and sanitizing our gym, cafeteria, and corridor floors is automatically completed every night, allowing the remaining staff to focus on more detailed cleaning projects. We are happy we made the investment."

Scan to explore Niifisk's solutions for education facilities.



QUICK FACTS

- **Location:** McKinney, Texas
- **Facilities Maintained:** 68
- **Total Square Footage:** 4,500 sq. ft.
- **Students Enrolled:** 45,000+
- **Equipment Used:** Niifisk Robotic Scrubbers with UV-C Technology
- **Key Benefits:** 5 labor hours saved daily, consistent cleaning, increased staff productivity

Niifisk | niifisk.us | **PAID ADVERTISEMENT**
Free info: 858-302-01 or cmmonline.com/freeinfo

Oxygen-Supreme Constant Air Freshener: A Sustainable & Innovative Choice

sustainability showcase
PAID ADVERTISEMENT



Oxygen-Supreme, the only truly constant air freshener, uses patented Oxy-Gen Powered technology to eliminate odors and ensure a consistently fresh restroom experience. Free from harmful propellants, Oxygen-Supreme revolutionizes air care with a safer, eco-friendly alternative to aerosols, which contribute to environmental pollution and health risks.

Unlike traditional aerosol systems that release fragrance in bursts, or passive systems that struggle to maintain fragrance levels, Oxygen-Supreme delivers a constant, long-lasting scent experience. Each fragrance is formulated with Neutra-Ion, a proprietary odor eliminator that neutralizes malodors rather than masking them. With recyclable cartridges and minimal energy consumption—just two AA alkaline batteries lasting up to two years—Oxygen-Supreme helps businesses reduce their carbon footprint while maintaining high hygiene standards. Its programmable settings (30, 60, or 90 days) offer flexible service cycles, making it the ideal choice for organizations seeking a sustainable, efficient, and effective air care solution.

Learn more at: oxygenpowered.com
Free info: 858-302-01 or cmmonline.com/freeinfo

Less is More™: Smarter Cleaning, Greater Savings

Get better results with fewer chemicals, less water, and reduced labor. PortionPac® delivers superior cleaning while saving time, money, and resources.

The Benefits of Less:

- **More Power:** Highly concentrated formulas mean less product per job.
- **More Savings:** Reduced usage lowers costs.
- **More Simplicity:** Fewer products simplify training and storage.
- **More Sustainability:** Less waste, fewer shipments, and a smaller footprint.

Smarter Cleaning, Proven Results

Our innovative, premeasured solutions streamline cleaning, reduce waste, and improve efficiency. Safer, high-performance formulas cut effort and clutter while maximizing results.

Maximize Efficiency. Minimize Waste

Discover how PortionPac® can simplify your cleaning process. Let's talk efficiency!

Learn more at: portionpac.com/solutions/portionpac
Free info: 858-304-01 or cmmonline.com/freeinfo

Welcome to the New Papernet World

The world and the away-from-home industry's favorite sustainable hygiene paper products brand, Papernet, is ever-evolving. The brand now has a fresh look that continues providing reliable and innovative products you know and love for your facility.

Papernet's brands are known for solving unique issues across a variety of facility types.

Its Bio-Tech toilet paper is designed to reduce clogs and odors by releasing a natural enzyme that eats clogged organic matter in pipes and sewer systems. This is a great fit for facilities with sensitive or older plumbing.

The Dissolve Tech paper towels are a great fit for airplane, train, or school restrooms as they dissolve in three minutes when accidentally flushed. Say goodbye to frequent clogs and experience reduced emergency maintenance calls.



Learn more at: paper.net
Free info: 858-302-01 or cmmonline.com/freeinfo

Spartan Chemical Recognized as a Safer Choice® Partner of the Year for 2024

Since 2008, Spartan Chemical has emphasized its responsibility toward environmental sustainability and product safety by partnering with the Safer Choice program. Spartan Chemical has been a pioneer in the sustainability movement from the start. At the beginning of the "green" movement, many chemical companies began removing key ingredients from their products to promote them as "green." Spartan took a different approach and focused not only on the sustainability of their products but also on performance, creating entirely new lines of sustainable products focused on indoor air quality and healthy buildings.

Today, Spartan is proud to offer 16 products with the Safer Choice certification and is honored to be awarded the U.S. Environmental Protection Agency's 2024 Safer Choice Partner of the Year. Together, we make sustainability simple.



Learn more at: spartanchemical.com
Free info: 858-306-01 or cmmonline.com/freeinfo

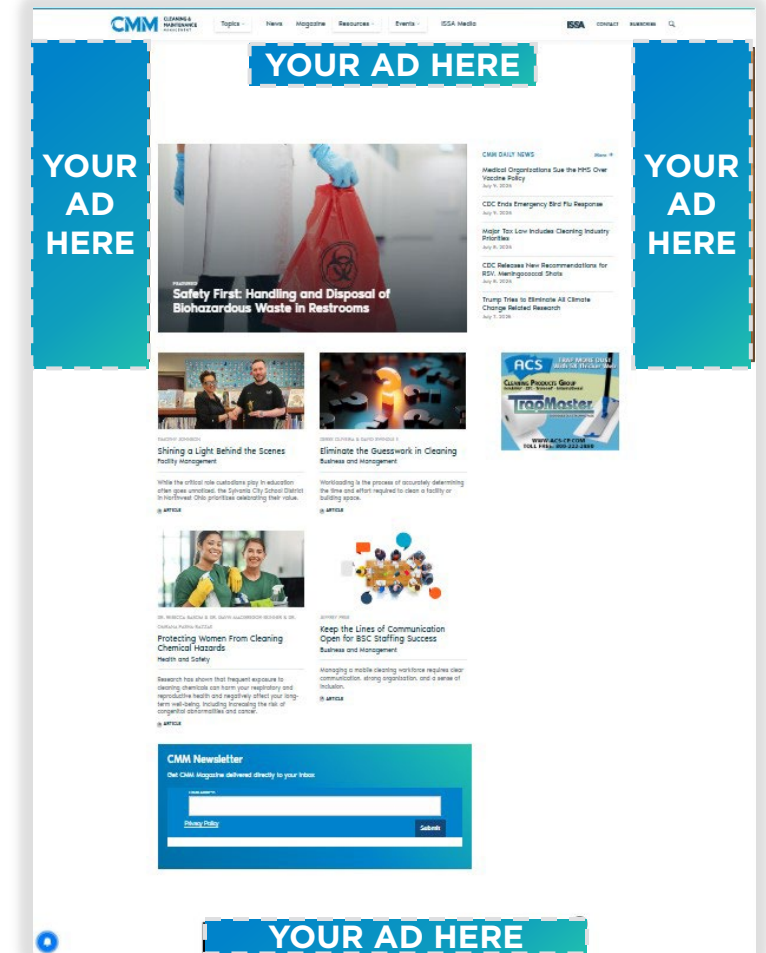
Company Profiles and Case Study

Showcases

! Digital materials due 1 week before deployment date.

CMMOnline.com Digital

	Pixels	Pixels (Mobile)	Animated .gif/.jpg Max. file size	HTML5 or redirect tags Max. file size	Animation length	Looping	Company URL Link
Leaderboard	728 x 90	320 x 50	50K	200K	Max 15 seconds	Max 3	✓
Half Page	300 x 600	300 x 250	50K	200K	Max 15 seconds	Max 3	✓
Medium Rectangle	300 x 250		50K	200K	Max 15 seconds	Max 3	✓
Floor Hanger	970 x 90	320 x 50	50K	200K	Max 15 seconds	Max 3	✓
Page Skin	(2) 300 x 800						✓
Interstitial ad	600 x 400	300 x 250					



! Digital materials due 1 week before deployment date.

Digital Issue Sponsorship

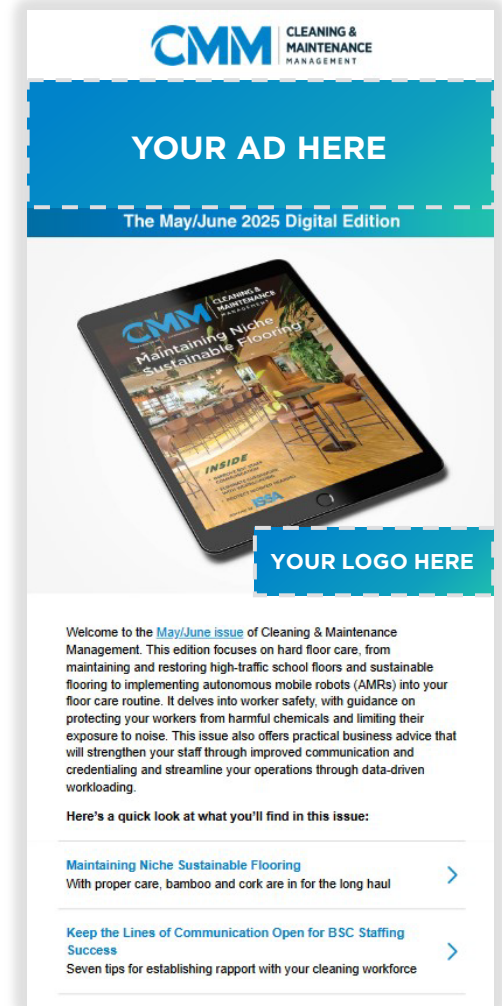
	Pixels	Pixels (Mobile)	Animated .gif/.jpg Max. file size	HTML5 or redirect tags Max. file size	Animation length	Looping	Company URL Link
Leaderboard	728 x 90	320 x 50	50K	200K	Max 15 seconds	Max 3	✓
Full Page Ad (in digital issue only)	7.875" x 10.875"	High-Res PDF w/ Embedded Fonts					

Digital Edition Email blast

	Pixels	Company URL Link	Company Logo
Premier Banner	600 x 160	✓	✓



Digital Issue Sponsorship



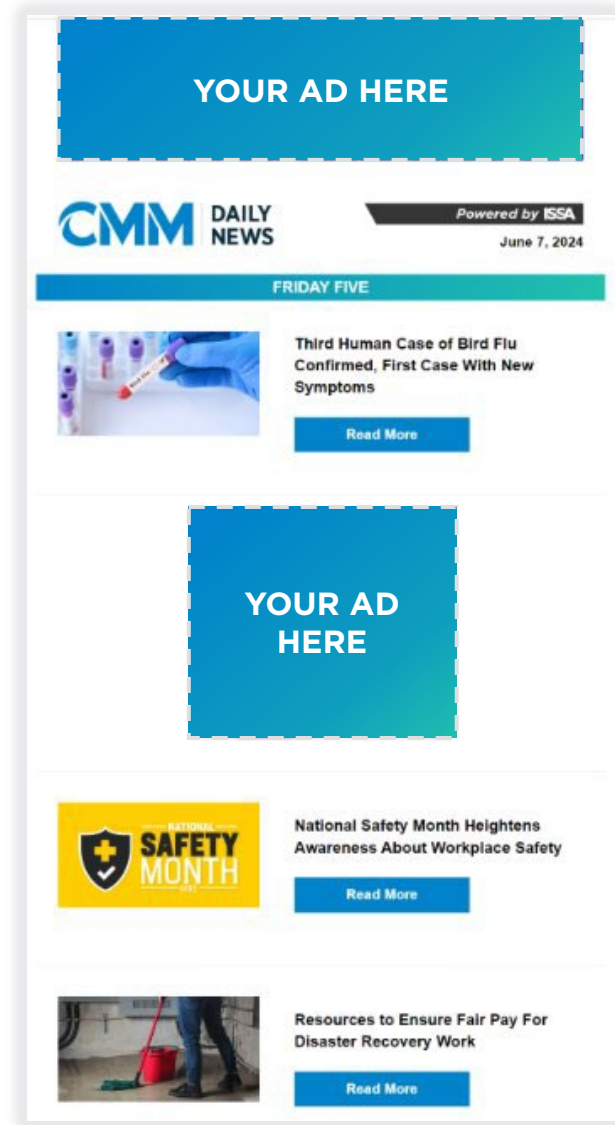
Digital Edition Email Blast

 **Digital materials due 1 week before deployment date.**

CMM e-Newsletters

Including: CMM Daily e-Newsletter | Topic Specific e-Newsletters | BSC e-Newsletter | Facility Management e-Newsletter | Education e-Newsletters

	Pixels	File type	Company URL link
Premier Banner	600 x 160	JPEG, PNG, GIF	✓
Medium Rectangle	300 x 250	JPEG, PNG, GIF	✓
Sponsor Content	Headline - Up to 50 characters	Product/Summary - Up to 130 character description. Image 230 x 150, 72 Dpi	✓
Animation	Animation length must be 30 seconds or shorter. Animations can be looped, but the animation must stop after 30 seconds. Animated GIF ads must be slower than 5 FPS.		



 **Digital materials due 1 week before deployment date.**

Email Marketing

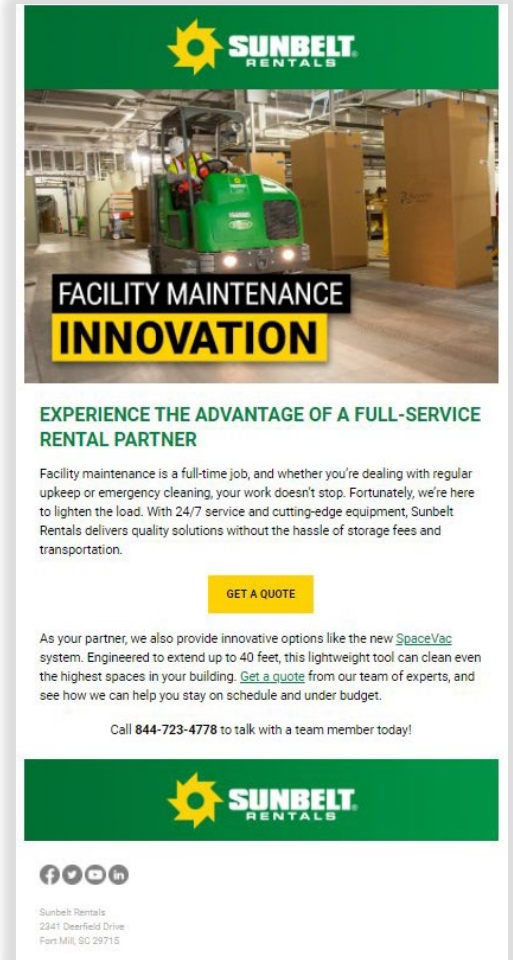
Target Email Marketing

If providing fully built HTML	Up to 60 Character subject line	Up to 60 Character pre-header	600 wide HTML message	URL link			
If NOT providing fully built HTML	Up to 60 Character subject line	Up to 60 Character pre-header	Header Image of 600 x 400 pixels	Headline of up to 50 characters	Body copy up to 100 words	Logo	Company Web URL

Automated Email Marketing

Initial e-mail	Up to 60 Character subject line	Up to 60 Character pre-header	600 wide HTML message				
Follow up e-mail	Up to 60 Character subject line	Up to 60 Character pre-header (Optional)	600x400 Pixel Image	50 Character headline	Up to 100 word description	Logo	Company Web URL

#1 email sent to those who open and click the original e-mail. #2 email sent to unopened emails from the initial deployment.



SUNBELT RENTALS

FACILITY MAINTENANCE INNOVATION

EXPERIENCE THE ADVANTAGE OF A FULL-SERVICE RENTAL PARTNER

Facility maintenance is a full-time job, and whether you're dealing with regular upkeep or emergency cleaning, your work doesn't stop. Fortunately, we're here to lighten the load. With 24/7 service and cutting-edge equipment, Sunbelt Rentals delivers quality solutions without the hassle of storage fees and transportation.

[GET A QUOTE](#)

As your partner, we also provide innovative options like the new [SpaceVac](#) system. Engineered to extend up to 40 feet, this lightweight tool can clean even the highest spaces in your building. [Get a quote](#) from our team of experts, and see how we can help you stay on schedule and under budget.

Call **844-723-4778** to talk with a team member today!

SUNBELT RENTALS

[f](#) [t](#) [v](#) [i](#)

Sunbelt Rentals
2241 Deerfield Drive
Fort Mill, SC 29715

CMM Sponsored Content

This product Includes exclusive e-mail sent to CMM's entire database of 33,000+, a sponsored content listing for one week on CMM Daily News, article archived on CMMOnline.com

Email marketing

Subject Line	Up to 60 characters
Pre-Header	Up to 60 characters (Optional)
Image	600 x 400 pixels
Banner	600 x 160 pixel (Optional)
Headline	Up to 50 characters
Description	Up to 100 words
Company logo	72 dpi
Company URL link	✓
Contact information	✓



Digital materials due 1 week before deployment date.

Article Landing Page

Headline	Up to 65 max characters	
Subhead	Up to 60 characters (Optional)	
Summary	1 sentence	
Description	Up to 500 words	
Page can include:	Links, videos, white papers, etc.	
Thumbnail Image size	476 x 249 pixels	72 dpi
Featured Image size	1200 x 627 pixels	72 dpi
Company logo	476 x 249 or greater	72 dpi
Company URL Link	✓	

DEMOXPERIENCE
Where Powerful Products Come to Life

Chase Yacko
Vice President of Sales and Marketing
at Canberra Corporation

The JAWS Professional Mopping System: Simply Powerful Performance

Chase Yacko, VP of Sales & Marketing at Canberra Corporation, speaks to the key differentiators that set the JAWS[®] Professional Mopping System apart from the competition. With safety and innovation at the forefront, Canberra has developed a chemical dispensing program that is built into a robust, highly durable mopping system. Delivering enhanced productivity and proven product performance, the JAWS[®] mop was designed with the user in mind and can be used in virtually any location.

To request a demo, visit [JAWS Professional Mopping System](#)

WATCH NOW

Canberra

CMM | CLEANING & MAINTENANCE MANAGEMENT

SC Johnson
PROFESSIONAL
A family company

Save Each Cleaner up to 50 Hours Per Year!

The TruShot 2.08 mobile dispensing system, from SC Johnson Professional, keeps your cleaning chemistries as mobile as you are! Refill the system at any water source and deliver optimized dilutions at the pull of the trigger.

TruShot 2.08 can save each cleaner up to 50 hours per year in travel and refill time versus wall-mounted and ready-to-dilute systems (sponsored ISSA time study, May 2023).

Additionally, users are able to seamlessly swap chemistry cartridges to complete a variety of cleaning tasks. Help your team members save time later, by learning about TruShot 2.08 NOW!

LEARN MORE

SC Johnson
PROFESSIONAL
A family company

Contact information
scjmarketing@scj.com

 **Digital materials due 1 week before deployment date.**

CMM Product & Technology Update

Subject Line	Up to 50 characters
Pre-Header	Up to 60 characters (Optional)
Image	600 x 400 wide pixel (w/branding included)
Headline	Up to 50 Characters
Description	Up to 100 words
Company logo	230 x 150
Company URL Link	✓



Compact Yet Powerful — The S880 Ride-On Sweeper Delivers

Tackle tight spaces and tough debris with the compact S880—delivering powerful sweeping performance indoors or out, every time.

[LEARN MORE](#)



Power through grime without leaving a scratch with Power Scour.

Remove the mess. Skip the scratches. Power Scour delivers pro-level cleaning safe for cookware, dishes, counters, sinks, and more.

[LEARN MORE](#)



Cleaning Gaps? Missed Tasks? A Smarter Way Is Coming.

Cleaning gaps & inefficiencies end soon. AI-assisted SAVI 360 spots issues & plans fixes—smarter cleaning is coming this Fall. Learn more!

[LEARN MORE](#)



Sustainable and Simple Aircare with Vectair's V-Air Flow

V-Air Flow is setting the bar in sustainable aircare with >80% plant-based refills & 100% recycled plastic dispensers.

[LEARN MORE](#)

ISSA FAMILY OF PUBLICATIONS





Webinars: Co-Sponsored

Company logo

300 dpi

No larger than 2GB

Submit upon signing contract

Advertisement

Video Option (highly recommended)

45 sec. video

At least 720 pixels resolution

Submit at least 10 days before webinar

Send video via a file transfer tool such as: OneDrive, Dropbox, Google Docs, WeTransfer, etc.
Will not except a YouTube link of the video, an .mp4 video file is needed for this option.

Power Point Commercial

3-5 PPT Slide Deck, must be
widescreen format

13.333 inches x 7.5 inches

Submit at least 10 days before webinar

30-second written script to go
along
with the slide deck

Exclusive Webinars: Timeline + Assets Needed

At least 6 weeks out

- Webinar Title
- Webinar Description
- Company Logo (at least 200 x 200 px)
- Event image (no text, at least 1200 x 600 px)
- Decide if Client or ISSA will create event graphics

Client sends content for webinar:

[Click here](#) to see an example page from a previous webinar

Speaker Information

- Full Name, Title, Company
- Headshot (at least 200 x 200 px)
- Email Address for scheduling
- Bio (if available)

4 weeks out

Client Decide:

- If ISSA moderator needed, or if they will provide a moderator

If client creating graphics:

- Provide event image (no text, at least 1200 x 600 px)
- Email header: (600 px x 300 px)

ISSA:

- Setup event
- Build out email promos

If ISSA creating graphics:

- Provide event image: (at least 1200 x 600 px)

One week out

Tech Check:

- 30 mins
- Schedule 1-7 days before webinar

Exclusive Sponsor Webinar

Company logo 300 dpi

Email Schedule

Event Image Larger than 1000 x 500 pixels

- 2 weeks before
- 1 week before
- 1 day before

Speaker Image(s) Larger than 200 pixels wide and tall

! Digital materials due 1 week before deployment date.

Straight Talk/Video Interview

Post Commitment	Client will be introduced to ISSA Media Director, Jeff Cross, to discuss interview topic and record interview.
In-Video Advertisement	Up to 15 seconds
Video file	MP4 File, at least 720px resolution, and no larger than 2GB.
Company logo	72 dpi
	Send video via a file transfer tool such as: OneDrive, Dropbox, Google Docs, WeTransfer, etc. Will not except a YouTube link of the video, an .mp4 video file is needed for this option.



 **Digital materials due 1 week before deployment date.**

Made in the USA Product Showcase

Included in the following publications

CMM – January/February Issue

What's included:

- ¼ Page Ad, Print + Digital issue + archived on CMM website
- Optional Product Promo video to include in shared email blast

Specifications

- 3.25"(w)x1.6"(h) image
- Logo
- 50 words of text
- 35 character headline
- Company url

