



2024 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 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.

PARTNERING TO DRIVE SUCCESS

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	✓		✓	✓
Newsletters Ads		✓		✓
Sponsored Content	✓		✓	✓
Print Advertising	✓		✓	
Market Research	✓	✓		
Email Campaigns		✓	✓	✓
Education and Training Partnership	✓	✓		

BRAND OVERVIEW



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



cmmonline.com

50,000+

Monthly Page Views

37,000

Email Database

33,300

Magazine Subscribers

21,000+

CMM Daily News Subscribers

ENGAGING REAL DECISION MAKERS

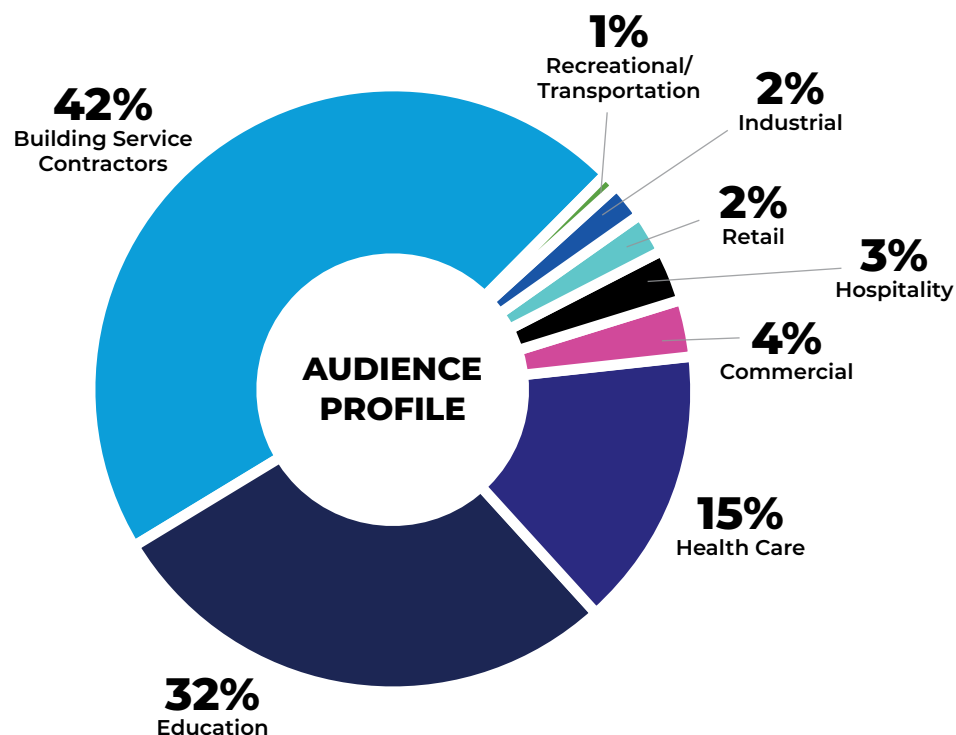
CMM maintains a high-level audience and is the premier media brand serving the facility services market. We invest heavily in our audience so you can be assured your message is reaching the right people. Additionally, we focus on the job titles within each vertical market that are responsible for procuring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

Total Print/Digital Circulation: 33,300



Your Message + Our Audience =
PROVEN RESULTS

Join industry leading companies that partner with ISSA Media



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

Featured Multi-Media Content

» Multimedia Video Series **NEW!**

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.

Topics include: Staffing, Digital Marketing, Improving Facility Image

» 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.

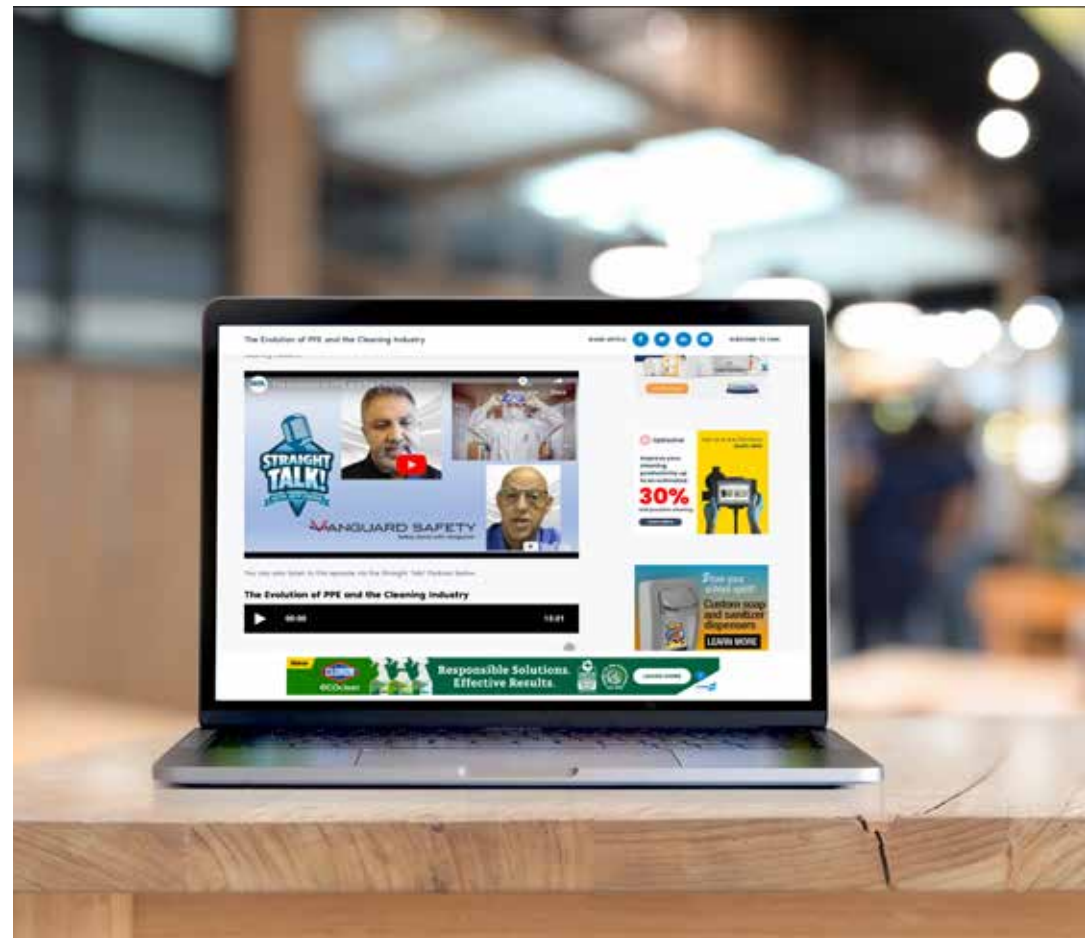
» Critical Issue Webinar Series

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: BSC Growth Strategies, Indoor Air Quality, Cleaning for Health, Hard Floor Care, Infection Prevention

» Spotlight Issue Series

The top trends and timely insight aligned with supplier product solutions across industry-leading product categories including: Infection Prevention, Sustainability, Floor Care, Health & Safety, and New Innovation and Technologies.



LEVERAGE THE POWER OF DIGITAL MEDIA

Digital Display Advertising

Build trust, awareness, and thought leadership for your brand to an increasing digital audience with 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.



33,000+

Unique Monthly
Visitors



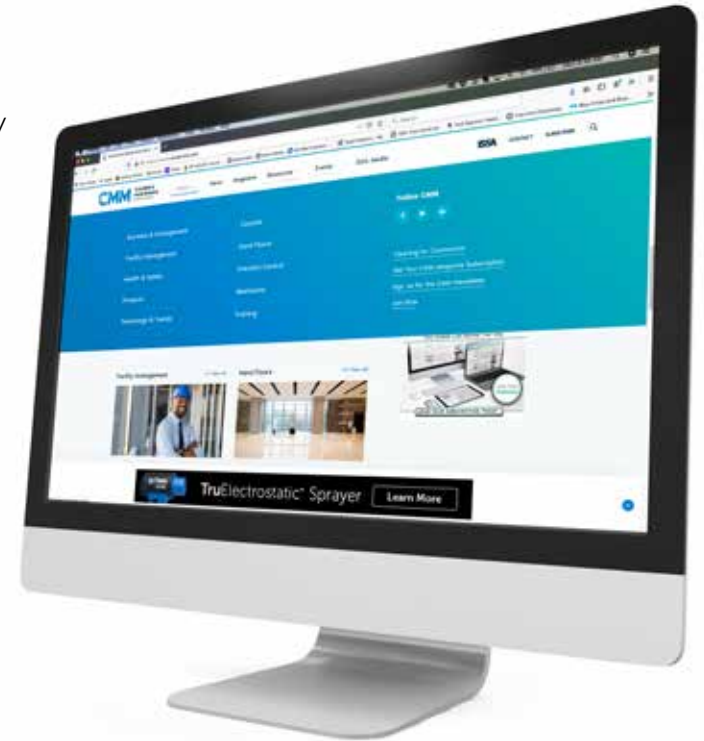
56%

Organic Traffic



40%

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: (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.

DIGITAL 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

NEW!

Deliver key insights and demonstrate your product's unique solutions via video interview demonstration. This quick 5-10 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.

» 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, CMM TV, GBAC TV and more.



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

LEAD GENERATION

Demonstrate your expertise, build brand awareness, and generate leads — a critical component 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.



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 21,000+ 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
- Education Facility
- Facility Management

» 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 newsletter and receive a dedicated sponsor page on cmmonline.com that enhances your SEO with backlinks.

Topics include: Infection Prevention, Carpet Care, Floor Care, Hand Hygiene, Restrooms, Indoor Air Quality

CMM CLEANING & MAINTENANCE MANAGEMENT 2024 MEDIA PLANNER

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
- Education Facilities
- Hospitality
- Commercial/Retail/Recreational
- Health Care
- Industrial

» Sponsored Content Email

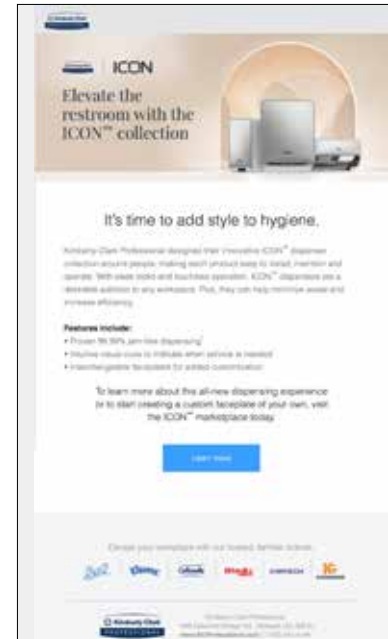
Utilize content marketing to build trust and enhance brand perception. Whether articles, on-demand webinars, whitepapers, or video, leverage CMM's email database to disseminate messaging and increase views and leads. Sponsored content includes: article hosting, email marketing, and exposure in CMM Daily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

» Technology Alert

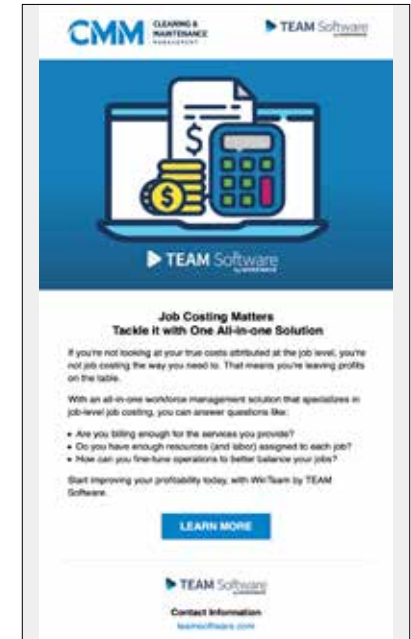
Introduce new products and drive traffic to product landing web pages where decision makers can evaluate your products. Reach CMM's entire email database with product descriptions, features, benefits, and specifications.

» Product & Technology Update NEW!

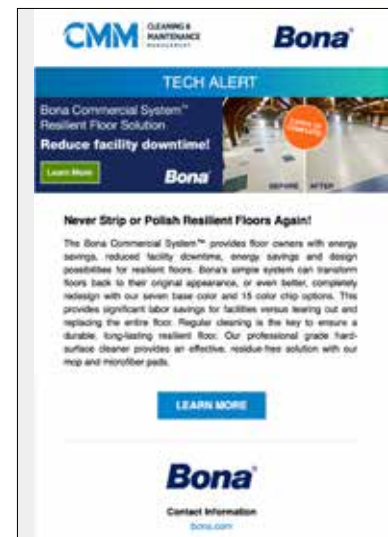
Keep your products top of mind and drive website traffic when reaching your target audience's inbox. Deployed monthly, this special product newsletter reaches decision makers throughout their buying process.



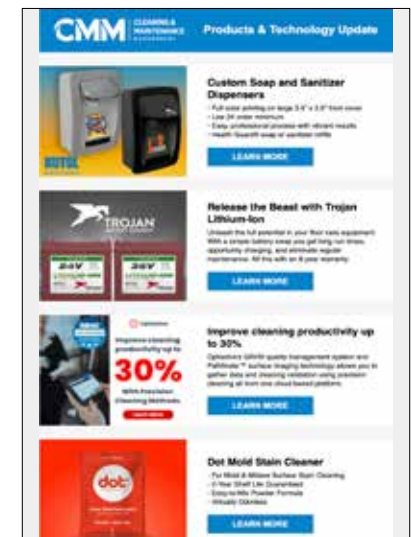
Email Marketing



Sponsored Content



Technology Alert



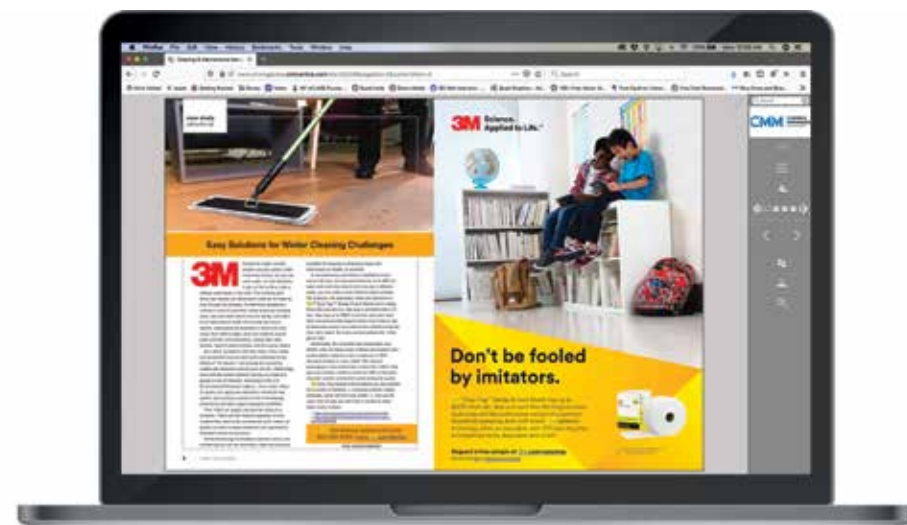
Product & Technology Update

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 - Disinfection & Infection Prevention Showcase
- March/April - Sustainability Showcase
- May/June - Floor Care Case Study/Profiles
- July/Aug. - Restroom Showcase
- Sept./Oct. - Worth Seeing at ISSA Show 2023
- Nov./Dec. - ISSA Exhibitor Profiles



» 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.

EDITORIAL CALENDAR

● Featured Topic ● Special Topic ● Technical/How-To ● In Focus

Issue	Content	Sponsored Content	Newsletters	Webinar Series	Multimedia	Advertiser Bonus Value-add with ad placement
JANUARY/FEBRUARY Sales close: 1/11/24 Materials due: 1/18/24	● Infection Prevention & Control ● Human Capital & Culture ● Spot & Stain Removal ● Indoor Air Quality	Infection Prevention Showcase	BSC Education GBAC STAR Report Facility Management Infection Prevention	Infection Prevention	Rethink Clean	Early Planning Incentive Save 30% on Jan/Feb 2024 Ad & Early contract signing bonus.
MARCH/APRIL Sales close: 2/28/24 Materials due: 3/6/24	● Sustainability ● In-House/Facility Management Benchmarking Survey Report ● Quality Assurance ● Carpet Care	Sustainable Product Showcase	BSC Education GBAC STAR Report Facility Management Carpet Care	Indoor Air Quality	Recruiting & Retaining Employees	Product & Technology Update Highlight new products in email promotion
MAY/JUNE Sales close: 4/22/24 Materials due: 4/29/24	● Floor Care ● Robotics & Automation ● Strip & Recoat ● Cordless Tools & Equipment	Floor Care Case Study/Profiles	BSC Education Facility Management Floor Care	Hard Floor Care	Maximizing Productivity	CMM Daily News Banner/Sponsored Content
JULY/AUGUST Sales close: 6/12/24 Materials due: 6/19/24	● Health & Safety ● Staffing Levels and Workloading ● Bidding & Estimating ● Towels, Tissues, and Dispensers	Restroom Showcase	BSC Education GBAC STAR Report Facility Management Hand Hygiene	Cleaning for Health	Cleaning for Health	Product & Technology Update Highlight new products in email promotion
SEPTEMBER/OCTOBER ISSA Show 2024 Preview Sales close: 8/14/24 Materials due: 8/21/24	● Improving Human Capital ● Building Service Contractor (BSC) Benchmarking Survey Report ● Safety & PPE ● Hand Hygiene	Worth Seeing at ISSA Show 2024	BSC Education GBAC STAR Report Facility Management Restroom Care	Exterior Maintenance	Hand Hygiene	Product Showcase Worth Seeing at ISSA Show 2024
 NOVEMBER/DECEMBER ISSA Show 2024 Issue Bonus Distribution Sales close: 9/27/24 Materials due: 10/1/24	● Innovation & Technology ● Sourcing Solutions ● Recycling & Waste Management ● Floor Care Accessories: Pads, Batteries, Chemistry	ISSA Exhibitor Profiles 2024	BSC Education Facility Management Indoor Air Quality	BSC Growth Strategies	Developing a Winning Culture	Show Product Spotlight Image & 75 words in print/email

IN EVERY ISSUE:

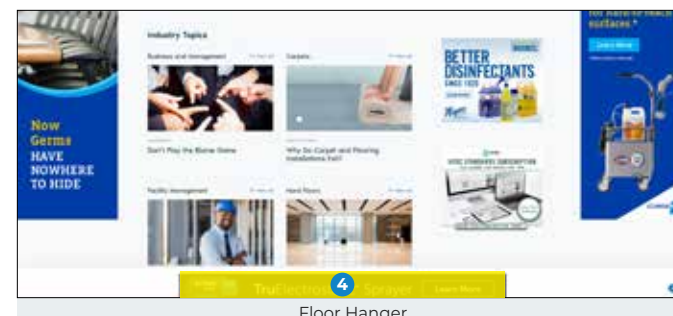
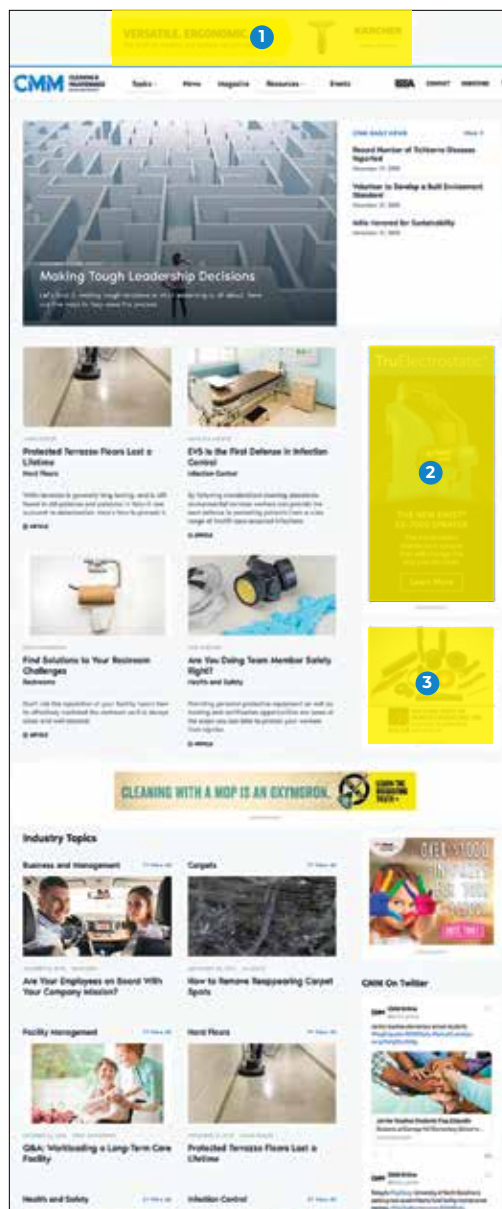
Trending topics impacting the built environment | Management-level operational best practices | Business strategy and growth solutions for BSCs | Solutions for common cleaning and maintenance challenges | Sustainable strategies for leaner and greener operations

DIGITAL RATES AND SPECS

Display Units	Desktop	Mobile	Rate
1 Leaderboard	728x90	320x50	\$1,550
2 Half Page	300x600	300x250	\$1,775
3 Medium Rectangle	300x250	300x250	\$1,235
4 Floor Hanger Banner (High Impact)	970x90	320x50	\$3,075
5 Page Skin (High Impact)	(2) 300x800		\$5,400

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

Multimedia Sponsorships	Rate
NEW! Video DemoXperience	\$4,000
Straight Talk/Video Interview/Podcast	\$4,000
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



E-NEWSLETTER MARKETING RATES AND SPECS

E-newsletter Marketing	Dimensions	Rate		
CMM Daily News		Weekly	Monthly	
1 Premier Banner	600x160	\$825	\$3,250	
2 Medium Rectangle	300x250	\$700	\$2,850	
3 Sponsored Content	Image, Headline and 50 words	\$700	\$2,850	
Vertical Market E-newsletters		BSC	Education Facility	Facility Management
1 Premier Banner	600x160	\$800	\$900	\$1,000
2 Medium Rectangle	300x250	\$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

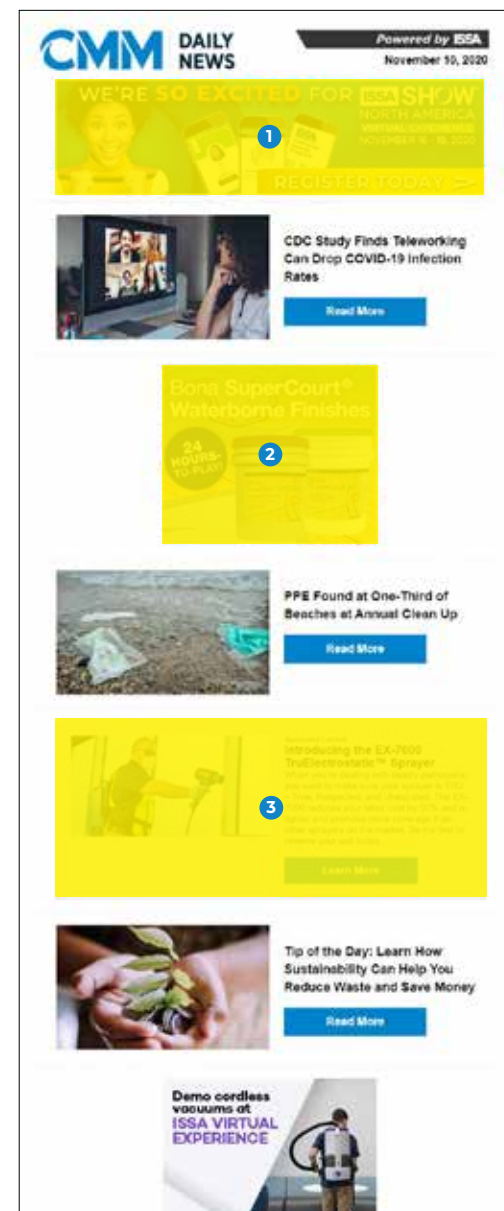
Email Marketing	Rate
Targeted Email Marketing	\$150/M
Automated Email Campaign	\$200/M
ISSA Show North America CONNECT Email	\$6,500
Sponsored Content Email	\$3,675
Technology Alert	\$3,150
NEW! Product & Technology Update	Includes 3x Deployments \$2,500



Targeted Email Marketing



Targeted Email Marketing



PRINT RATES AND SPECS

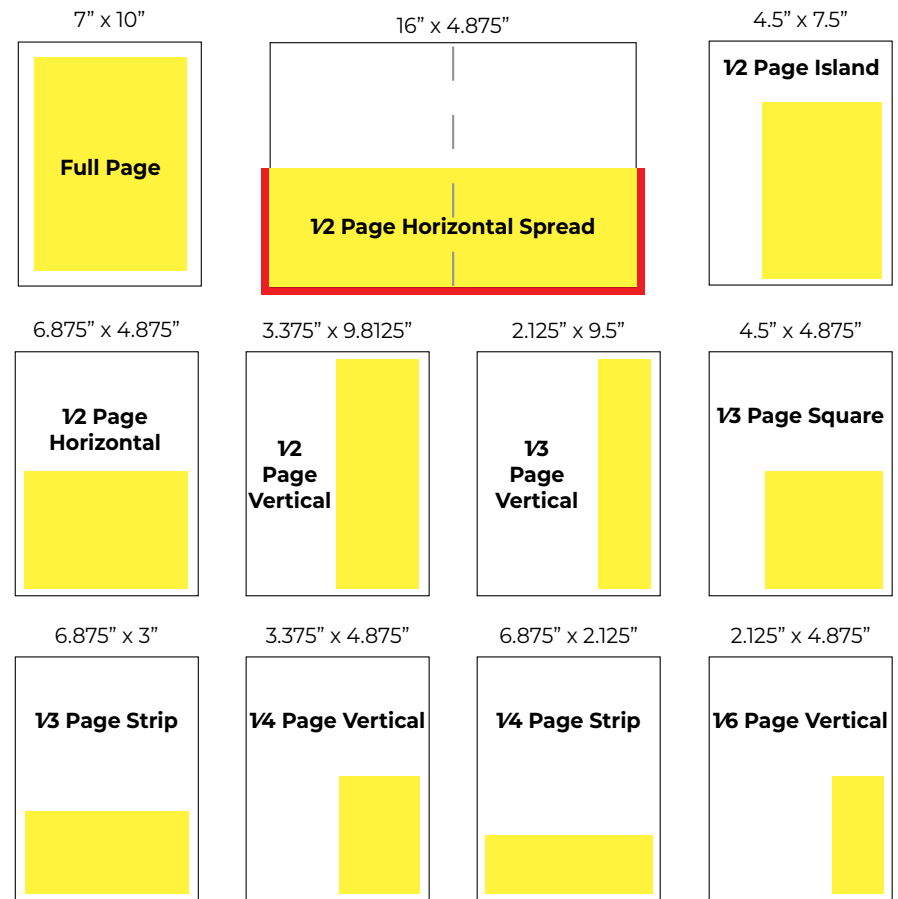
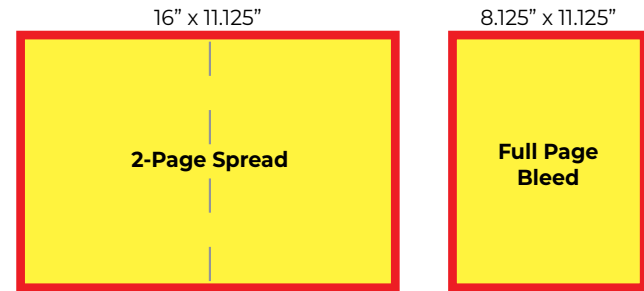
TRIM SIZE: 7.875"(w) x 10.875"(h), **BLEED:** Image must extend .125" beyond trim size. Keep live matter .375" from final trim, **LIVE AREA:** 7.25"(w) x 10.5"(h)

PRINT SPECS: High-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	6-8x	8x+
2-Page Spread	\$13,500	\$12,700	\$12,075	\$11,500
Full Page	\$7,875	\$7,350	\$6,985	\$6,625
1/2 Page Horizontal Spread	\$10,395	\$9,775	\$9,295	\$8,800
1/2 Island	\$5,775	\$5,435	\$5,150	\$4,900
1/2 Page	\$5,475	\$5,125	\$4,885	\$4,625
1/3 Page	\$3,525	\$3,335	\$3,150	\$3,015
1/4 Page	\$2,625	\$2,475	\$2,315	\$2,175
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

Marketplace / 4C	3x	6x	ISSA Media Network Marketplace	3x	6x
1/4 Page	\$1,000	\$875	1/4 Page	\$2,650	\$2,300
1/6 Page	\$750	\$675	1/6 Page	\$2,000	\$1,775



ISSA 2024 MEDIA PLANNER

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100 Years of Advancing Clean
and Driving Innovation.



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Connect with us on social!



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