


CMM 2022 EDITORIAL CALENDAR

	JAN/FEB	MAR/APR	MAY/JUN	JUL/AUG
Ad Close / Materials Due	1/4/22 / 1/11/22	2/22/22 / 3/1/22	4/12/22 / 4/19/22	5/31/22 / 6/7/22
Lead Feature	Infection Control	Carpet Care	Hard Floor Care	Restroom Care
Special Topics	Personnel and Policies	In-House/Facility Management Benchmarking Survey Report	Green Cleaning and Sustainability	ISSA Show 2022 Preview
Technical/How-To	Disinfection Protocols	Bidding and Estimating	Slip, Trip, and Fall Prevention	Indoor Air Quality
In Focus	Scheduling Software	Vacuums	Robotics and Automation	Restroom Dispensers
Sponsored Content	Infection Prevention and Control Showcase	Carpet Care Showcase	Floor Care Case Study Profiles	Restroom Showcase
Video Series	Headhunting for Talent	Maximizing Productivity	Cleaning and Disinfecting Best Practices	Health and Safety
Webinar Series	Infection Control	Carpet Care	Hard Floor Care	Restroom Care
Bonus Distribution		 The Experience Conference & Exhibition	ISSA Show Canada	

	SEP	OCT	NOV/DEC	In every issue:
Ad Close / Materials Due	7/19/22 / 7/26/22	9/1/22 / 9/8/22	10/18/22 / 10/25/22	
Lead Feature	ISSA Show 2022 Spotlight	Health and Safety	Technology Trends	☆ Trending topics impacting the built environment
Special Topics	Training and Certification	Building Service Contractor (BSC) Benchmarking Survey Report	Safety and Security	☆ Management-level operational best practices
Technical/How-To	Hand Hygiene	Waste Management	Workloading and Cleaning Frequencies	☆ Business strategy and growth solutions for BSCs
In Focus	Electrostatic Technology	Cleaning Chemistry	Air Purification Technology	☆ Solutions for common cleaning and maintenance challenges
Sponsored Content	Worth Seeing at ISSA Show	ISSA/Corporate Profiles	Best Buys for 2023	☆ Sustainable strategies for leaner and greener operations
Video Series	Exploring Add-On Services	Improving Facility Image	Preparing for 2023	☆ The latest company, people, and industry updates
Webinar Series			Indoor Air Quality	☆ New industry offerings in the changing marketplace
Bonus Distribution	 The Experience Convention & Trade Show	ISSA Show North America 2022		☆ FSP real-world success stories

DIGITAL: THOUGHT LEADERSHIP

Align your brand message alongside 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 include:

- Business Management
- Facility Management
- Health and Safety
- Restrooms
- Training
- Carpet
- Hard Floors
- Infection Control
- Technology and Trends

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.

Promotion includes:

Full page creative opposite of front cover; leaderboard banner on every page, and recognition as "Sponsor of the Digital Edition" in the issue release email (34,000 deployment).

» In-Video Advertising

ISSA's multimedia videos have garnered 750,000+ views in the past two years creating a great environment for your brand and video messaging. Align your brand as an industry thought leader and sponsor of highly visible video content with guaranteed views. Exposure includes video ad placement within ISSA TV programming (ISSA Straight Talks, ISSA Industry Alerts), and branding on video landing page.

» ISSA Straight Talks!

ISSA's Straight Talk! video interview series covers industry issues, trends, and insights from industry leaders. Align your brand as an industry thought leader as ISSA's Media Director Jeff Cross covers a wide variety of topics and trending issues important to all ISSA members and the global cleaning industry.

Options include:

Thought leadership video interview with or without product messaging. Exposure includes pre/post roll video and marketing services package including email, e-newsletter, and social media promotions.



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AND
SPECS**