



# *Cleaner Times*

## 2018 Cleaner Times Media Kit

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## Monthly Columns

**Cleaner Times** offers articles of interest to professionals in the high pressure water industry focusing on industrial markets and end users.

Regular features include:

- Application
- Business
- Professional Organizations
- Equipment
- EPA/Safety/OSHA
- Service
- Industry Calendar
- Product Spotlight
- Industry News

## Circulation/Readership

**Cleaner Times** is primarily circulated in the U.S. but also reaches markets as far as Europe & Australia. Readership is comprised of the following lists:

- Industrial users in the following markets:
  - Coatings and Coating Removal
  - Highway and Parking Lot Maintenance
  - Truck and Heavy Equipment Cleaning
  - Heavy Construction
  - Oilfields and Refineries
  - Asphalt and Concrete
  - Marine
  - Agriculture
  - Municipalities
- Manufacturers and OEM
- Suppliers
- Professional Organizations
- Contractors
- Distributors

## Editorial Focus

### January

The Sourcebook

### February

Advice to the Next Generation, Coil Maintenance, Incentives for Service People, Critically Assessing Your Business

### March

Spring Special Issue: Graffiti, Wood Work, Insurance, plus more topics, Selling and Servicing the Oil/Gas Industry, Soft Washing, Regional Profile—Northeast U.S.

### April

Selling In-Plant Systems, Inventory Management, Choosing Surface Cleaners, Regional Profile—Southeast U.S.

### May

Selling Surface Cleaners, How to Deal with Metered Water, Employee Health Insurance & Compensation, Regional Profile—Midwest U.S.,

### June

Summer Safety, Selling Cabinet Parts Washers, Meeting Department of Transportation (DOT) Requirements, Use of Steam in Disaster Restoration, Regional Profile—West U.S., Technical Updates

### July

Prevention of Pump Issues, Time Management, Social Media, Regional Profile—Southwest U.S.

### August

Contracts, Measuring Production, Technology & Business Integration, Surviving Setbacks, Regional Profile—Western Canada

### September

Matching Engines and Pumps, Tools for Hiring Employees, Care for Physical Building and Assets, Regional Profile—Atlantic Canada

### October

CETA/PWNA and WJTA Convention Issue

### November

Challenging & Unique Jobs, Selling to Stadiums, Reasons for Giving Thanks, Regional Profile—Central Canada

### December

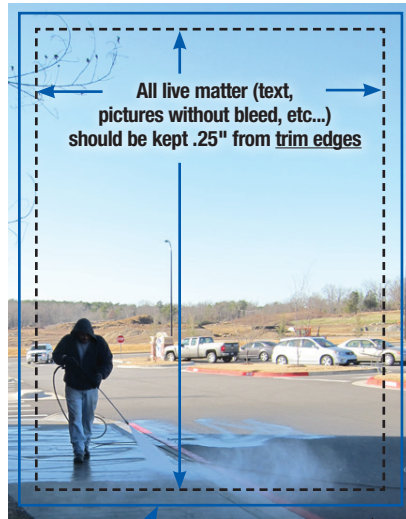
2019 & Beyond, Women in the Industry, Work/Life Balance, Liability Reduction, Forming a Good Banking Relationship

*This is a tentative schedule and subject to change. Other features highlighted as space permits are: Financial, Marketing, Product Spotlight, Industry News, Industry Calendar, and CETA Edge*

For advertising rates and information, call 800-525-7038.

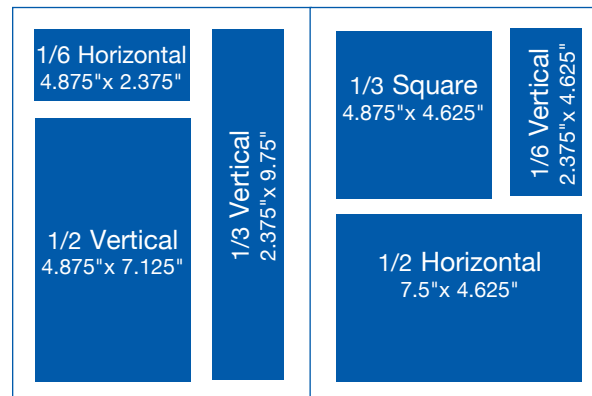
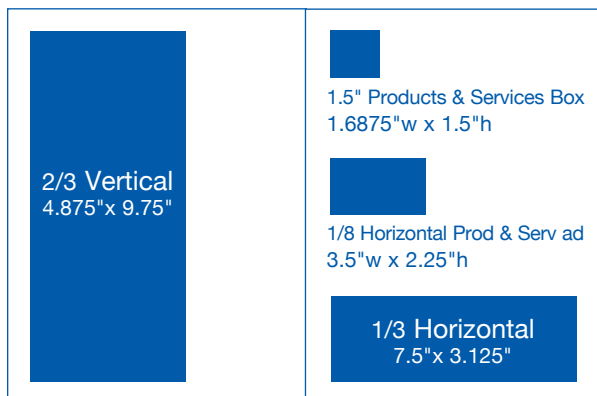
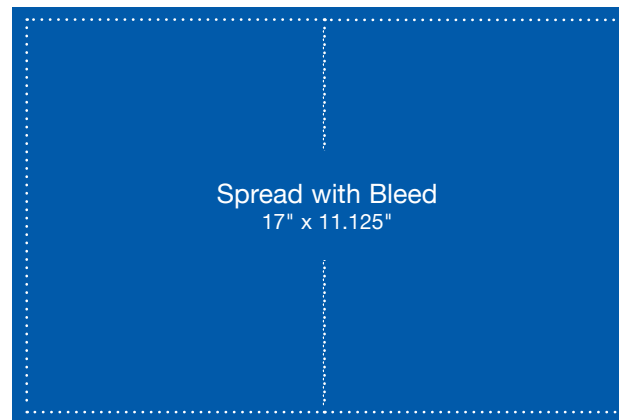
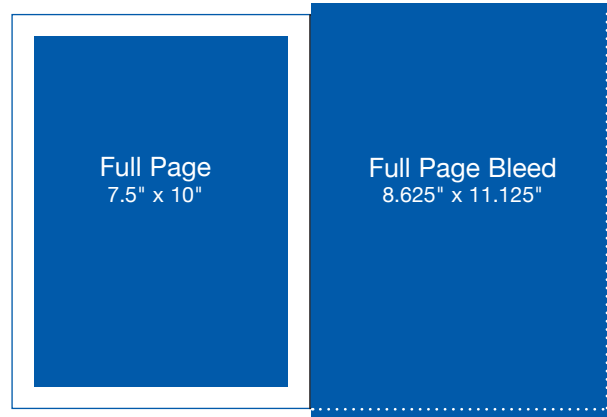
## Display Ads

### Sample Full Page Ad



**TRIM SIZE: 8.375" x 10.875"**  
(trim is the actual edge of the paper)

**REQUIRED BLEED: 8.625" x 11.125"**  
(.125" bleed beyond trim on all 4 sides)



## Cleaner Times

### Products & Services Directory Ads

- Company Listing
- 1.5" box - 1.6875"w x 1.5"h
- 1/8 H - 3.5"w x 2.25"h

## Cleaner Times

### Service Center Directory Ads

- Company Listing
- Expanded Listing
- Logo Box Listing


## Industrial Water Application

### Products & Services Directory Ads

- 1.5" box - 1.6875"w x 1.5"h
- 1/8 H - 3.5"w x 2.25"h

## Submitting Materials

Cleaner Times prefers high-resolution PDF files. We also accept InDesign (no Word docs), TIFF, or EPS files (no JPG files). All images should be in CMYK format (not RGB) at a resolution of 300 dpi. A color proof is required if color is critical. If not critical, digital materials (10MB or smaller) can be emailed to [chris@adpub.com](mailto:chris@adpub.com).

**HIGHTAIL** formerly youSENDit  To send files larger than 10MB: <https://dropbox.hightail.com/u/Advantage-Publishing-dropbox>.

For any questions please call the Art Director at 800.443.3433 x22.

## Publication Schedule

### Advertising Space and Materials Deadline:

Issue	Due Date:	Issue	Due Date:
January .....	11/27/17	July .....	5/28/18
February .....	12/27/17	August .....	6/27/18
March .....	1/29/18	September .....	7/27/18
April .....	2/26/18	October .....	8/28/18
May .....	3/27/18	November .....	9/25/18
June .....	4/26/18	December .....	10/26/18

- This is for **camera ready materials** (digital files only). Ads to be built by *Cleaner Times* **MUST** arrive a minimum of **4 days prior to space and material deadline**. Directory advertising deadline is 5 days prior to the dates above.

## Ad Design and Production Rates

- We have designers on staff for all of your design needs.
- All design charges are based on our \$37.50 minimum and \$75 per hour rate, regardless of ad page size.
- Design charges apply to all ads not submitted camera ready.
- Preparation or production charges are applicable on ads submitted for publication that require modifications and are non-commissionable.
- Composition costs for typesetting, illustrations, corrections, and alterations will be charged to the advertiser and will be billed at the same hourly rate as design charges.
- **All design, production, mechanical, and preparation charges are billed separately.**

## Directory Rates

### Products and Services Directory:

- Listing: \$49 • 1.5" Box: \$129 • 1/8 Page: \$295

### Service Center Directory:

- Expanded Listing: \$49
- Logo Box Listing: \$99
- Directory Listings and Ads are 3-month minimum.
- Design charges apply to 1.5" Box and 1/8 page ads.
- All directory listings and ads are BW.
- 1/8 page ads and display ads receive a complimentary 3-line listing in their category of business.

## Ad Position/Style

- Additional 15% charge will be billed to advertisers requesting specified positions.
- Advertisements set to simulate editorial style must be labeled "Advertisement."

## Advertising Rates

Black/White	1x	3x	6x	9x	12x
Full page .....	\$2,040	\$1,830	\$1,709	\$1,588	\$1,489
2/3 page .....	\$1,676	\$1,610	\$1,489	\$1,334	\$1,191
1/2 page .....	\$1,301	\$1,202	\$1,169	\$1,036	\$916
1/3 page .....	\$982	\$926	\$872	\$783	\$695
1/6 page .....	\$551	\$529	\$507	\$475	\$397
Spread (Full Color) —	\$3,524		Cover pages 2 & 3 (Full Color) —	\$2,261	
			Cover page 4 (Full Color) —	\$2,359	

## Terms

### Terms:

- Net 30 days. Accounts 30 days past due forfeit frequency discount (see Insertion Order for details).

### Cancellation Policy:

- Unfulfilled advertising contracts will be short-rated to earned rate (see Insertion Order for details).
- Cancellations must be received in writing 30 days prior to next published space & materials deadline.

### Advertiser Liability:

Advertisers assume all liability for any claims and/or expenses resulting from the unauthorized or improper use of any names, photographs, maps, illustrations or other content used or for statements made in connection with their advertising.

### Publisher's Copy Clause:

Advantage Publishing Co., Inc. reserves the right to reject any advertisement. **No prices are allowed in ad copy.**

### Agency Commission & Terms:

- 15% of gross billing allowed to recognized advertising agencies on space, color and special positions.
- Applicable only to display advertising and invoices paid within 30 days of invoice.
- Invoices must be billed to agency to qualify for agency discount.
- Accounts 30 days past due shall forfeit agency discount.
- Preparation or production charges, mechanical and composition costs are non-commissionable.
- Typesetting, design, camera work, insert binding, back-up printing for inserts, trimming, folding, etc., are non-commissionable.

## Payment Terms

**Cash Discount:** 2% offered on invoices paid within 10 days of invoice. **Terms:** Net 30 days.

**New Advertisers:** First ad, payment in advance; then payment within 10 days of invoice receipt for next five ads.

## Color Rates

In addition to black & white space rates:  
4 Color Process ..... \$400

## Mailing/Shipping Instructions

Advantage Publishing Co., Inc.  
1000 Nix Road  
Little Rock, AR 72211-3235

# Cleaner Times

## Advertising Insertion Order

Advertiser: \_\_\_\_\_

Acct #: \_\_\_\_\_ Tax ID: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Agency/Resp Party: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

### Method of Payment:

check  credit card (  first payment only or  monthly )

Visa  Mastercard  American Express  Discover

Card number:

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Expiration date: 

--	--	--	--

 Bill CC monthly?  Yes  No

Name on card (Please Print): \_\_\_\_\_

Signature: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Account Exec: \_\_\_\_\_

### Ad Size/Orientation:

SPREAD  FULL  2/3

1/2 (  Vert.  Horiz. )

1/3 (  Vert.  Horiz.  Sq. )

1/6 (  Vert.  Horiz. )

### Products & Services

1/8 H  1.5" box  Listing

### Service Center Directory

Logo Box Listing  Expanded Listing

Starting Month: \_\_\_\_\_

Number of Months: \_\_\_\_\_

Monthly Rate: \_\_\_\_\_

Color Charge: \_\_\_\_\_

Position Charge: \_\_\_\_\_

Agency: \_\_\_\_\_

Total Due: \_\_\_\_\_

For Display Ad Complimentary Listings or Products and Services Listings, complete the information below as you wish it to appear in the Products and Services Directory.

Company: \_\_\_\_\_

Phone: \_\_\_\_\_ Web: \_\_\_\_\_

**TERMS:** Payment for the first insertion (or 3 insertions for classified ads) is payable when ordered. Subsequent invoices will be due upon receipt. Accounts not paid within 30 days of invoice date will be subject to a 1.5% per month service charge and forfeiture of frequency discount. **This agreement commences with the issue date stated above and will be for the term stated above.** The contract will automatically renew unless written notice of termination is delivered by either party at least thirty (30) days prior to the expiration of the contract period. The contracted advertising rate may be adjusted at the end of each term of the agreement. In the event the rate is increased, before a contracted term expires, the Advertiser will receive rate protection for the duration of the then current term of the contract. Production charges shall be invoiced separately and are payable on receipt of invoice.

**RATE CLAUSE:** Advertising rates are determined by the number of advertising insertions of the same size or larger, placed in one or more issues within the contract period. In the event that advertising is removed from the magazine prior to the expiration of this contract, and the Advertiser has not earned the billed rate, the Advertiser shall be short rated to the applicable frequency rate and the full-price color rate.

**Accounts 60 days past due are subject to cancellation and collection by the Publisher.** In the event the Advertiser defaults in the performance of any of the terms or conditions outlined in this agreement (including rate sheet) or fails to make payment as agreed upon herein, the Publisher has the option of requiring immediate payment of the balance of the monies due for the unexpired term of this agreement. The proper venue for any action arising out of default of this agreement shall be Pulaski County Arkansas.

I have read this agreement and Attachment (1), and agree to the terms and conditions as outlined herein, and agree to the applicable rates and advertisement policies. In consideration of your extending credit to the above firm, at your request, I/we do hereby personally guarantee the payment of all the obligations as agreed upon in this contract.

Authorized Signature: \_\_\_\_\_ Printed Name: \_\_\_\_\_ Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

Accepted by Publisher: \_\_\_\_\_ Printed Name: \_\_\_\_\_ Date: \_\_\_\_/\_\_\_\_/\_\_\_\_