



Cleaner Times

2021 Media Kit

Cleaner Times is the oldest and most trusted publication serving the pressure washing industry. Since 1989, manufacturers, distributors, suppliers, and contract cleaners have turned to the pages of *Cleaner Times* for practical and sound information specific to all topics pertaining to pressure washing.



Contents

Circulation/Readership

Editorial Calendar

Ad Sizes

Submitting Materials

Publication Schedule

Advertising Rates

Ad Position/Style

Mailing/Shipping

Ad Design Rates

Terms

Insertion Order





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
- Heavy Construction
- Marine
- Highway and Parking Lot Maintenance
- Oilfields and Refineries
- Agriculture
- Truck and Heavy Equipment Cleaning
- Asphalt and Concrete
- Municipalities

- Manufacturers and OEM
- Suppliers
- Professional Organizations
- Contractors
- Distributors

Editorial Calendar

January

The Sourcebook

February

- Bio Risk Mitigation
- Protecting Employees and Property
- Challenging Service Center Repair Stories
- Increasing Productivity and Decreasing Distractions
- Checks and Balances in Equipment Manufacturing

March

- Leaders in the Industry
- How to Make Money Selling Chemicals
- Finding Your Niche
- Ongoing Employee Development
- Setting Up a Successful Service Center
- Cleaner Grocery Stores

April

- Maintain Your Equipment
- Attitude Adjustments
- Compliance Training
- Marine Cleaning
- Role of Degreasers

May

- OSHA 1910 Safety Standard and Respiratory Training
- Selling to the Car Wash Industry
- Setting Up Commercial Drive Through Wash Systems
- Customer Service and Social Media
- Safety in Manufacturing

June

- Selling to the Painting Industry
- Touchless Wash Techniques
- Cleaning Residential Areas
- Keeping the Books Accurate
- Summer Safe Work Tips

July

- Liability Protection
- What Makes You Proud to be an American?
- How to Succeed in Business
- Correcting Common Pressure Washing Misconceptions
- Benefiting from Your Company's Vehicles

August

The Show Issue

September

- Kitchen Exhaust Cleaning
- Counting the Costs of Government Regulations
- Screening/Using Background Checks for Your Employees
- Safety Standards for Pressure Washers
- Cleaning Manufacturing Facilities

October

- Pressure Washing in Taxidermy
- Issue to Consider When Hiring or Firing an Employee
- How Mapping Can Help Save Time and Money

November

- Maximizing Your Downtime
- Removing Salt Buildup
- Cleaning Water Towers
- Millennials and Gen Z in the Workforce
- Understanding the Financials

December

- Benchmarking
- What to Anticipate in 2022
- Joys of Small Business Ownership
- Cleaning Houses of Worship
- Business Mentorship

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

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

Internet Rates Per-Month

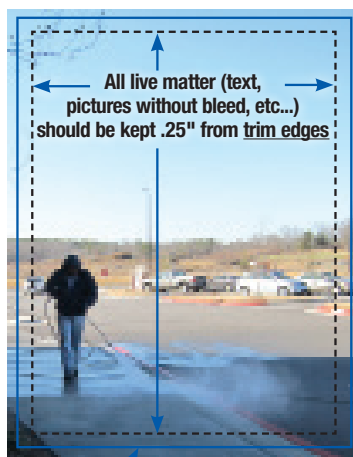
- Newsletter Banner – \$300 per run
- Final banner will display at 580 px x 200 px
- Our weekly newsletter is delivered every Friday

Service Center Directory Ads

- Company Listing
- Expanded Listing
- Logo Box Listing

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)

Newsletter Banner
1160 pixels x 400 pixels
90 dpi, RGB, JPG or PNG

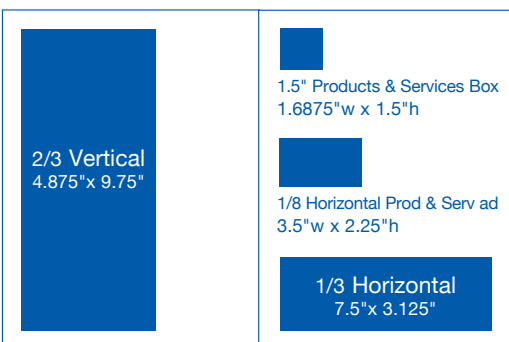
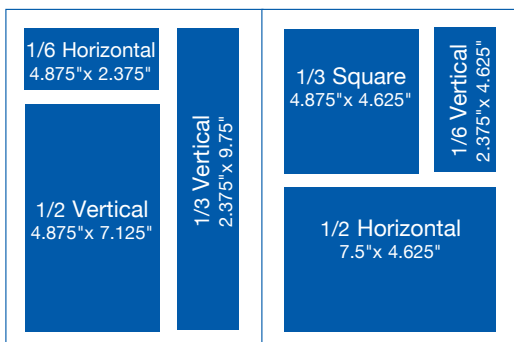
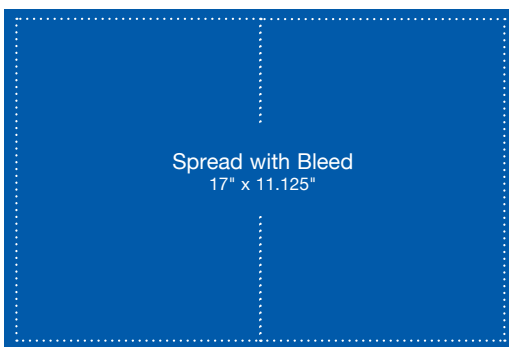
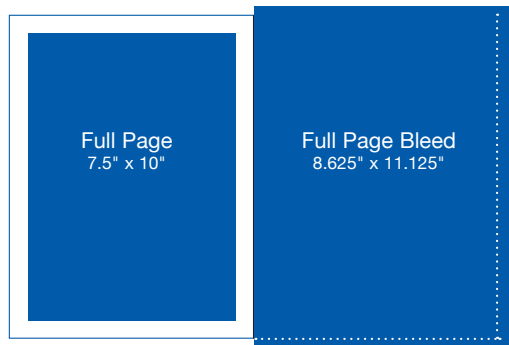
Submitting Materials

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.



To send files larger than 10MB:
<https://spaces.hightail.com/uplink/TrueSource>.

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



Publication Schedule 2021

Advertising Space and Materials Deadline:

<u>Issue</u>	<u>Due Date:</u>	<u>Issue</u>	<u>Due Date:</u>
January	11/30/20	July	5/31/21
February	12/31/20	August	6/30/21
March.....	1/29/21	September.....	7/30/21
April	2/26/21	October	8/31/21
May	3/31/21	November.....	9/30/21
June	4/30/21	December.....	10/29/21

- 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 \$40 minimum and \$80 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

Call for display rates 800-525-7038 or email Chuck at chuck@cleanertimes.com

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:

True Source Publishing 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.

Mailing/Shipping Instructions

True Source Publishing
1000 Nix Road
Little Rock, AR 72211-3235



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: ____/____/____