



Cleaner Times

2022 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. and Canada. Our readership is comprised of the following businesses and industries.

- Agriculture
- Asphalt and Concrete
- Coatings and Coating Removal
- Contract Cleaners
- Heavy Construction
- Marine
- Municipalities
- Oilfields and Refineries
- Parking Lot Maintenance
- Pressure Washing Distributors
- Pressure Washing Manufactures
- Pressure Washing Suppliers
- Professional Organizations

Editorial Calendar

January

The Sourcebook

Developing a Marketing Mindset
Benefiting from Your Website & Social Media
Rejuvenate Before the Rush

February

State of the Supply Chain
Maximizing Profits in the Service Center
Cleaning Brick & Concrete
Choosing Guns, Lances & Nozzles
Industrial vs. Commercial & Residential Lines

March

Deck Cleaning & Staining
Chemical Glossary/Guide
Practicing Chemical Safety
Troubleshooting Loss of Pressure
Selling to Municipalities
Time, Safety & Labor-Saving Tips

April

Pressure Washing and Soft Washing
Troubleshooting Pumps
Equipment Maintenance Safety Guide
Successfully Handling an OSHA Inspection
Misters
Elements of a Freight Policy

May

Women in the Industry
Pressure Washing and Steam Cleaning
Hydro excavation
Certification Requirements
Selling to the Car Wash Industry
Troubleshooting Engines

June

Mistakes Made & Lessons Learned
Cleaning Aluminum & Vinyl Siding
Troubleshooting Burners
Avoiding Scams & Thieves
A Well-Run Service Department

July

Selling to School Districts
Customer Relationship Management
Safe Practices
Troubleshooting Coils
Persevering in Drought Conditions
Cleaning & Sealing Surfaces

August

Cleaning Pool Decks
Selling Water Reclaim Systems
Troubleshooting Unloaders
Tradeshow Best Practices
Know Your DOT Regulations

September

The Show Issue

October

Product & Accessory Showcase
Pressure Washing and Waterjetting
Christmas Lights
Cleaning Heavy Equipment
Graffiti Removal
Winterizing Your Equipment

November

Troubleshooting Chemical Injectors
Cleaning Small Aircraft
Cleaning Dumpster Pads
Ongoing Investment in Employees
Inventory

December

Troubleshooting Electrical Problems
Cleaning Dairy Farms
Financial Best Practices
Business Transition Planning
A Look Ahead to 2023

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.

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
- Monthly *Cleaner Times* newsletter

Service Center Directory Ads

- Company Listing
- Expanded Listing
- Logo Box Listing

Submitting Materials

Cleaner Times prefers high-resolution PDF files. We also accept TIFF, high res JPGs, and EPS files (no Word docs). 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 cragan@fcapgroup.com.



To send files larger than 10MB:
dropbox.com/request/AA0tSTgePkq5IFR46Wf7

For any questions please call the Art Director at 800.443.3433.

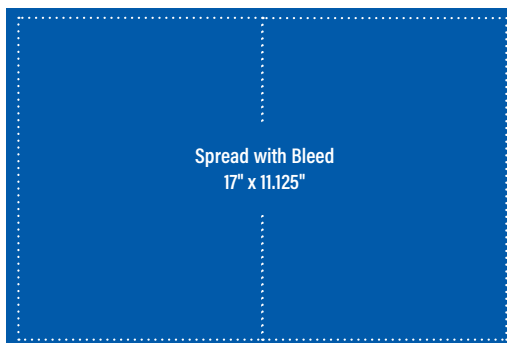
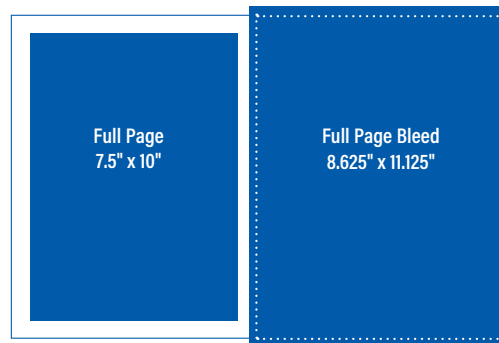
Display Ads

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)



| | | |
|----------------------------------|--------------------------------|--------------------------------|
| 1/6 Horizontal 4.875"x 2.375" | 1/3 Square 4.875"x 4.625" | 1/6 Vertical 2.375"x 4.625" |
| 1/2 Vertical 4.875"x 7.125" | 1/2 Horizontal 7.5"x 4.625" | |

| | |
|-------------------------------|--|
| 2/3 Vertical 4.875"x 9.75" | 1.5" Products & Services Box 1.6875"w x 1.5"h |
| | 1/8 Horizontal Prod & Serv ad 3.5"w x 2.25"h |
| | 1/3 Horizontal 7.5"x 3.125" |

Digital Ads (Web banner ads)

Banner ads will appear at half the size of pixel dimensions. This allows for optimum display performance on retina displays.

Call 800-525-7038 for digital advertising.

| | |
|--|--|
| Skyscraper 320 pixels x 1200 pixels | Leaderboard 1456 pixels x 180 pixels |
| | Medium Rectangle 600 pixels x 500 pixels |
| | Newsletter Banner 1160 pixels x 400 pixels 90 dpi, RGB, JPG or PNG |



Publication Schedule 2021

Advertising Space and Materials Deadline:

| Issue | Due Date: | Issue | Due Date: |
|---------------|-----------|----------------|-----------|
| January..... | 11/30/21 | July..... | 5/31/22 |
| February..... | 12/30/21 | August..... | 6/30/22 |
| March..... | 1/31/22 | September..... | 7/29/22 |
| April..... | 2/28/22 | October..... | 8/31/22 |
| May..... | 3/31/22 | November..... | 9/30/22 |
| June..... | 4/29/22 | December..... | 10/31/22 |

- 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: \$149
- 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 josh@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

