

Solutions for Today's Facility Maintenance Professional

BUILDING SERVICES MANAGEMENT

-MEDIA GUIDE 2017-

PRINT ADVERTISING RATES

AD SIZE	1x	3x	6x	9x	12x
Back Cover	\$5,995	\$5,650	\$5,295	\$5,025	\$4,725
Inside Front	\$5,500	\$5,265	\$4,915	\$4,735	\$4,415
Inside Back	\$5,395	\$5,035	\$4,825	\$4,605	\$4,250
Full Page	\$4,995	\$4,410	\$3,995	\$3,515	\$3,135
1/2 Island	\$3,750	\$3,445	\$3,010	\$2,800	\$2,625
1/2 Page	\$3,275	\$2,965	\$2,795	\$2,565	\$2,350
1/3 Page	\$2,700	\$2,345	\$1,995	\$1,750	\$1,605
1/4 Page	\$2,205	\$1,925	\$1,805	\$1,595	\$1,375
1/6 Page	\$1,705	\$1,475	\$1,295	\$1,150	\$995
1/8 Page	\$1,410	\$1,250	\$1,075	\$905	\$810
1/12 Page	\$995	\$875	\$700	\$595	\$475

(All Rates Are Net)

WEBSITE ADVERTISING RATES

Website	1x	3x	6x	9x	12x
Button	\$995	\$2,250	\$3,050	\$3,550	\$4,050
Banner	\$1,250	\$3,650	\$4,295	\$4,465	\$5,275
Page Peel	\$2,695	\$6,250	\$7,950	\$9,900	\$11,550
E-Newsletter	1x	3x	6x	9x	12x
Button	\$1,295	\$2,995	\$3,750	\$4,955	\$6,500
Banner	\$1,750	\$3,895	\$5,545	\$6,235	\$8,000

(All Rates Are Net)

DIGITAL MAGAZINE ADVERTISING RATES

Digital Magazine	1x	3x	6x	9x	12x
Sponsorship w/ Video	\$3,350	\$7,450	\$9,950	\$13,500	\$17,465
Sponsorship w/o Video	\$2,850	\$4,995	\$8,125	\$10,065	\$13,950
Skyscraper	\$1,495	\$3,995	\$5,350	\$7,515	\$9,175

(All Rates Are Net)

-PRINT SPECIFICATIONS-

All Mechanical Specifications are Measured Width by Height

TRIM SIZE 8" x 10.5"	1/3 PAGE VERTICAL 2.25" x 9.625"
FULL PAGE LIVE AREA 7.5" x 10"	1/3 PAGE SQUARE 4.625" x 4.75"
FULL PAGE BLEED 8.25" x 10.75"	1/4 PAGE VERTICAL 3.5" x 4.75"
2/3 PAGE VERTICAL 4.625" x 9.625"	1/6 PAGE VERTICAL 2.25" x 4.75"
1/2 PAGE VERTICAL 3.5" x 9.625"	1/6 PAGE HORIZONTAL 3.5" x 3"
1/2 PAGE ISLAND 4.625" x 7.25"	1/8 PAGE HORIZONTAL 3.5" x 2.25"
1/2 PAGE HORIZONTAL 7" x 4.75"	1/12 PAGE HORIZONTAL 2.25" x 2.25"

Press Optimized PDF's are Required

If the ad is intended to bleed, registration marks must be applied with an offset of 1/6 pt. In the PDF file there must be a minimum of 1/8" bleed beyond the trim. Please convert all colors to CMYK and all fonts must be embedded or outlined. Files must be at least 300 DPI. COLOR PROOF MUST BE PROVIDED in order to guarantee color reproduction.

-ONLINE SPECIFICATIONS-

Images must be .jpg or .gif format

Please know buttons and/or banners are one frame

Button Dimensions: 144 x 100 Pixels

Banner Dimensions: 468 x 60 Pixels

Page Peel Dimensions: 500 x 500 Pixels

-SPECIFICATIONS ON POLICIES AND RATES-

Short-Rates:

In the event advertisers do not complete contracted schedules, they will be required to pay the difference between the original contracted price and the frequency rate for actual number of ads that were published.

Liability:

Publisher is not liable for all content (including editorial and illustrations provided by an advertiser or agency) of advertisements and editorials published and does not accept responsibility for any claims made against the publisher. It is the advertiser's or agency's responsibility to obtain appropriate releases on any item or individuals pictured in an advertisement or editorial. Reproduction of *Building Services Management* in whole or in part without prior written permission from the publisher is prohibited.

Send Artwork to:

114 Trade Center Drive, Suite B
Birmingham, AL 35244

800.417.2963 ext. 124 | fax: 205.982.2569

For digital ad submission send to
or contact shena@bsmmag.com



Building Services
Management
an OTI Publication





Building Services Management's BPA audited readership consists of over 30,000 of the most active building service contractors, facility maintenance managers, building owners and property managers. They have responsibilities requiring them to make purchasing decisions every day. Our research indicates that this readership includes a high percentage of industry professionals who are looking for products and services to help make their operations more effective and efficient. Along with our print readership our digital circulation reaches up to 11,500 opt-in subscribers.

EDITORIAL CONTENT

FEATURE FOCUS

Each month **Building Services Management** will feature a topic or issue that is timely and specific to the building services industry. In order to enhance the relevance of the information presented, we will seek input and opinions from maintenance professionals and other industry experts.

SPECIAL REPORT

Each month the Special Report will explore different aspects of a specific issue of importance to the industry.

SHOWCASE

This section consists of timely issues affecting today's facility managers, such as meeting environmental, health and safety standards and compliance with other state and federal workplace regulations.

FACILITY OPERATIONS

Covers the equipment and technology that make up a building's core and the multiple disciplines that ensure functionality of the building environment.

SPOTLIGHT

This section will place the spotlight on various new methods, techniques, equipment and tips used by today's industry professionals to make their operations more effective and productive.

CIRCULATION PROFILE

Our readers are comprised of building services contractors, facility maintenance managers, building owners and property managers in the following industries:

11,712
BUILDING SERVICE CONTRACTORS

7,814
HOSPITALS

7,039
EDUCATION

2621
HOTEL/MOTEL/RETAIL

818
GOVERNMENT FACILITIES/
OFFICE BUILDINGS

30,004
TOTAL



Solutions for Today's Facility Maintenance Professional

BUILDING SERVICES MANAGEMENT

Building Services Management provides essential information to today's facility maintenance and building services professional. With a whole-building approach, we offer techniques and technologies to increase productivity and efficiency while emphasizing environmental sustainability. Via our print and digital presence we seek to meet the information needs of decision makers and purchasers, while offering manufacturers a unique audience for their products and services.

2017 EDITORIAL CALENDAR

Issue/ Ad Closing	Feature Focus	Special Report	Showcase	Facility Operations	Spotlight
January 11/30/16	Vacuums Odor Control	Thermal & Infrared Inspections Water Treatment/ Legionella	Restroom Maintenance Dispensers	HVAC Healthcare Cleaning	Paper Products Lighting
February 12/30/16	Restoration, Water, Fire, Smoke Fire & Life Safety	Roof Maintenance Energy Efficiency	Exterior Maintenance Critical Facilities	Pest/Bird Control Floor/Carpet Machines	Concrete Maintenance Slips & Falls/ Entrance Ways
March 1/31/17	Floor Care Restaurant Cleaning/ Food Safety	Landscape & Grounds Maintenance Carpet Care	Hand Dryers Disinfectants	Interior Maintenance Skin Protection	Restroom Products Graffiti Removal
April 2/28/17* 2017 Sustainable Products Guide	Ceilings and Walls Lighting	HVAC Emergency Response	Portable Cooling IAQ	Waste Management/ Refuse Water Treatment/ Legionella	Paints & Coatings Doors/ Door Hardware
May 3/31/17	Concrete Maintenance Floor Safety	Dispensers Paper Products	Thermal & Infrared Inspections Odor Control	Vacuums Software	Daylighting Roof Care
June 4/28/17	Restroom Cleaning Hand Dryers	Floor & Carpet Machines Interior Maintenance	Restoration: Water, Fire, Smoke Mold Remediation	Landscape & Grounds Maintenance Restaurant Cleaning & Food Safety	Hard Floor Care Fire and Life Safety
July 5/31/17* Buyer's Guide	Buyer's Guide				
August 6/30/17* ISSA Preview	Roof Maintenance Paints & Coatings	Odor Control Ceilings & Walls	Lighting Graffiti Removal	Portable Cooling Concrete Maintenance	Floor Care Pest/Bird Control
September 7/31/17* IFMA - ISSA	Snow & Ice Removal Aerial Lifts	Slips & Falls/ Entrance Ways Vacuums	Thermal & Infrared Inspections Paper Products	Carpet Care Restoration, Water, Fire, Smoke	Dispensers Landscape & Grounds Maintenance
October 8/31/17* IFMA	IAQ HVAC	Disinfectants Software	Interior Maintenance Doors & Windows	Critical Facilities Hand Dryers	Restaurant Cleaning/Food Safety Skin Protection
November 9/29/17	Cleaners & Degreasers Emergency Preparedness	Winter Products Exterior Maintenance	Fire & Life Safety Concrete Maintenance	Floor Safety Lighting	Restroom Maintenance Infection Control
December 10/31/17* 2017 Top Products	Water Treatment/ Legionella Floor and Carpet Machines	Restoration, Water, Fire, Smoke Paints & Coatings	Hard Floor Care Daylighting	Thermal & Infrared Inspections Roof Care	Odor Control Energy Savings



93% OF BSM READERS TAKE ACTION:

- Recommending Products
- Buying products/services
- Visiting advertisers' websites



89% OF BSM READERS PLAY A ROLE IN PRODUCT/SERVICE PURCHASING DECISIONS.