



Solutions for Today's Facility Maintenance Professional

BUILDING SERVICES MANAGEMENT

2018 MEDIA GUIDE





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 their 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

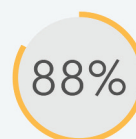
Our readers are comprised of building services contractors, facility maintenance managers, building owners and property managers in the following industries:

11,214
BUILDING SERVICE CONTRACTORS
7,602
HOSPITALS
7,522
EDUCATION
2,313
HOTEL/MOTEL/RETAIL
1,123
GOVERNMENT FACILITIES/ OFFICE BUILDINGS
438
FACILITY MAINTENANCE
30,212
TOTAL



OF BSM READERS TAKE ACTION:

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



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

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.

2018 EDITORIAL CALENDAR

Issue/Ad Closing	Feature Focus	Special Report	Showcase	Facility Operations	Spotlight
January 11/30/17	Vacuums Disinfectants	Sustainable/Green Data Centers	Restroom Maintenance Dispensers	Exterior Maintenance Software	Paper Products Lighting
February 12/29/17	Restoration, Water, Fire, Smoke Fire & Life Safety	Roof Maintenance Energy Efficiency	Aerial Lifts Critical Facilities	Pest/Bird Control Floor/Carpet Machines	Concrete Maintenance Slips & Falls/ Entrance Ways
March 1/31/18	Restaurant Cleaning /Food Safety Sealers/ Waterproofing	Landscape & Grounds Maintenance Floor Care	Hand Dryers Disinfectants	Interior Maintenance Legionella/ Water Treatment	Restroom Products Graffiti Removal
April 2/28/18* 2018 Sustainable Products Guide	Ceilings and Walls Lighting	HVAC Emergency Response	Portable Cooling Carpet Care	Waste Management/ Refuse Skin Protection	Paints & Coatings Doors/ Door Hardware
May 3/30/18	Dispensers Paper Products	Concrete Maintenance Floor Safety	Thermal & Infrared Inspections Odor Control	Vacuums Software	Daylighting Roof Care
June 4/30/18	Restroom Cleaning Hand Dryers	Floor & Carpet Machines Interior Maintenance	Restoration: Water, Fire, Smoke Mold Remediation	Landscape & Grounds Maintenance Fire & Life Safety	Hard Floor Care Legionella/ Water Treatment
July 5/31/18* Buyer's Guide	Buyer's Guide				
August 6/29/18* IFMA Bonus Distribution	Roof Maintenance Paints & Coatings	Equipment Rentals Ceilings & Walls	Lighting Infection Control	Portable Cooling Concrete Maintenance	Emergency Response Pest/Bird Control
September 7/31/18* IFMA - ISSA Bonus Distribution	Snow & Ice Removal Slips & Falls/ Entrance Ways	Restroom Products Vacuums	Thermal & Infrared Inspections Legionella/ Water Treatment	Carpet Care Restoration, Water, Fire, Smoke	Dispensers Landscape & Grounds Maintenance
October 8/31/18* ISSA Bonus Distribution	IAQ Waste Management/ Refuse	Disinfectants Software	Interior Maintenance Paper Products	Sustainable/Green Hand Dryers	Restaurant Cleaning/ Food Safety Skin Protection
November 9/28/18	Cleaners & Degreasers Emergency Preparedness	Winter Products Exterior Maintenance	Fire & Life Safety Concrete Maintenance	Floor Safety Lighting	Restroom Maintenance Infection Control
December 10/31/18* 2018 Top Products	Legionella/ Water Treatment Floor and Carpet Machines	Restoration, Water, Fire, Smoke Paints & Coatings	Hard Floor Care Pest & Bird Control	Thermal & Infrared Inspections Roof Care	Odor Control Energy Savings

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)

ONLINE 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
Product Showcase	\$2,995	\$5,495	\$7,595	\$9,995	
*E-Mail Blasts	\$1,995	\$4,995	\$6,995	\$8,995	\$11,995

(All Rates Are Net) *Sent to 10,000, additional counts available upon request.

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:

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