

BUILDING SERVICES MANAGEMENT

SOLUTIONS FOR TODAY'S FACILITY MAINTENANCE PROFESSIONAL

2007 **MEDIA** GUIDE



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Savings From Green Cleaning
Benefits include Labor and Energy Efficiency

Right on Target
Retailer Installs Green Roof System

Renovating For Efficiency
Insulating Walls Reduced Energy

Carpet Care
Maintenance Committed

Chronic Liquor For
Facility Maintenance Challenges

For Roots
Energy Efficient Systems Are Cool

For Green Buildings
Four Things a Green Mat Should Do

Summer Leaking
A Little Water Goes a Long Way

To Buy Not to Lease
Commercial Lighting Systems

New VOC Rule
Southern California Strengthens Regs

Microfibers in Hospitals
Reduce Cross Contamination & Costs

Surface Detection
How Clean or Unclean is Your Restroom

From Birds to People
Control Nesting Birds to Prevent Avian Flu

Lower Consumption
Energy Efficient Commercial Lighting Systems

Multi-Hazard Design
Providing Security for Building Occupants and Assets

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Mission Statement

A Whole Building Approach

The goal of *Building Services Management* magazine is to be the primary source of information for today's facility maintenance professional. Each month, we take a whole-building approach to covering the industry, offering our readers techniques and equipment that increase productivity and efficiency while emphasizing workplace safety. We continuously strive to meet the information needs of facility maintenance managers and contractors with decision-making and purchasing power in a variety of commercial, industrial and institutional settings thereby offering manufacturers a unique audience for their products.

Editorial Content

Feature Focus

Building Services Management will feature a specific topic each month throughout 2007 as highlighted in the editorial calendar on the opposite page. In order to enhance the relevance of the information presented, we will encourage input from manufacturers, distributors and maintenance professionals.

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.

Industry News

Each month important business topics highlighting financial, regulatory and labor issues will be covered in the Industry News section.

Hot New Products

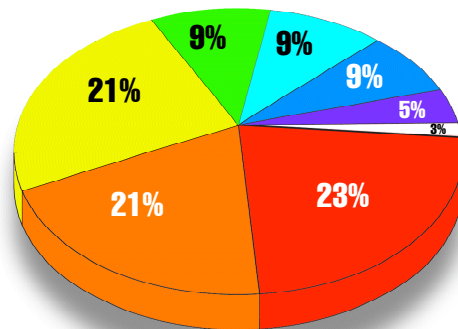
By providing us with press releases and photos, manufacturers and distributors are given an opportunity to showcase their newest products and services.

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

Building Services Management's readership consists of 30,000 of the most active in-house facility managers and building service contractors. The majority have responsibilities requiring them to make purchasing decisions everyday. Our research indicates that they include a high percentage of industry professionals who are looking for products and services to help make their operations more effective and efficient.



Our readers are comprised of building managers and owners and service providers for the following:

Percent	Quantity
23%	6,847
21%	6,447
21%	6,219
9%	2,717
9%	2,924
9%	2,608
5%	1,446
3%	792
Total	100% 30,000

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Issue	Feature Focus	Special Report	Showcase	Facility Operations	Spotlight
January 11/30/06	Carpet Care/ Floor Care	Restroom Cleaning	Vacuums	Exterior Building Maintenance	Odor Control
February <i>BSCAI</i> 12/29/06	Mold Remediation	Lighting	Pressure Washing	HVAC Systems	Restoration
March <i>BSCAI</i> 1/31/07	IAQ	BSCAI Preview	Window Cleaning	Signs/Labels	Microfiber
April 2/28/07	Green Cleaning	Interior Building Maintenance	Surface Coatings	Floorcare	Restroom Maintenance
May 3/30/07	Roof Care	IAQ	Stone Care	Paper Products	Vacuums
June 4/30/07	Floor Safety	Restoration Water Fire Smoke	BSCAI Follow Up	Mold	Hand & Foot Protection
July 5/31/07	Buyer's Guide	Buyer's Guide	Buyer's Guide	Buyer's Guide	Buyer's Guide
August 6/29/06	Floor Maintenance	Exterior Building Maintenance	Cleaning Equipment	Software	Access Controls
September <i>ISSA</i> 7/31/07	Restroom Maintenance	Snow & Ice Removal	ISSA Preview	Green Products	Lighting
October <i>ISSA</i> 8/31/07	IAQ	Mold Remediation	Vacuums	Odor Control	Floor Equipment
November 9/28/07	Paper Products	Carpet Cleaning	Software	Floorcare	Exterior Building Maintenance
December 10/30/07	Cleaning with Microfiber	ISSA Follow Up	2007 Top Products	Restroom Supplies	Emergency Preparedness

*Ad closing (Editorial deadlines 3 weeks prior)

Rates (All Listed Rates are Net)

AD SIZE	1x	3x	6x	12x
Full Page	\$3,955	\$3,425	\$2,960	\$2,575
1/2 Island	\$2,820	\$2,605	\$2,385	\$2,165
1/2 Page	\$2,575	\$2,310	\$2,090	\$1,880
1/3 Page	\$1,995	\$1,705	\$1,485	\$1,270
1/4 Page	\$1,635	\$1,480	\$1,245	\$1,050
1/6 Page	\$1,065	\$925	\$815	\$715
1/8 Page	\$835	\$740	\$650	\$575
2 Page Spread	\$7,265	\$6,165	\$5,240	\$4,705
Inside Front	\$4,590	\$4,220	\$4,065	\$3,565
Inside Back	\$4,590	\$4,220	\$4,065	\$3,565
Back Cover	\$4,885	\$4,465	\$4,130	\$3,790

Online Advertising Rates

WebSite	3 Months	6 Months	12 Months
Button	\$1,700	\$2,500	\$3,150
Banner	\$2,950	\$3,850	\$4,850
E-Newsletter	3 Months	6 Months	12 Months
Button	\$2,450	\$3,150	\$4,750
Banner	\$3,300	\$4,400	\$5,450

Specifications On Policies, Rates and Dates

TERMS:

All invoices are due upon receipt and are considered late after 30 days. A 1.5 percent late charge will be applied monthly on overdue invoices. All unpaid invoices will be turned over to our collection agency after 105 days of invoice date.

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.

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Send Artwork to: 114 Trade Center Drive, Suite B | Birmingham, AL 35244
800.417.2963 ext. 124 | fax: 205.982.9854 | www.bsmmag.com



an OTI Publication



Mechanical Specifications

All Mechanical Specifications are Measured Width by Height

Trim Size:	1/3 Page Vertical:
8" x 10.5"	2.125" x 9.75"
Full Page Live Area:	1/3 Page Square:
7.5" x 10"	4.5" x 4.75"
Bleed:	1/4 Page Vertical:
8.25" x 10.75"	3.5" x 4.75"
2/3 Page Vertical:	1/6 Page Vertical:
4.563" x 9.75"	2.125" x 4.75"
1/2 Page Vertical:	1/6 Page Horizontal:
3.5" x 9.75"	3.5" x 3"
1/2 Page Island:	1/8 Page Horizontal:
4.562" x 7.25"	3.5" x 2.25"
1/2 Page Horizontal:	1/12 Page:
7" x 4.75"	2.125" x 2.312"

Digital Specifications

FILM CONVERSION - WE DO NOT ACCEPT FILM FOR PRINT, however, we can convert most film materials to digital files for a fee of \$75.00.

DIGITAL AD FILES ACCEPTED (150 line screen/300dpi)

- ADOBE ACROBAT PDF FILES (PREFERRED)
- Quark Xpress (fonts & images must be included)
- Photoshop (art must be at least 300dpi)
- Illustrator (Please include all fonts and images. Fonts must be converted to outlines.)

Please make sure all attached fonts are Type 1 or Adobe fonts. We do not accept True Type fonts, Open Type fonts and Multiple Master fonts

DIGITAL AD FILES NOT ACCEPTED

- Corel Draw, Publisher, Paint, Microsoft Word, Excel

DIGITAL IMAGE FILES - Should be sent as jpeg, tiff or eps files (Mac or PC). Please scale photos to the correct size or larger with **at least a resolution of 300 dpi (150 lpi)**. Files sent in lower than 300 dpi risk the chance of losing clarity when printed. Be sure to convert color images to CMYK before saving. Files saved as RGB or otherwise will be converted to CMYK and may not print at exact percentages.

DISK REQUIREMENT - Material may be received on CD, DVD-R, e-mail or FTP.

ONLINE DIGITAL SPECIFICATIONS

- All digital formats of images are accepted
- Artwork can be pulled from websites
- If sending pre-designed animations they must be in .gif format or the original Flash file (.fla)
- We do not accept Flash Movies (.swf)

Button Dimensions: 144 x 100 Pixels

Banner Dimensions: 468 x 60 Pixels