

Solutions for Today's Facility Maintenance Professional

BUILDING SERVICES

MANAGEMENT



2024 MEDIA GUIDE





Building Services Management's print and digital readership totals more than 55,000 active building service contractors, facilities and maintenance managers, building owners and property managers. Their responsibilities require daily purchasing decisions. Our whole-building approach offers them environmentally sustainable techniques and technologies that increase productivity and efficiency.

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

In this column we 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

The most up to date equipment and technology that make up a building's core and the multiple disciplines that ensure functionality of the building environment.

SPOTLIGHT

Highlighting the various new methods, techniques, equipment and tips used by today's industry professionals to make their operations more effective and productive.

CIRCULATION PROFILE

PRINT & DIGITAL

24,502

BUILDING SERVICE CONTRACTORS

13,773

EDUCATION

12,201

HEALTHCARE

5,024

GOVERNMENT FACILITIES/
OFFICE/COMMERCIAL

55,500

TOTAL

For 23 years BSM's print and digital readership has been buying and specifying products and services from our advertisers. **93 percent** of BSM readership plays a significant role in product and service purchasing decisions.

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2024 EDITORIAL CALENDAR

Issue/Ad Closing	Feature Focus	Special Report	Showcase	Facility Operations	Spotlight
January 11/30/23 AHR BONUS DISTRIBUTION	HVAC ----- Disinfectants	Software ----- Waste Management & Recycling	Restroom Maintenance ----- Dispensers	Boilers ----- Mold Remediation	EV Charging ----- Lighting
February 12/29/23 IRE BONUS DISTRIBUTION	Restoration ----- Fire & Life Safety	Roof Maintenance ----- Ladder Safety	IoT/Building Controls ----- Infection Control	Pest/Bird Control ----- Floor/Carpet Machines	Concrete Maintenance ----- Slips & Falls
March 1/31/24	Restaurant Cleaning /Food Safety ----- Ceilings & Walls	Landscape & Grounds Maintenance ----- Campus Security	Hand Dryers ----- Floor Care	Indoor Air Quality ----- Legionella/ Water Treatment	Restroom Products ----- Graffiti Removal
April 2/29/24	Emergency Preparedness ----- Aerial Lifts	Mold Remediation ----- Roof Care	Portable Cooling ----- Mowers & UTVs	Waste Management /Recycling ----- Parking Lot Maintenance	Paints & Coatings ----- Doors/ Door Hardware
May 3/29/24	Concrete Maintenance ----- Pest and Bird Control	Dispensers ----- Floor Safety	Restoration ----- Fire and Life Safety	Lighting ----- Paper Products	Software ----- Disinfectants
June 4/30/24	Restroom Cleaning ----- Infection Control	Hard Floor Care ----- Indoor Air Quality	Floor & Carpet Machines ----- HVAC	Landscape & Grounds Maintenance ----- Odor Control	Roof Safety ----- Legionella/ Water Treatment
July 5/31/24	Annual Buyer's Guide				
August 6/28/24 ASSP BONUS DISTRIBUTION	Roof Maintenance ----- Paints & Coatings	Fire & Life Safety ----- Access Control	Lighting ----- Ceilings & Walls	Portable Cooling ----- Concrete Maintenance	Boilers ----- Pest/Bird Control
September 7/31/24 IFMA BONUS DISTRIBUTION	Snow & Ice Removal ----- Indoor Air Quality	Restroom Products ----- Infection Control	Aerial Lifts ----- Legionella/ Water Treatment	Carpet Care ----- Restoration	Dispensers ----- Landscape & Grounds Maintenance
October 8/30/24 ISSA & IFMA BONUS DISTRIBUTION	Slips & Falls ----- Waste Management/ Recycling	Disinfectants ----- Software	Exterior Maintenance ----- Campus Security	Doors/Door Hardware ----- EV Charging	Restaurant Cleaning/ Food Safety ----- Hand Dryers
November 9/30/24 ISSA BONUS DISTRIBUTION	Winter Products ----- Boilers	HVAC ----- Emergency Preparedness	Fire & Life Safety ----- Concrete Maintenance	Indoor Air Quality ----- Lighting	Restroom Maintenance ----- Infection Control
December 10/31/24 2024 ANNUAL TOP PRODUCTS	Legionella/ Water Treatment ----- Floor and Carpet Machines	Restoration ----- Ceilings & Walls	Hard Floor Care ----- Roof Care	Pest/Bird Control ----- Paints and Coatings	Odor Control ----- Floor Safety

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
1/4 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	\$905	\$815	\$725	\$640
Banner	\$1,250	\$1,195	\$995	\$835	\$775
Fixed Banner	\$1,650	\$1,395	\$1,175	\$995	\$885
E-Newsletter	1x	3x	6x	9x	12x
Button	\$1,295	\$1,050	\$965	\$875	\$795
Banner	\$1,750	\$1,495	\$1,275	\$1,095	\$995
Product Showcase	\$1,250	\$1,050	\$995	\$855	\$795
Social Media (FB, TW, IN)	\$1,175	\$1,025	\$945	\$825	
Custom Eblast	\$1,995	\$1,695	\$1,450	\$1,275	\$1,075

(All Rates Are Net)

DIGITAL MAGAZINE ADVERTISING RATES

Digital Magazine	1x	3x	6x	9x	12x
Sponsorship w/ Video	\$3,350	\$2,650	\$2,375	\$2,150	\$1,995
Sponsorship w/o Video	\$2,850	\$2,250	\$2,065	\$1,975	\$1,800
Skyscraper	\$1,495	\$1,350	\$1,185	\$1,025	\$975

(All Rates Are Net)

-PRINT SPECIFICATIONS-

All Mechanical Specifications are Measured Width by Height

2 PAGE SPREAD: BLEED 16.25" x 10.75"	1/2 PAGE ISLAND 4.625" x 7.25"
2 PAGE SPREAD: TRIM SIZE 16" x 10.5"	1/2 PAGE HORIZONTAL 7" x 4.75"
2 PAGE SPREAD: LIVE AREA 15.5" x 10"	1/4 PAGE VERTICAL 3.5" x 4.75"
FULL PAGE: BLEED 8.25" x 10.75"	1/6 PAGE VERTICAL 2.25" x 4.75"
FULL PAGE: TRIM SIZE 8" x 10.5"	1/6 PAGE HORIZONTAL 3.5" x 3"
FULL PAGE: LIVE AREA 7.5" x 10"	1/8 PAGE HORIZONTAL 3.5" x 2.25"
1/2 PAGE VERTICAL 3.5" x 9.625"	1/12 PAGE SQUARE 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 16 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

Leaderboard Dimensions: 728 x 90 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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