

MSN eNEWSLETTER ADVERTISING RATES

MSN's eNewsletter is published every month.

A. FULL BANNER = 468 X 60 PIXELS

1 Time	6 Times	12 Times
\$500/issue	\$450/issue	\$400/issue

B. HALF BANNER = 234 X 60 PIXELS

1 Time	6 Times	12 Times
\$300/issue	\$250/issue	\$200/issue

C. VERTICAL BANNER = 120 X 240 PIXELS

1 Time	6 Times	12 Times
\$300/issue	\$250/issue	\$200/issue

D. BUTTON = 120 X 90 PIXELS

1 Time	6 Times	12 Times
\$150/issue	\$125/issue	\$100/issue

MSN WEBSITE ADVERTISING RATES

www.maintenancesalesnews.com

A. FULL BANNER = 468 X 60 PIXELS

3 Months	6 Months	12 Months
\$500/month	\$450/month	\$400/month

B. HALF BANNER = 234 X 60 PIXELS

3 Months	6 Months	12 Months
\$300/month	\$250/month	\$200/month

C. VERTICAL BANNER = 120 X 240 PIXELS

3 Months	6 Months	12 Months
\$300/month	\$250/month	\$200/month

D. BUTTON = 120 X 90 PIXELS

3 Months	6 Months	12 Months
\$150/month	\$125/month	\$100/month

A. Full Banner = 468 x 60 px

B. Half Banner = 234 x 60 px

Website/Newsletter Ad Sizes
Not Shown Actual Size;
For Scale and Positioning Only.

Banner ads will link readers directly
to your company website.

MSN accepts .jpg, .gif and .swf formats.

C. Vertical Banner = 120 x 240 px

D. Button = 120 x 90 px

ADVERTISING RATES

Stated prices are at the gross rate and are 15% commissionable to qualified agencies

STANDARD SIZE BLACK & WHITE

(Based on 7" x 10" unit)

	1X	3X	6X	12X
Std. Page.....	\$2,249	\$2,023	\$1,821	\$1,639
2/3 Std.....	1,830	1,646	1,482	1,334
1/2 Std.....	1,394	1,254	1,130	1,017
1/3 Std.....	1,008	908	817	735
1/4 Std.....	893	803	722	519
1/6 Std.....	694	625	562	507
1/8 Std.....	429	386	348	313

TABLOID BLACK & WHITE

	1X	3X	6X	12X
Tab Page.....	\$3,142	\$2,828	\$2,544	\$2,290
1/2 Tabloid.....	2,210	1,989	1,790	1,612
1/3 Tabloid.....	1,878	1,564	1,440	1,296
1/4 Tabloid.....	1,345	1,210	1,089	980

COLOR RATES

Color rates are black & white plus:

Four Color Process: Page ad=\$900; Fractional ad=\$600

AAAA Color: \$360 per page or fraction (Standard Red, Yellow, Blue or Dynamite Red)

Matched Color: \$500 per page or fraction

Classified Advertising: \$1.00 per word; \$40 min. Display classifieds \$70 per column inch

BLEED AND POSITION CHARGES

All special positions are 10% extra on space and color. Bleed is 10% extra on space and color.

DEADLINE DATES 2018

Insertion Orders:

J-F 1/12 M-A 3/9; M-J 5/11; J-A 7/13; S-O 9/7; N-D 11/16.

Materials:

J-F 1/19; M-A 3/16; M-J 5/18; J-A 7/20; S-O 9/14; N-D 11/23.

TERMS, DISCOUNTS AND COMMISSIONS

Total charges are payable within 10 days of invoice date (rendered at publication). Net 30 days. Commission of 15% on space, color, bleed and position allowed to recognized agencies.

2018 Rates & Editorial Calendar

MAINTENANCE SALES NEWS

Exclusively Serving Professional Distributors

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204 E. Main St., P.O. Box 130

Arcola, IL 61910-0130

Effective January 1, 2018

2018 EDITORIAL CALENDAR

JANUARY / FEBRUARY

BUYERS' GUIDE

The Buyers' Guide, including a directory of manufacturers of sanitary supplies

SPECIAL FOCUS ON:

Wholesalers & Buying Groups

Spotlight: Computer Systems & Software

MARCH / APRIL

SPECIAL FOCUS ON:

Paper & Wipes & Liners

Restaurant Equipment & Supplies

Carpet Care Equipment

Odor Control Chemicals & Equipment

MAY / JUNE

SPECIAL FOCUS ON:

Maintenance Chemicals

Floorcare Equipment & Supplies

The Guide To Green:

Environmentally Friendly Products

JULY / AUGUST

ISSA SHOW PREVIEW ISSUE

SPECIAL FOCUS ON:

Ice Melt Manufacturers

Buyers' Guide to

Mop, Brush & Broom Manufacturers

Showcase: Sanitizers & Disinfectants

SEPTEMBER / OCTOBER

ISSA/INTERCLEAN ANNUAL CONVENTION

October 29 - November 1, 2018 • Dallas, TX

BONUS CIRCULATION

NOVEMBER / DECEMBER

The Post-ISSA Convention Yearbook

ADVERTISING MATERIAL REQUIREMENTS

TABLOID

Tab Page with Bleed.....	10 1/4 x 12 3/4
Tab Page Live Area.....	9 x 11 1/2
Tab Half Horizontal	9 x 5 3/4
Tab Half Vertical.....	4.5 x 11 1/2
Tab Island Half	7 x 9
Tab Third Vertical (w/o Bleed).....	3 x 11.5
Tab Third Island	6 x 5.75
Tab Quarter.....	4.5 x 5 3/4
Two Page Spread	20 1/4 X 12 3/4

STANDARD SIZE

Full Page.....	7 x 10
2/3 Page	4 1/2 x 10
1/2 Island	4 1/2 x 7 1/2
1/2 Horizontal.....	7 x 4 7/8
1/3 Square	4 1/2 x 4 7/8
1/3 Vertical.....	2 1/4 x 10
1/4 Horizontal	4 1/2 x 3 1/2
1/4 Vertical.....	3 1/2 x 4 7/8
1/6 Vertical.....	2 1/4 x 4 7/8
1/8 Square	2 1/4 x 2 1/2

PUBLICATION SIZE:

Untrimmed (tabloid) is 10 1/4" x 12 3/4"

Untrimmed two page spread is 20 1/4" X 12 3/4"

Trim size is 10" x 12 1/2"

Tabloid bleed material is 10 1/4" x 12 3/4"

Tabloid page live area is 9" x 11 1/2"

Standard-size page bleed material is 8 3/8" x 10 7/8"
(will be trimmed to fit.)

For assistance with spreads, bleeds, inserts and advertorials, please contact advertising staff.

ADVERTISING MATERIAL: Ads are preferred by email or on CD, in the following formats: High Resolution PDF (**PREFERRED PDF/X-1A-COMPLIANT**) or a TIFF, JPEG, EPS.

Email: drankin@consolidated.net

Graphic Department Email:

rankinmag@consolidated.net

Up to 15 mg accepted via email. For larger files, call 800-598-8083 for FTP site coordinates, or for other specific information.

CONTACT

Maintenance Sales News

Published by Rankin Publishing Co., Inc.

Exclusively Serving Professional Distributors

Maintenance Sales News is edited for maintenance distributors. **MSN** reaches owners and presidents, buyers and purchasing agents, and sales executives; and our articles focus on their professional development. Our magazine reaches all levels of the sanitary supply marketing pyramid, including independent sales agents, master distributors, janitorial distributors and growth-market distributors such as food service, paper goods and industrial.

Send all advertising materials, insertion orders, news releases and correspondence to:

Don and Linda Rankin, Publishers

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Email: drankin@consolidated.net

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