

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

Exclusive eMail Blast To MSN eNews Subscribers

Send an Exclusive eMail Blast with your company's message to Maintenance Sales eNews subscribers.

Contact:

Kevin Kennedy at kevloraz@gmail.com or call (813) 502-6672.

Linda Rankin at lraink@consolidated.net or call (217) 268-4959.

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 2021

Insertion Orders:

J-F 1/15; M-A 3/19; M-J 5/14; J-A 7/16; S-O 10/08; N-D 11/26.

Materials:

J-F 1/22 M-A 3/26; M-J 5/21; J-A 7/23; S-O 10/15; N-D 12/03.

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.

2021 Rates & Editorial Calendar

MAINTENANCE SALES NEWS

Exclusively Serving Professional Distributors

Published by Rankin Publishing, Inc.
204 E. Main St., P.O. Box 130
Arcola, IL 61910-0130

Effective January 1, 2021

2021 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

Restroom Products

Mats & Matting

MAY / JUNE

SPECIAL FOCUS ON:

Maintenance Chemicals

Dispensers & Proportioners

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

SPECIAL ISSUE:

ISSA SHOW NORTH AMERICA

Nov. 15 - 18, 2021 • Las Vegas, NV

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 Horizontal9 x 5 3/4

Tab Half Vertical4.5 x 11 1/2

Tab Island Half7 x 9

Tab Third Vertical (w/o Bleed).....3 x 11.5

Tab Third Island6 x 5.75

Tab Quarter.....4.5 x 5 3/4

Two Page Spread20 1/4 X 12 3/4

STANDARD SIZE

Full Page.....7 x 10

2/3 Page4 1/2 x 10

1/2 Island4 1/2 x 7 1/2

1/2 Horizontal.....7 x 4 7/8

1/3 Square4 1/2 x 4 7/8

1/3 Vertical2 1/4 x 10

1/4 Horizontal4 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 Square2 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 in the following formats: High Resolution PDF (**PREFERRED PDF/X-1A-COMPLIANT**) or High Resolution TIFF, JPEG, EPS.

Graphic Department Email:

rankinmag@consolidated.net

Up to 20 MB accepted via email. For larger files, call 800-598-8083 for FTP site coordinates.

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. **MSN** 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:

Maintenance Sales News

rankinmag@consolidated.net or kevloraz@gmail.com

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kevloraz@gmail.com

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