

**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](http://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.

Contact: Linda Rankin, Publisher, at [lrarkin@consolidated.net](mailto:lrarkin@consolidated.net) or call (217) 268-4959.

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

**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	600
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 2023 (Subject To Change)**

**Insertion Orders & Materials:**  
**J-F 1/31; M-A 3/29; M-J 5/31; J-A 7/28; S-O 10/02; N-D 11/29.**

**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.

2023 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, 2023

## 2023 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

Foodservice Equipment & Supplies

Carpet Care Equipment

Odor Control Chemicals & Equipment

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. 13-16, 2023 • Las Vegas, NV

BONUS CIRCULATION

### NOVEMBER / DECEMBER

The Post-ISSA Convention Yearbook

Restroom Products

## 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 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*

#### Linda Rankin, Publisher

(800) 598-8083 • (217) 649-2216

*lrankin@consolidated.net*

#### Kevin Kennedy, Advertising Director

(813) 502-6672

*kevloraz@gmail.com*

Offices: 204 E. Main Street • P.O. Box 130  
Arcola, IL 61910, USA

Website: *www.maintenancesalesnews.com*

**(800) 598-8083 (U.S.) • (217) 268-4959**