

## 2010 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

#### **NJSSA SUPPLY LINE 2010**

*May 4 & 5, Atlantic city, NJ*

#### **SPECIAL FOCUS ON:**

Paper & Wipes  
Carpet Care Equipment

### 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

#### **ISSA/INTERCLEAN ANNUAL CONVENTION**

*November 10-12, 2010 Orlando, FL*

### NOVEMBER / DECEMBER

The Post-ISSA Convention Yearbook  
**Warewashing & Laundry Equipment & Products**  
*Showcase: Food Service Equipment & Supplies*

## 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
1/4 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**

**Insertion Orders:**

J-F 1/16; M-A 3/12; M-J 5/14; J-A; 7/9; S-O;9/10; N-D 11/12.

**Materials:**

J-F 1/22; M-A 3/19; M-J 5/21; J-A 7/16; S-O 9/17; N-D 11/10.

### **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.

2010 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

Rate Card #22  
Effective January 1, 2010

# Maintenance Sales News

**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.

## ISSUES FOR 2010

January / February

March / April

May / June

July / August

September / October

November / December

## CONTACT

# Maintenance Sales News

*Published by Rankin Publishing Co., Inc.*

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

**Don and Linda Rankin, Publishers**

204 E. Main Street • P.O. Box 130  
Arcola, IL 61910-0130, USA

Email: [drankin@consolidated.net](mailto:drankin@consolidated.net)

Website: [www.maintenancesalesnews.com](http://www.maintenancesalesnews.com)

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

Fax (217) 268-4815

## 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 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 1/3 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, and in the following formats: High Resolution PDF (**PREFERRED PDF/X-1A-COMPLIANT**) or a TIFF, JPEG, EPS.

**Email:** [drankin@consolidated.net](mailto:drankin@consolidated.net)

**Graphic Department Email:**

[rankinmag@consolidated.net](mailto: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.

All files must be labeled clearly as to company and content, i.e.: companyname.ad.logo (this is extremely important when sending more than one item on file).

### HARD COPY PROOFS:

Ads submitted as electronic files require a hard copy proof along with the CD. **Maintenance Sales News** will not be responsible for mistakes in a printed ad if a hard copy is not submitted with the electronic file. Four-color ads must be submitted with a color proof (Iris print, 3M Rainbow print, Laser print) that reflects mechanical aspects of the ad.

### GRAPHIC DESIGN SERVICES:

Rankin Publishing, Inc. is also happy to offer customers the services of our in-house graphic arts department.