



Cleaner Times

2024 Media Kit



Cleaner Times is the oldest and most trusted publication serving the pressure washing industry. Since 1989, manufacturers, distributors, suppliers, and contract cleaners have turned to the pages of *Cleaner Times* for practical and sound information specific to all topics pertaining to pressure washing.

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Circulation/Readership

Cleaner Times is primarily circulated in the U.S. and Canada. Our readership is comprised of the following businesses and industries.

- Agriculture
- Asphalt and Concrete
- Coatings and Coating Removal
- Contract Cleaners
- Heavy Construction
- Marine
- Municipalities
- Oilfields and Refineries
- Parking Lot Maintenance
- Pressure Washing Distributors
- Pressure Washing Manufactures
- Pressure Washing Suppliers
- Professional Organizations

Editorial Calendar

January

Topics: The Sourcebook, CETA's Future Plans, PWNA's Future Plans, New Marketing Trends

February

Topics: Making Your Service Department Work, Cleaning Waste Management, Cleaning Inside Freight Trucks, Freight Policy, Maximizing Online Presence

March

Topics: Car Wash Innovations, Soft Washing, Blazing New Trails, True Costs of Running a Business, Successful Manufacturer Traits

April

Topics: Industry Innovations, Successful Distributor Traits, Emerging Markets, Car Wash Tools, Curious about Chemicals

May

Topics: Diagnosing Equipment Problems, Full Steam Ahead, Oil vs. Renewable Energy, Dealing with Hard Water, Successful Supplier Traits

June

Topics: Solar Panel Safety & Cleaning, Employee Training & Retention, Successful Contractor Traits, Ongoing Training & Learning, Mobile Washing Services

July

Topics: Maintaining Durability with Concrete Sealing, Green Cleaning Practices, Cleaning Buses, Setting Up a Trade-In Program, Theft Prevention

August

Topics: Brand and Product Selection, Financing & Leasing, Warehouse Management, Customer Engagement, Pressure Washing Benefits

September

Topics: Business Growth Strategies, Stocking a Service Truck, Forming a Unified Team, Fire Suppression Tools, Quality Production

October

Topics: The Show Issue, Digital Marketing, Good Work Habits, Regulatory Compliance, Fleet Washing Tools

November

Topics: Service & Repair Tools, Success Stories, Portable Heaters, Cleaning Electric Vehicles, Planning for Financial Growth

December

Topics: Year-End Assessment, Water Pumps, Cleaning Wind Turbines, Planning for the Future, State of the Supply Chain

This is a tentative schedule and subject to change. Other features highlighted as space permits are: Financial, Marketing, Product Spotlight, Industry News, Industry Calendar, and CETA Edge.

For advertising rates and information, call 800-525-7038 or 270-901-9061.

Products & Services Directory Ads

- Company Listing
- 1.5" box - 1.6875"w x 1.5"h
- 1/8 H - 3.5"w x 2.25"h

Internet Rates Per-Month

- Newsletter Banner – \$300 per run
- Final banner will display at 580 px x 200 px
- Monthly *Cleaner Times* newsletter

Service Center Directory Ads

- Company Listing
- Expanded Listing
- Logo Box Listing

Submitting Materials

Cleaner Times prefers high-resolution PDF files. We also accept TIFF, high res JPGs, and EPS files (no Word docs). All images should be in CMYK format (not RGB) at a resolution of 300 dpi. A color proof is required if color is critical. If not critical, digital materials (10MB or smaller) can be emailed to info@fcapgroup.com.

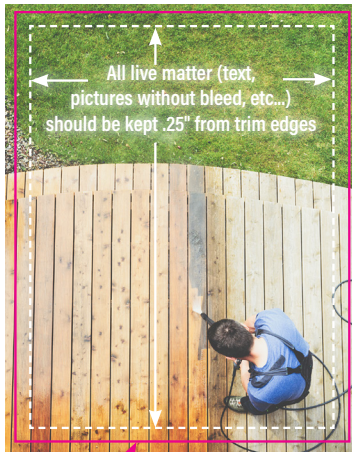


To send files larger than 10MB:
dropbox.com/request/AA0tSTgePkq5IFR46Wf7

For any questions please call *Cleaner Times* at 800.525.7038.

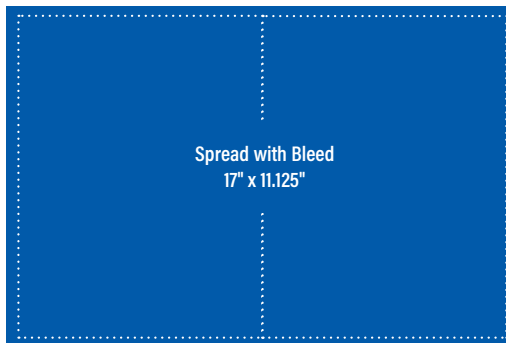
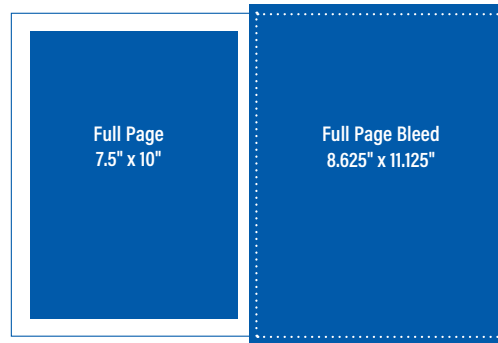
Display Ads

Sample Full Page Ad



TRIM SIZE: 8.375" X 10.875"
 (trim is the actual edge of the paper)

REQUIRED BLEED: 8.625" X 11.125"
 (.125" bleed beyond trim on all 4 sides)



1/6 Horizontal 4.875" x 2.375"	1/3 Vertical 2.375" x 9.75"
1/2 Vertical 4.875" x 7.125"	1/6 Vertical 2.375" x 4.625"
1/3 Square 4.875" x 4.625"	1/2 Horizontal 7.5" x 4.625"

2/3 Vertical 4.875" x 9.75"	1.5" Products & Services Box 1.6875"w x 1.5"h
	1/8 Horizontal Prod & Serv ad 3.5"w x 2.25"h
	1/3 Horizontal 7.5" x 3.125"

Digital Ads (Web banner ads)

GIF animations should be limited to 5 frames per second with a maximum file size of 150KB.*

*Based on Google Ads platform standards

Call 800-525-7038 or 270-901-9061 for digital advertising.

Skyscraper 160 pixels x 600 pixels	Leaderboard 728 pixels x 90 pixels
	Medium Rectangle 300 pixels x 250 pixels
	Newsletter Banner 1160 pixels x 400 pixels RGB, JPG or PNG



Publication Schedule 2024

Advertising Space and Materials Deadline:

Issue	Due Date:	Issue	Due Date:
January.....	11/30/23	July.....	5/31/24
February.....	12/29/23	August.....	6/28/24
March.....	1/31/24	September.....	7/31/24
April.....	2/29/24	October.....	8/30/24
May.....	3/29/24	November.....	9/30/24
June.....	4/30/24	December.....	10/31/24

- This is for **camera ready materials** (digital files only). Ads to be built by *Cleaner Times* **MUST** arrive a minimum of **4 days prior to space and material deadline**. Directory advertising deadline is 5 days prior to the dates above.

Ad Design and Production Rates

- We have designers on staff for all of your design needs.
- All design charges are based on our \$40 minimum and \$80 per hour rate, regardless of ad page size.
- Design charges apply to all ads not submitted camera ready.
- Preparation or production charges are applicable on ads submitted for publication that require modifications and are non-commissionable.
- Composition costs for typesetting, illustrations, corrections, and alterations will be charged to the advertiser and will be billed at the same hourly rate as design charges.
- **All design, production, mechanical, and preparation charges are billed separately.**

Directory Rates

Products and Services Directory:

- Listing: \$49 - 1.5" Box: \$149 - 1/8 Page: \$295

Service Center Directory:

- Expanded Listing: \$49
- Logo Box Listing: \$99
- Directory Listings and Ads are 3-month minimum.
- Design charges apply to 1.5" Box and 1/8 page ads.
- All directory listings and ads are BW.
- 1/8 page ads and display ads receive a complimentary 3-line listing in their category of business.

Ad Position/Style

- Additional 15% charge will be billed to advertisers requesting specified positions.
- Advertisements set to simulate editorial style must be labeled "Advertisement."

Advertising Rates

Call for display rates 800-525-7038, 270-901-9061, or email josh@cleanertimes.com

Terms

- Net 30 days. Accounts 30 days past due forfeit frequency discount (see Insertion Order for details).

Cancellation Policy:

- Unfulfilled advertising contracts will be short-rated to earned rate (see Insertion Order for details).
- Cancellations must be received in writing 30 days prior to next published space & materials deadline.

Advertiser Liability:

Advertisers assume all liability for any claims and/or expenses resulting from the unauthorized or improper use of any names, photographs, maps, illustrations or other content used or for statements made in connection with their advertising.

Publisher's Copy Clause:

True Source Publishing reserves the right to reject any advertisement. **No prices are allowed in ad copy.**

Agency Commission & Terms:

- 15% of gross billing allowed to recognized advertising agencies on space, color and special positions.
- Applicable only to display advertising and invoices paid within 30 days of invoice.
- Invoices must be billed to agency to qualify for agency discount.
- Accounts 30 days past due shall forfeit agency discount.
- Preparation or production charges, mechanical and composition costs are non-commissionable.
- Typesetting, design, camera work, insert binding, back-up printing for inserts, trimming, folding, etc., are non-commissionable.

Payment Terms

Cash Discount: 2% offered on invoices paid within 10 days of invoice.
Terms: Net 30 days.

New Advertisers: First ad, payment in advance; then payment within 10 days of invoice receipt for next five ads.

Mailing/Shipping Instructions

True Source Publishing
1000 Nix Road
Little Rock, AR 72211-3235

Cleaner Times

Advertising Insertion Order

Advertiser: _____

Acct #: _____ Tax ID: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Email: _____

Agency/Resp Party: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Email: _____

Method of Payment:

check credit card (first payment only or monthly)

Visa Mastercard American Express Discover

Card number:

□□□□ □□□□ □□□□ □□□□ □□□□

Expiration date: □□ □□ Bill CC monthly? Yes No

Send Invoice? Yes No

Name on card (Please Print): _____

Signature: _____

Billing Address: _____

City/State/Zip: _____

Special instructions or notations:

PLEASE NOTE: Production charges shall be invoiced separately and are payable upon receipt of invoice.

TERMS: Payment for the first insertion (or 3 insertions for classified or service center directory ads) is payable when ordered for companies purchasing advertising space from *Cleaner Times* for the first time. Subsequent invoices for new and existing advertisers are due within 30 days of invoice date. This agreement begins with the issue date stated above and will be for the term stated above.

This agreement will automatically renew unless advertiser informs *Cleaner Times* with a notice of termination at least thirty (30) days prior to the expiration of agreement period. This notice may be made at the time of signing this agreement informing *Cleaner Times* to contact you or another company representative before renewing this agreement or continuing with further advertising.

Contact advertiser before renewing this agreement

Cleaner Times reserves the right to cancel or suspend advertising for accounts that are 90 days past due until these invoices are paid in full. In the event the Advertiser fails to adhere to the terms and conditions outlined in this agreement or fails to make payment as agreed upon herein, Cleaner Times has the option of requiring immediate payment for the balance of the monies due for advertisements placed in Cleaner Times magazine.

I have read this agreement including attachments if applicable. I agree to the terms and conditions as outlined herein and to the applicable rates and advertisement policies. As a representative of this company, my signature represents acceptance of the obligations agreed upon in this agreement.

Authorized Signature: _____ Printed Name: _____ Date: ____/____/____

Accepted by Publisher: _____ Printed Name: _____ Date: ____/____/____

Account Exec: _____

Ad Size/Orientation:

SPREAD FULL 2/3

1/2 (Vert. Horiz.)

1/3 (Vert. Horiz. Sq.)

1/6 (Vert. Horiz.)

Products & Services

1/8 H 1.5" box Listing

Service Center Directory

Logo Box Listing Expanded Listing

Starting Month: _____

Number of Months: _____

Ending Month: _____

Monthly Rate : _____

Position Charge: _____

Agency: _____

Total Due: _____

For Display Ad Complimentary Listings or Products and Services Listings, complete the information below as you wish it to appear in the Products and Services Directory.

Company: _____

Phone: _____ Web: _____