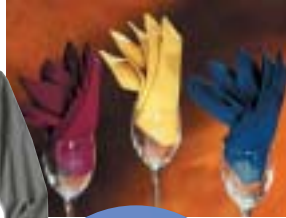


TEXTILE RENTAL

2007

Advertising Rate Card



TRSA's Award-Winning Magazine For
Management And Service Trends

UNIFORMS

LINEN SUPPLY

HEALTHCARE

DUST CONTROL

The **ONLY** Magazine That Delivers The
Decision Makers Who Control The **ENTIRE**
\$12 Billion Textile Rental Market.

TEXTILE RENTAL

UNIFORMS ■ LINEN SUPPLY ■ HEALTHCARE ■ DUST CONTROL

TRSA's Magazine For Management And Service Trends



1800 Diagonal Road, Suite 200, Alexandria, VA 22314
877/770-9274 ■ Fax: 703/519-0026 ■ dsmith@trsa.org
www.trsa.org

Editorial Calendar

Textile Rental, the award-winning, official monthly publication of the Textile Rental Services Association of America, has been the leading voice in the industrial uniform service, linen supply, dust control and commercial laundering industry for 90 years and we keep

JANUARY

Plant Efficiency

Ad closing: *November 21* • Material Due: *December 6*

FEBRUARY

Tech/Plant Summit

Bonus Circulation

Ad closing: *December 20* • Material Due: *January 8*

MARCH

Linen

Ad closing: *January 22* • Material Due: *February 7*

APRIL

CEO Issue

Ad closing: *February 21* • Material Due: *March 7*

MAY

Pre-Clean Show 2007

Bonus Circulation

Ad closing: *March 20* • Material Due: *April 5*

JUNE

Clean Show 2007

Bonus Circulation

Ad closing: *April 20* • Material Due: *May 4*

getting better every year. Each issue of *Textile Rental* contains enhanced topics and issues relevant to the day-to-day management of textile rental companies and a balance of information on the following topics and more. The 2007 editorial focus for each issue is:

JULY

Ancillary Products and Markets

Ad closing: *May 21* • Material Due: *June 5*

AUGUST

Hospitality

Ad closing: *June 20* • Material Due: *July 5*

SEPTEMBER

Joint Committee Meeting (JCM)

Bonus Circulation

Ad closing: *July 20* • Material Due: *August 6*

OCTOBER

Uniforms

Ad closing: *August 21* • Material Due: *September 5*

NOVEMBER

Healthcare

Ad closing: *September 20* • Material Due: *October 4*

DECEMBER

Industry Outlook

2008 Strategic Analysis of the Industry

Ad closing: *October 22* • Material Due: *November 6*

Calendar subject to change

General Information

1. ADVERTISING RATES (Black and White)

SIZE	Every Issue						
	1x	3x	6x	9x	12x	18x	24x
1 Page	\$2,450	\$1,810	\$1,630	\$1,550	\$1,500	\$1,450	\$1,400
2/3 Page	2,060	1,600	1,430	1,360	1,230	1,180	1,140
1/2 Page	1,980	1,480	1,320	1,250	1,140	1,100	1,080
1/3 Page	1,800	1,350	1,230	1,110	1,060	1,030	1,000

Number of insertions used within a 12-month period determines rate.

2. COLOR RATES

2/color process ads (Black + 1 process color: Red, Yellow, Blue, Green, Magenta) in any size ad.....**B/W rate plus \$700**

Matched colors (PMS or metallic)

in any size ad.....**B/W rate plus \$700**

4/color process ads (with color proofs furnished)

.....**B/W rate plus \$1,275**

3. BLEED

Add 10% on space and color cost; no charge for gutter bleed.

4. COVER AND PREFERRED POSITION RATES

All preferred positions sold on **noncancelable EVERY ISSUE contract basis**. COVER RATE INCLUDES 4/C AND BLEED.

2nd Cover.....**\$3,600**

3rd Cover.....**3,600**

4th Cover.....**3,700**

All other full-page preferred positions.....**200**

Fractional positions.....**150**

Some positions cannot be guaranteed for 4/color or matched color advertising. Call for details.

5. INSERTS

A. Standard (bound in)

Single-page insert printed one side.....**B/W contract page rate***

Back-up charge.....**\$300**

Tip-in charge.....**300**

Single-page insert printed front and back

.....**10% off B/W rate for back side***

**10% additional for stock heavier than 80 lb.*

B. Blow-in (loose)

Must have full-page, run-of-book ad in the same issue.

Rate.....**B/W contract page rate***

Tip-in charge.....**\$300**

**10% additional for stock heavier than 80 lb.*

C. Envelope stuffers

See page 10. Call for additional details.

6. BONUS AD PLAN

Any 2007 advertiser who runs more paid advertising in 2007 than in 2006 will receive bonus ad space according to the following schedule:

2007 Increase	Bonus
3 or more ads	1 ad

Any new advertiser in 2007 running six or more paid ads will receive one bonus ad (a new advertiser is one who has not run during the last 12 months). All bonus ads must be the same size and color as paid ads. **Bonus ads will run in issues selected at the publisher's discretion.** If the contracted amount is not run, bonus ads will be billed at advertiser's earned rate. No frequency is earned on bonus ads. Each division/subsidiary of a corporation earns rate protection and bonus ads individually, not as part of the corporation.

7. "WELCOME BACK" PROMOTION

If you have not advertised in *Textile Rental* in 2006, this may be just the incentive you need. **Buy two ads and receive the third ad free.** For those two insertions, you will receive the **3-time frequency discount.** Your free ad must be of the same size and color as your paid ads. **Free ads do not apply to Bonus Circulation issues.**

8. BELLY WRAPS

Your message can't be missed on a wrapper (5½"x 23") that covers the magazine. Printed on 60-lb. offset paper in your choice of colors. Belly wraps are not included toward frequency rate and must not compete with back cover. Call for samples and additional details. (Full-page ad must run as well)

Rate.....\$3,300*

**Includes 4/color, bleed and hand-affixing; 20% discount if wraps are provided by advertiser. Call for quantity required.*

9. ADVERTORIALS

These special advertising sections combine editorial with your advertising message to tell your story your way to *Textile Rental* readers. See page 11 for rates and information or call for details.

10. COMMISSIONS AND DISCOUNTS

A. Agency commission: 15% of gross billing to recognized advertising agencies on all display space, color, bleed and special-position charges, **if account is paid within 30 days.** Commission not allowed on production charges and classifieds. Cash discount 2%/10 days from invoice date.

B. All invoices net 30 days. Invoices not paid within 30 days are subject to 1%-per-month carrying charge.

11. SHORT RATES/REBATES

Advertisers will be short-rated if, within a 12-month period from date of first insertion, advertiser has not used amount of space on which billing has been based. Advertiser will be rebated if, within a 12-month period from the date of first insertion, advertiser has used enough additional space to earn a lower rate than billed.

12. RATE PROTECTION PERIOD

Current contract advertisers will be protected at their contract rates for 90 days after effective date of the new rates. Orders for space outside the 90-day protection period will be accepted and billed at “rate prevailing.”

13. ISSUANCE AND CLOSING DATES

Published monthly: Issued during the first week of dateline month. Closing date is the 20th of the second preceding month (e.g. for a June insertion, closing is April 20). Publisher does not guarantee to make corrections on copy submitted after 20th of second month preceding date of issue. **CANCELLATION CANNOT BE ACCEPTED AFTER 20th of second month preceding date of issue.** **If advertising space is contracted within two weeks of the materials' deadline, the advertisement cannot be cancelled.** Publisher will repeat last ad run if new material for contracted space is not received on time. Orders specifying positions, other than those contracted for as preferred, are not accepted.

14. MAILING INSTRUCTIONS/PRINTER

Please fax insertion orders to Debbie Smith at 703/519-0026 and send ad material to: *Textile Rental*, Attn: Debbie Smith, 1800 Diagonal Road, Suite 200, Alexandria, VA 22314; 703/519-0029, fax 703/519-0026. Send **inserts** directly to the printer:

Colonial Press Enterprises
3690 N.W. 50th St., Miami, FL 33142
Attn: Earl Moore

15. PRINTING SPECIFICATIONS

Printed offset on 70-lb. coated enamel stock. Conversion and reproduction methods: halftones accepted 110- to 150-line screen, 133-line screen preferred. **Digital files preferred:** *QuarkXPress*, *TIFF*, *EPS* or high resolution *PDF* format only. For *QuarkXPress*, *EPS* and *PDF* files, all placed images and utilized fonts **MUST** be provided; *EPS* and *PDF* files should be created with images and fonts included in the file (separate provision of these files is also required in case of error). **Press proof-quality color proof MUST accompany all art or files.** Actual production charges associated with noncompliance and/or revisions/corrections will be passed on to the advertiser.

16. MECHANICAL REQUIREMENTS

Page Unit	Inches Wide/Deep
Full-page	$7\frac{1}{4} \times 9\frac{7}{8}$
2/3-page	$4\frac{3}{4} \times 9\frac{7}{8}$
1/2-page island	$4\frac{3}{4} \times 7\frac{1}{4}$
1/2-page horizontal	$7\frac{1}{4} \times 4\frac{7}{8}$
1/2-page vertical	$3\frac{1}{2} \times 9\frac{7}{8}$
1/3-page vertical	$2\frac{1}{4} \times 9\frac{7}{8}$
1/3-page square	$4\frac{3}{4} \times 4\frac{7}{8}$
2-page spread	$15\frac{1}{2} \times 9\frac{7}{8}$
Trim size (1 page)	$8\frac{1}{4} \times 10\frac{7}{8}$
Trim size (spread)	$16\frac{1}{2} \times 10\frac{7}{8}$

Specifications For Bleed	Inches Wide/Deep
Single-page bleed	$8\frac{1}{2} \times 11\frac{1}{8}$
2/3-bleed	$5\frac{3}{8} \times 11\frac{1}{8}$
1/2-bleed island	$5\frac{3}{8} \times 7\frac{7}{8}$
1/2-bleed horizontal	$8\frac{1}{2} \times 5\frac{1}{2}$
1/2-bleed vertical	$4\frac{1}{8} \times 11\frac{1}{8}$
1/3-bleed vertical	$2\frac{15}{16} \times 11\frac{1}{8}$
1/3-bleed square	$5\frac{3}{8} \times 5\frac{1}{2}$
2-page spread bleed	$16\frac{3}{4} \times 11\frac{1}{8}$

Advertising live matter should be kept at least $\frac{1}{4}$ " away from all edges.

Trim size is $8\frac{1}{4}$ " x $10\frac{7}{8}$ ". Publication page is three columns; each column is $2\frac{1}{4}$ " or 13.5 picas.

Aligning across pages must allow $\frac{1}{8}$ " (at least) on each page at fold for grind-off in perfect binding.

Inserts:

A. Standard, bound-in inserts should be submitted $8\frac{1}{2}$ " x 11" to allow for final magazine trim size of $8\frac{1}{4}$ " x $10\frac{7}{8}$ ", 70-80 lb. stock.

B. Blow-in inserts should be submitted $8\frac{1}{2}$ " x 11" folded, 70-80 lb. stock. Other sizes and weights might be accepted. Call for details and prices.

C. Four-page inserts should be submitted folded to $8\frac{1}{8}$ " x 11" to allow for $\frac{1}{8}$ " grind-off at fold or gutter, as well as $\frac{1}{8}$ " dead trim. All live matter should be kept at least $\frac{1}{4}$ " from trim dimensions to assure appearance in publication.

D. Spread inserts to be backed up must be submitted unfolded, 17" x 11¹/₈".

E. Quantity/Approval: Advertisers should call for amount of inserts required. Send sample for approval. **Ship inserts pre-paid to:**

Colonial Press Enterprises
3690 N.W. 50th St., Miami, FL 33142
Attn: Earl Moore

Please indicate on each box the quantity, magazine name and month insert is to run (e.g., Nov. *Textile Rental*).

17. BINDING METHOD—Binding is “perfect” bound.

18. CLASSIFIED ADVERTISING

Advertisers can place classified advertising in any issue of *Textile Rental* magazine in the following categories: **Positions Available, Positions Wanted, Consulting Services, Textiles Wanted, Textiles For Sale, Equipment Services, Equipment Wanted, Business Appraisals, Business Opportunity, Used Equipment For Sale, Companies Wanted, Plant Design & Installation, Products Available, Garments Wanted, Equipment For Sale and Companies For Sale.** **Or, we can create a category to suit your needs.** **Rates:** \$1.70 per word for each insertion; \$50 minimum. If box number is requested for forwarding replies, add \$20. Placement of text-only classified ads on TRSA’s Web site in addition to the ad running in the magazine, add \$20. Placement of display classified ads on TRSA’s Web site, in addition to the ad running in the magazine, add \$20 per column inch. Placement of a 1/4 page display classified ad on TRSA’s Web site, in addition to the ad running in the magazine, add \$70. Classified advertising is payable in advance. All rates net, non commissionable.

Classified display rates are available at \$90 per column inch (4 columns per page).

1/4 page: 3³/₈" x 4⁷/₈".....\$550

Any classified advertiser who prepays for 12 months will receive a 10% discount and free placement in TRSA Online Classifieds.

Classified columns measure 1⁹/₁₆", 4 columns to a page.

Closing date is the 12th day of the preceding month (e.g., for a June insertion, closing is May 12th). **All classified advertising must be in writing and paid for in advance.** No listings are taken by telephone. Mail requests to: Classified Advertising, *Textile Rental*, 1800 Diagonal Road, Suite 200, Alexandria, VA 22314, or fax to 703/519-0026. VISA, MasterCard and American Express accepted.

19. GENERAL INFORMATION

- All advertisements are subject to publisher's approval.
- Advertisers and their agencies agree to indemnify and protect the Association from any claim or action based on content of advertisements.
- Publisher reserves the right to insert the word "Advertisement" or "Special Advertising Section" in advertising that simulates the editorial format.
- Advertisers will be billed at the 1x rate unless contract and insertion order(s) specify higher frequency.
- The Association reserves the right to hold the advertiser and/or its agency jointly and severally liable, in the event of nonpayment, for such monies, without commission, as are due and payable to the Association.
- TRSA's policy is to not accept advertising from any advertiser whose account is 60 days or more past due.
- Publisher will advise TRSA-member companies when their advertising agencies are past due and when current advertising no longer can be accepted because of past-due balances.

20. CIRCULATION

Circulation: 6,688 subscribers as of August 1, 2006.

Character of circulation: Decision-making executives and key personnel of companies worldwide engaged in industrial uniform, linen supply, dust control and shop towel service or commercial and hospital supply laundering.

Typical readers include CEOs, presidents, vice presidents, financial officers, general managers, purchasing managers, plant managers, production managers, marketing directors, sales managers and service managers. Additional subscribers are executives of companies selling merchandise, supplies or services to companies in the industry. **Annual Subscription price:** Members: \$120 first subscription, \$40 each additional. Non-members: \$240 for each subscription.

21. VALUE-ADDED AND MERCHANDISING SERVICES

- **Bonus circulation**—Extra issues are printed for distribution at TRSA Convention, Joint Committee meetings, the Clean Show, regional association meetings and conventions, targeted subscription promotions, and ad readership studies.
- **Reader Profiles**—Reader profiles are conducted regularly. Research studies show that 85% of *Textile Rental* readers are involved in their firm's purchasing decisions.

- **Mailing lists**—Digital direct-mail lists are available to TRSA members for \$700 to boost your advertising message.
- **News releases**—Advertisers are encouraged to send in new product news, company news and information about employees' community involvement for "Marketplace" and "Corporate Briefs," two well-read sections that give your company extra exposure.
- **Preprints and reprints**—Article and ad pre/reprints are available at a nominal charge.
- **Envelope Stuffers**—We will mail the magazine in an envelope if you want to include your catalog or flyer with an issue. Call for rates.
- **Roster/Buyers' Guide**—TRSA's annual membership directory and buyers' guide is published in June. Reach our members with your ad all year long (see paragraph 22).
- **"As advertised" booth cards**—*Textile Rental* produces "As advertised" laminated booth plaques for Clean Show issue advertisers for use at trade shows.

22. ROSTER/BUYERS' GUIDE

Each September, the association's annual *Roster/Buyers' Guide* is published containing a current listing of industrial uniform service, linen supply, dust control and commercial laundering members as well as associate members (suppliers) of the Textile Rental Services Association of America; its officers, directors and committee members; bylaws; directory of other associations; and alphabetical listings of products and services in the Products & Services, Brand Names and Technology Buyers' Guide sections.

Textile Rental advertisers can buy additional advertising in the annual *Roster/Buyers' Guide* at their *Textile Rental* contract rate. Additional one-inch Emphasis Ads are available to members and display advertisers in the Products and Services, Brand Names and Technology Buyers' Guide sections. **All display advertisers receive bold-faced listings in the Buyers' Guide.** ROSTER ADVERTISING CANNOT BE INCLUDED TOWARD EARNING FREQUENCY DISCOUNTS IN *TEXTILE RENTAL* BUT *TEXTILE RENTAL* ADVERTISING MAY BE INCLUDED TOWARD EARNING FREQUENCY DISCOUNTS IN THE *ROSTER/BUYERS' GUIDE*. See *Roster/Buyers' Guide* rate card for rates. (Closing date is June 25). The same mechanical specifications and requirements apply as for *Textile Rental* magazine (see paragraph 16).

Advertorials

These special 1- (which must run opposite your regular full page advertisement) 4- or 8-page advertising sections combine editorial with *your* advertising message to tell *your* story *your* way to *Textile Rental* readers. You use *your* words, *your* pictures and *your* layout to identify and explain *your* equipment, product or service. The result: you gain a competitive edge. Plus—*Textile Rental* will provide reprints of your Advertorial at a nominal charge.

NOTE: Ad closing dates apply

	1x	3x	6x	12x or more
1 page				
B/W	\$1,180	\$1,080	\$ 990	\$ 930
2/color	1,300	1,230	1,160	1,100
4/color	1,750	1,580	1,390	1,330
4 pages				
B/W	\$4,490	\$4,120	\$3,750	\$3,490
2/color	4,990	4,720	4,450	4,190
4/color	6,790	6,120	5,350	5,090
8 pages				
B/W	\$6,890	\$6,320	\$5,460	\$5,220
2/color	7,490	7,090	6,260	5,820
4/color	9,490	8,490	7,760	7,320

Rates based on *Textile Rental* contract rates: Guidelines

1. Advertiser is responsible for writing, photography and/or art, page design and production. *Textile Rental* will offer help in finding an outside writer and/or photographer to assist firms that do not employ an advertising or public relations agency. The final advertorial—copy, illustrations and layout—is subject to the approval of *Textile Rental*.
2. Style of presentation must not duplicate the magazine’s page design, including typefaces used and other design elements.
3. Every page of the advertorial must carry the heading, centered at the top of each page, “ADVERTISEMENT,” set in 12-point capital letters.
4. An advertorial does not count toward frequency discount.
5. An advertorial is agency commissionable.

BONUS—*Textile Rental* will provide reprints of your advertorial at a nominal charge for your use as a direct-mail piece or trade show handout.

“TRSA Online” Banner Advertising

Each month thousands of individuals tap into the resources of the association through *TRSA Online*. The site (www.trsa.org) attracts more than 10,000 industrial laundry owners and decision makers each month looking for industry information. *TRSA Online* provides companies like yours the ability to tap directly into this exclusive market and lead them to your Web site. Help build traffic and word-of-mouth in your Web site by purchasing a banner advertisement or keyword on *TRSA Online*!

Placement	12 Months
Home Page Rotation	\$3,600
Other Pages	\$3,200

All current banner advertisers have the option to renew their ad each year at the rate they are now paying.

Keywords (only available with banner ad)

Companies may purchase Keywords on the *TRSA Online* system. When an advertiser purchases a Keyword, its banner advertisement appears every time that Keyword is entered into the *TRSA Online* Search Engine, *Textile Rental* magazine Search Engine, Products & Services Search Engine, or the Suppliers Web site Search Engine.

1-2 Keywords: \$500 per word

3-5 Keywords: \$450 per word

6 or more Keywords: \$400 per word

Banner Ad Specifications

With each Banner Ad placement, advertisers can place two advertisements—side and bottom—on the page they purchased, with the exception of the home page (one side banner ad). Java and animated ads are acceptable. Dimensions and maximum file sizes are below:

Side Banner Ad: 135 x 75 pixels; < 10kb

Bottom Banner Ad: 300 x 60 pixels; < 20kb

Home Page Banner Ad: 130 x 170 pixels; < 15kb

Magazine Staff

Advertising Director—Deborah M. Smith

Editor—Jack Morgan

Art Director—Paul Taub

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