



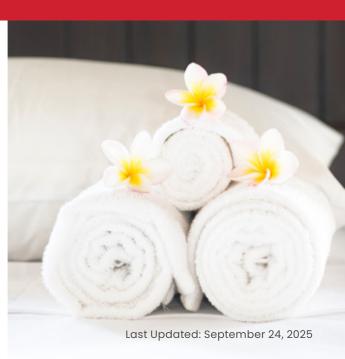


# 2026 TRSA Media Kit

In-Person • In Print • Online

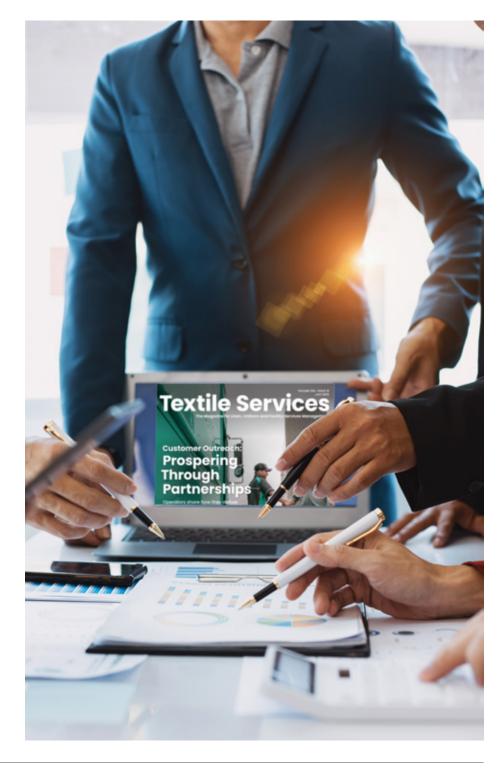






# Inside...





# **Audience Profile**







# Promote Your Brand to Decision Makers in a \$50 Billion Industry

Partnering with **TRSA** gives you direct access to the leaders of the linen, uniform and facility services industry—decision makers seeking solutions to drive performance, efficiency, quality and sustainability.

Discover high-impact opportunities to raise your profile, connect with buyers and grow your business—in person, in print and online.

# **Audience Profile**



# Industry Facts (North America)



# 16 billion+

pounds of laundry processed each year

\$50 billion+

linen, uniform and facility services market



# 140,000+

employees



28,000+

vehicles on the road



2,500+

facilities

# > Industrywide Purchasing Power



# \$3 billion+

linens, uniforms and other merchandise





# \$1.4 billion+

machinery and equipment





# \$800 million+

production supplies

### > TRSA Members

of all linen and uniforms in North America are processed by TRSA members

of readers are involved in the purchasing process

average annual revenue for TRSA members

Excludes TRSA members Cintas Corp., UniFirst Corp. and Vestis Corp.

# **TRSA** Audience

# > Management Level

C-Level/VP	14%
Director	12%
General Manager	17%
Manager	49%
Supervisor/Other	8%

# > Readers' Customer Markets

Healthcare	71%
Industrial	50%
F&B/Linen	60%
Hospitality	50%

SOURCES: Ibis Worldwide, Robert W. Baird & Co. Inc., TRSA, the U.S. Bureau of Economic Analysis and the U.S. Census Bureau

# **TRSA** Partner Opportunities







	<b>TRSA</b> Five Star Partner	<b>TRSA</b> Four Star Partner	<b>TRSA</b> Premium Partner
Executive Connection Strategy			
> Invitation to exclusive CEO reception and dinner	$\otimes$		
<ul> <li>Position on Supplier Partner Council including special briefing and networking event</li> </ul>	⊗	$\otimes$	⊗
<ul> <li>Free application for Responsible Supplier Assurance Program</li> </ul>	$\otimes$		
Thought Leadership Alignment			
> Title Sponsor of an episode of the <b>TRSA</b> podcast	$\otimes$		
> Introduce a session speaker at a <b>TRSA</b> event	TRSA Healthcare or Legislative Conference	TRSA Production Summit	TRSA Event
> Title Sponsor of a <b>TRSA</b> Webinar	⊗	$\otimes$	$\otimes$
Image and Brand Promotion			
> Display ads in Textile Services magazine	12 full page ads includes digital "Best Of"	6 full page ads, can include digital "Best Of"	6 half page ads
> Product Showcases in Textile Services magazine	<b>⊗</b>	$\otimes$	$\otimes$
Froduct Showcases in Textile Services magazine	Unlimited	1 print and digital	1 print and digital
> Textile Services Weekly digital placements	$\otimes$	$\otimes$	$\otimes$
> Digital advertising on <b>TRSA</b> .org website	$\otimes$	$\otimes$	
	12 months	6 months	
> Custom e-mail blast to <b>TRSA</b> 's email list	$\otimes$	$\otimes$	$\otimes$
<ul> <li>Sponsor branding, including logos on all TRSA conference ads and websites</li> </ul>	<b>⊗</b>	$\otimes$	⊗

# 2026 Event Sponsorships

Connect with industry leaders in person and make a lasting impact where business gets done. Sponsorships are limited, so act fast.



# **Annual Sponsorship Opportunities**

- Annual Transportation Sponsor for 8 Events
  - All Three Production Summits & Plant Tours
  - Legislative Conference
  - Executive Management Institute
  - Healthcare Conference
  - Canadian/Pacific Northwest Summit
  - > Production Management Institute

**Annual Lanyard Sponsor** 

**Annual Badge Sponsor** 

# Individual Event Sponsorship Opportunities

# 16<sup>th</sup> Annual Legislative Conference & Industry Awards Dinner

February 18-19

- Title Sponsor
- > Event Sponsor
- Capitol Hill Club All-Day Buffet
- > Welcome Reception
- > Awards Dinner Sponsor
- Network Breakout Sponsor
- Pen Sponsor

### 113th Annual Conference & CEO Summit May 12-14

- > Title Partner
- > Event Sponsor
- Welcome Gift
- > GEO Summit Sponsor (Limited to 4)
- VIP Event Sponsor
- > Welcome Reception Sponsor
- > Breakfast Sponsor (2 Available)
- > Lunch Sponsor

- > Awards Dinner Sponsor
- Networking Break Sponsor
- > Keynote Sponsor (One Available Per Day)
- > Evening Wine Down Sponsor
- Golf Sponsor
- Pickleball Sponsor
- > Spouse/Partner Excursion Sponsor

# 2026 Event Sponsorships









# 61st Executive Management Institute

August 9-13

- > Title Partner
- > Event Sponsor
- Wifi Sponsor
- Meals Sponsor
- Networking Break Sponsor
- > Transportation Sponsor
- Closing Reception & Graduation Dinner Sponsor
- Notebook and Pen Sponsor

### 9<sup>th</sup> Annual Marketing, Sales and Service Summit

October 13

- > Title Sponsor
- > 🌚 Wifi Sponsor
- Reception Sponsor
- > Breakfast Sponsor
- > Lunch Sponsor

# 15th Annual Healthcare Conference

October 14-15

- Title Sponsor
- > Event Sponsor
- > 🂩 Wifi Sponsor
- > CEO Roundtable Sponsor
- > Reception Sponsor
- > Breakfast Sponsor
- > Lunch Sponsor
- > Transportation Sponsor

# Canadian/Pacific Northwest Summit

October 28-29

- > Title Sponsor
- > Reception Sponsor
- Breakfast Sponsor
- > Lunch Sponsor

# 36th Production Management Institute

November 2-5

- > Title Partner
- > Meals Sponsor
- > Networking Break Sponsor
- > Transportation Sponsor
- Closing Reception & Graduation Dinner Sponsor
- Notebook and Pen Sponsor

# 2026 Event Sponsorships





# **Production Summits & Plant Tour Series**

- > Title Sponsor for All Three Summits
- Wifi for All Three Summits

### **West Coast Production Summit & Plant Tour**

January 21-22

- > Event Sponsor
- Reception Sponsor
- > Breakfast Sponsor
- > Lunch Sponsor

### Midwest Production Summit & Plant Tour April 15-16

- > Event Sponsor
- > Reception Sponsor
- > Breakfast Sponsor
- > Lunch Sponsor

# Northeast Production Summit & Plant Tour

September 16-17

- > Event Sponsor
- Reception Sponsor
- > Breakfast Sponsor
- > Lunch Sponsor

# Virtual Sponsorship Opportunities

### **HR Virtual Summit Series**

Dates TBD

Series Sponsor

# Safety & Health Virtual Summit Series

Dates TBD

> Series Sponsor

	16 <sup>th</sup> Annual Legislative Conference	113 <sup>th</sup> Annual Conference & CEO Summit
Title Sponsor		
> One complimentary registration	$\otimes$	$\otimes$
> Keynote speaker introduction including 30-second company promotion	$\otimes$	$\otimes$
> Recognition in all event promotional materials	$\otimes$	$\otimes$
> Logo and signage on-site	$\otimes$	$\otimes$
> Logo at top of event website	$\otimes$	$\otimes$
> Flyer or brochure on registration table	$\otimes$	$\otimes$
> Placard on attendee tables thanking sponsor	$\otimes$	$\otimes$
> Two LinkedIn posts	$\otimes$	$\otimes$
> Pre- and post-conference registration list and contact information	$\otimes$	$\otimes$
Event Sponsor		
> One complimentary registration	$\otimes$	
> Podium recognition	$\otimes$	$\otimes$
> Second-tier logo recognition in all event promotional materials	$\otimes$	$\otimes$
> Flyer or brochure on registration table	$\otimes$	$\otimes$
> One LinkedIn post	$\otimes$	$\otimes$
> Pre- and post-conference registration list and contact information	$\otimes$	$\otimes$
Hospitality Sponsors • See page 6–8		
> Podium recognition	⊗	⊗
> Logo recognition at event	$\otimes$	⊗
> Logo recognition in all event promotional materials	$\otimes$	$\otimes$

<sup>\*</sup>Must be a TRSA Supplier Partner Member

	EMI Partner	15 <sup>th</sup> Annual Healthcare Conference
Title Sponsor	2.111.1 G.1.1.15.1	10 / Hilliam Hoald Collision Co
> One complimentary registration	(Excludes lodging)	⊗
> Keynote speaker introduction including 30-second company promotion	$\otimes$	$\otimes$
> Recognition in all event promotional materials	$\otimes$	$\otimes$
> Logo and signage on-site	$\otimes$	$\otimes$
> Logo at top of event website	$\otimes$	$\otimes$
> Flyer or brochure on registration table	$\otimes$	$\otimes$
> Placard on attendee tables thanking sponsor	$\otimes$	$\otimes$
> Two LinkedIn posts	$\otimes$	$\otimes$
> Pre- and post-conference registration list and contact information	$\otimes$	$\otimes$
Event Sponsor		
> One complimentary registration		
> Podium recognition	$\otimes$	$\otimes$
> Second-tier logo recognition in all event promotional materials	$\otimes$	$\otimes$
> Flyer or brochure on registration table	$\otimes$	$\otimes$
> One LinkedIn post	$\otimes$	$\otimes$
> Pre- and post-conference registration list and contact information	$\otimes$	$\otimes$
Hospitality Sponsors • See page 6–8		
> Podium recognition	$\otimes$	$\otimes$
> Logo recognition at event	$\otimes$	$\otimes$
> Logo recognition in all event promotional materials	$\otimes$	$\otimes$

<sup>\*</sup>Must be a TRSA Supplier Partner Member

# **Event Sponsorships\***

# **CEO/Executive Roundtables**

Intimate forums of CEOs and senior executives, offering sponsors direct access to top industry leaders.

# **State Legislative Conferences**

In-person meetings at state capitols focused on policy and advocacy, positioning sponsors as partners in advancing the industry.

# **Virtual Connections**

Topic-driven roundtables that connect professionals and highlight sponsors as aligned with industry thought leadership.

# Webinars

Regularly drawing 150+ industry leaders, **TRSA** webinars spotlight timely issues and elevate sponsors as trusted thought leaders.

# **Custom Webinars**

Host a 60-minute webinar tailored to your expertise, showcasing solutions to industry challenges while highlighting your thought leadership. Content subject to **TRSA** approval.

	CEO/Executive Roundtables	State Legislative Conferences	Virtual Connections	Webinars
> Event recorded and posted on TRSA website				$\otimes$
> Recognition during Welcome and Closing	$\otimes$	$\otimes$	$\otimes$	$\otimes$
> Introduce speaker(s) and close program	$\otimes$	$\otimes$	$\otimes$	$\otimes$
> Premier logo recognition in promotional materials	$\otimes$	$\otimes$	$\otimes$	$\otimes$
> Final registration list including contact information	$\otimes$	$\otimes$	$\otimes$	$\otimes$
> Ability to offer downloadable resources (case studies, etc.)				$\otimes$

<sup>\*</sup>Must be a TRSA Supplier Partner Member

# **Textile Services Magazine**





Trusted. Targeted. Influential. Textile Services magazine connects you directly with the industry's biggest audience of decision makers—independent operators, regional leaders and national executives.

Textile Services' Reach



**8,650+** monthly print subscribers



8,000+
digital
circulation



49 minutes average spent reading each issue



5 people
reading each issues
means a reach of
40,000+ readers

I enjoy reading about other plants and appreciate being able to read up on current trends in the laundry realm. I also like learning about the new technology and equipment that's available to our industry.



from \$10M

Upgrade



> Textile Services Readership Purchasing Power

**79%** 

of readers have made purchasing decisions based on advertisements and articles 91%

of readers purchased, recommended or specified products and services advertised in Textile Services 64%

of laundry operators rely on trade publications more than attending trade shows (46%), conferring with colleagues (44%), or visiting websites (37%) when looking for information that helps them do their jobs better

SOURCES: Textile Services AdBrand and AdStudy annual readership surveys.

# January

# **Brand Awareness Study**

- > Cover Story: 2026 Outlook
- Plant Tour: Workwear/Industrial
- > Product Showcase: Chemical/Water Treatment
- Labor Trends
- > Automation
- Economic Trends

Space: Dec. 1 / Art: Dec. 5 / Mailing: Jan. 15

**Bonus Circulation:** West Coast Production Summit & Plant Tour

# February

# Sponsored Supplement: Packout and Delivery, Route Optimization

- > Cover Story: Investing in Emerging Technology
- > Plant Tour: F&B/Hospitality
- Product Showcase: Facility Services/Dust Control
- Sorting and Finishing
- Financing Upgrades/ROI
- RSR Quick Start Course
- Market Trends: Baird Study

Space: Jan. 5 / Art: Jan. 8 / Mailing: Feb. 17

**Bonus Circulation:** 16<sup>th</sup> Annual Legislative Conference & Industry Awards Dinner

### March

# **Buyers' Guide**

- Cover Story: Risk Management, Safety & Cybersecurity
- Plant Tour: Healthcare
- > Product Showcase: F&B/Hospitality Linens
- Insurance Trends
- > Fire Prevention
- > ETSA Fire Study
- > Healthcare Trends

Space: Feb. 2 / Art: Feb. 5 / Mailing: Mar. 16

**Bonus Circulation:** Midwest Production Summit & Plant Tour

# April

- Cover Story: Market Expansion: Evaluating Sector Health
- > Plant Tour: Workwear/Industrial
- > Product Showcase: Finishing & Pack Out
- > Production Expansion Challenges
- Sales and Service Challenges
- Industry Performance Report
- Market Trends by State

**Space:** Mar. 2 / **Art:** Mar. 5 / **Mailing:** Apr. 15

**Bonus Circulation:** 113<sup>th</sup> Annual Conference & CEO Summit

# May

- Cover Story: Sustainability
- Plant Tour: Industrial/Dust Control
- Product Showcase: Washers/Extractors
- Energy
- Water
- Clean Green
- Market Trends: Baird Study

Space: Apr. 1 / Art: Apr. 6 / Mailing: May 15

### June

# Sponsored Supplement: Textiles, Uniforms & Garments

- > Cover Story: Artificial Intelligence
- Plant Tour: Mixed
- > Product Showcase: Workwear Uniforms & Healthcare Garments
- Marketing
- Route Accounting, ERP & CRM
- Maintenance Safety Training

Space: May 1 / Art: May 5 / Mailing: Jun. 15

Advertisers in Textile Services who participate in the publication's twice-yearly (January and July) readership studies receive on average **two full pages of detailed comments about their ads**, their company and the services it provides. No other laundry trade publication in North America provides such a service to readers and advertisers.

# 2026 Editorial Calendar

# July

### **Ad Study**

- > Cover Story: Supply Chain & Textiles
- Plant Tour: Healthcare
- > Product Showcase: Tunnel Washers
- Tariffs
- > Inventory Control
- Healthcare Trends

Space: Jun. 2 / Art: Jun. 5 / Mailing: Jul. 15

Bonus Circulation: 61st Executive

Management Institute

# August

# Sponsored Supplement: Chemistry & Water Innovations

- > Cover Story: Customer Outreach
- Plant Tour: F&B/Hospitality
- > Product Showcase: Transportation & Route Accounting
- Sales and Service
- Opportunities in Facility Services
- > Lockout/Tagout
- > Market Trends: Baird Study

Space: Jul. 2 / Art: Jul. 6 / Mailing: Aug. 14

**Bonus Circulation:** Northeast Production Summit & Plant Tour

# September

- > Cover Story: Healthcare
- > Plant Tour: Healthcare
- > Product Showcase: Materials Handling
- > Reusables
- > Trends in Non-Acute
- Reusables vs. Disposables
- > Clinic Business, Outpatient Surgery
- Loss Run Report Guide

Space: Aug. 3 / Art: Aug. 5 / Mailing: Sept. 15

**Bonus Circulation:** 9<sup>th</sup> Annual Marketing, Sales and Service Summit, 15<sup>th</sup> Annual Healthcare Conference

### October

- > Cover Story: Production
- Plant Tour: Workwear & Industrial
- Product Showcase: Dryers
- Wash Aisle
- Quality Control
- Manufacturing Trends
- Workplace Hazard Analysis

Space: Sept. 1 / Art: Sept. 4 / Mailing: Oct. 15

Bonus Circulation: 36th Production

Management Institute

# November/December

- > Cover Story: Labor
- > Plant Tour: Mixed Market (Multiple Sectors)
- Product Showcase: Healthcare
- > Leadership Development
- Succession Planning
- Material Handling Trends
- > Market Trends: Baird Study

Space: Oct. 1 / Art: Oct. 5 / Mailing: Nov. 13

# December Digital Best Of

A special digital edition showcasing the year's top stories and biggest conversations—giving advertisers a premium chance to capture attention.

Space: Nov. 2 / Art: Nov. 5 / Mailing: Dec. 15



Included for every advertiser: Digital Magazine—reach 8,650+ TRSA members the moment the digital magazine goes live.

# **Textile Services Magazine**

### **TRSA** Member Ad Rates

> Display Ads	1×	3×	6×	12×
Full Page				
1/2 Page				
1/3 Page				
Business Card				
Footer Ad				
Product Showcase				
Company Spotlight				
> Preferred Positions*				
Cover 2				
Cover 3				
Cover 4				
Preferred Positions				

# **Textile Services Display Ad Specs**

> Ad Size	Trim Size (W×H)	Non-Bleed (W×H)
Full Page	8.25"×10.875"	7.25"×9.875"
1/2 Page Horizontal	8.25"×5.125"	7.25"×4.875"
1/2 Page Island	5.25"×7.75"	4.75"×7.25"
1/2 Page Vertical	4.125"×10.875"	3.5"×9.1875"
1/3 Page Square	5.25"×5.375"	4.75"×4.875"
Footer	_	7.5"×2"
Product Showcase and Company Spotlight	<ul> <li>Up to 100 words of text</li> <li>One JPG image at a minimum of 3×3" and 300 dpi</li> <li>Company phone and URL</li> </ul>	

Add a minimum of .125" on all sides for bleed. Critical matter must be kept a minimum of .125" from the trim area. PDF files must include crop and bleed with all marks set outside of the bleed area. PDF files should be created as press-ready PDF files with images and fonts included in the file. Actual production charges associated with noncompliance and/or revisions/corrections will be passed on to the advertiser. Download Textile Services PDF presets at www.TRSA.org/advertising.

# TRSA Non-Member Ad Rates

Non-members pay a 100% mark-up on all published ad rates. Contact Ken Koepper at kkoepper@trsa.org to learn more about becoming a TRSA member.



Print materials must be submitted to: www.TRSA.org/submitad

Contact your ad representative with questions. Download PDF export settings and ad templates at www.TRSA.org/advertising.

# Ad Space Closing and Materials Deadline

	Space	Art
January	Dec. 1	Dec. 5
February	Jan. 5	Jan. 8
March	Feb. 2	Feb. 6
April	Mar. 2	Mar. 5
May	Apr. 1	Apr. 6
June	May 1	Мау 5

	Space	Art
July	Jun. 2	Jun. 5
August	Jul. 2	Jul. 6
September	Aug. 3	Aug. 5
October	Sept. 1	Sept. 4
November/December	Oct. 1	Oct. 5
December Digital	Nov. 2	Nov. 5

# **Textile Services Magazine**

# **Editorial Options**



# > Company Spotlight

Calling all supplier partners! Have a recent equipment installation, plant renovation or new plant site that you'd like to highlight? Textile Services will spotlight your company in a stand-alone feature. Send a high-resolution photo and a 100-word description. "Company Spotlight" entries will appear in a section of the magazine for a nominal fee.

**Contact Your Sales Rep** 



### > Product Showcase

Textile Services showcases will spotlight supplier partner products related to a specific topic. Send a high-resolution photo and a 100-word description.

Free for display advertisers or include your product for a nominal fee.

Add a digital product showcase placement for a greater impact. See page 23 for more information.

**Contact Your Sales Rep** 

# Display Ad Options

# > Footer Display Ads

Take your advertising budget further with a footer ad in Textile Services. Footer display ads allow you to prominently display your product or company message at an affordable cost. Pair these with a product showcase, company spotlight or web banner ad for additional impact and savings! Sized at 7.5×2", footer ads are placed in the most read sections of Textile Services.



**Stand out from the pack:** Draw immediate attention to your message with high-impact advertisements that stop readers in their tracks.



# > Belly Bands \_



Wrap an issue of Textile Services with your message. This pull-off belly band shows readers your message before they begin reading the issue.

# > Tip In Insert \_



Insert an additional message into Textile Services. A heavier paper helps readers flip right to your message.

# > Peel Away Cover



A high-impact way to call attention to your display ad from the cover of Textile Services.

# Custom Supplement

Insert a 4-page supplement into Textile Services. Leverage the editorial theme or showcase your products and services.



# Cover Promotional Box —

A high-impact way to call attention to your display ad inside Textile Services.



# Sponsored Cover Photo

Put your brand front and center with a cover sponsorship that reaches the industry's most influential decisionmakers. Cover sponsors also receive the cover promotional box for free.



Costs listed are inclusive of printing. Contact your ad rep for insertion costs for supplied materials. Commitments are due two months prior to issue deadlines. Contact your ad rep for a production template. Design and editorial assistance available at an additional cost.

\* Advertisers must have an insertion the issue to be eligible for this rate.

\*\* Images are subject to editorial and design approval by TRSA. Art direction services are available for your cover photo shoot at an added cost.

# Textile Services Magazine

# **Sponsored Supplements**

Sponsored supplements are a highlighted section within Textile Services designed around a specific topic. Your advertorial reaches the publication's 8,650+ monthly subscribers.



# 2026 Supplement Topics

February Packout and Delivery, Route Optimization

July Textiles, Uniforms & Garments

September Chemistry and Water Innovations

### TRSA Member Ad Rates

Two Page Spread

Single Page

Cover Image\*

Cover Promotional Box\*\*

- \* Advertisers must have an insertion in either the supplement or issue to be eligible for this discounted rate. Images are subject to editorial and design approval by **TRSA**. Art direction services are available for your cover photo shoot at an added cost.
- \*\* Combine your cover image with a promotional box that features a call to action and a QR code.

**Contact Your Sales Rep** 

# **Material Specifications**

**TRSA** will format all advertorials in our template and provide a proof for advertiser approval

- > Two Page Spread



- > Up to 600 words of text (Word document)
- > Up to three high-resolution images (JPG)
- > Company logo (EPS), phone and URL

> Single Page



- > Up to 300 words of text (Word document)
- > One high-resolution image (JPG)
- > Company logo (EPS), phone and URL

Cover Image



Feature your product or service on the cover page of our supplement section.

 One high-resolution image at a minimum of 5×7" and 300 dpi (JPG)

### > Cover Promotional Box



Add a promotional box to your cover image to enhance your message.

- Company logo (EPS)
- Up to 25 words of text, including call to action (Word document)
- URL for QR code

Printed in the March issue of Textile Services magazine and featured year-round on the TRSA website, the Buyer's Guide is the go-to resource connecting operators with leading suppliers.





# **TRSA** Member Benefit

Renew your membership by January 31, 2026, and submit your preferred contact information to ensure your company is listed in the 2026 buyers' guide.

# **Basic Listing**

- > Company Name
- > Mailing Address
- > Main Phone Number
- Website

### **Calderon Textiles**

6131 W 80th St, Indianapolis, IN 46278800.252.1986

www.calderontextiles.com

# > Upgraded Listing Options

Stand out from the crowd with an upgraded listing.



# **Enhanced Listing**

- > Basic Listing, plus:
- > Company Logo
- > Contact Information (up to three)
- > Product Categories (up to five)
- > Add a subsidiary location



# **Emphasis Ad**

> 3.5×2" display ad below your listing

# **Textile Services Weekly**



Reach 14,500+ industry decision-makers and influencers through TRSA's Textile Services Weekly e-newsletter, monthly Best-Of edition and Breaking News alerts—the industry's most-read digital channels. Spots go fast—reserve yours today.

# > Textile Services Weekly

Reach 14,500+ decision-makers every week through the industry's most popular e-newsletter.



38% open ra



6% click rate

### **Positions Available:**

- > Position 1: Banner Ad
- > Position 2: Featured Content or Banner Ad
- > Position 3: Featured Content or Banner Ad
- > Position 4: Featured Content or Banner Ad

# > Monthly Best Of -

Showcase your brand alongside the month's most-read stories from Textile Services Weekly.



37% open rate



- **7%** click rate

### **Positions Available:**

- > Position 1: Banner Ad
- > Position 2: Featured Content or Banner Ad
- > Position 3: Featured Content or Banner Ad
- > Position 4: Featured Content or Banner Ad

# > Breaking News

Be seen with the industry's most-clicked updates—acquisitions, plant openings, leadership moves, and more.



39% open rate



9% click rate

### **Position Available:**

> Exclusive Position: Featured Content or Banner Ad

# **Textile Services Weekly E-Newsletters**

# Ad Rates and Specifications



# **Material Specifications**



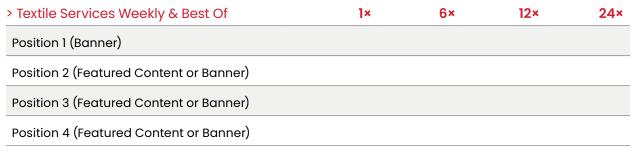


- > Five word max, headline to fit on one line
- > 50-word max. writeup
- URL link
- Call-to-action button (3 words max)
- Vertical or horizontal image max. size 400×452 pixels (W×H)



Materials due 14 days before publication—email your ad rep with files or questions.

# **TRSA** Member Ad Rates



> Textile Services Weekly: Breaking News One Week

Banner or Featured Content

**Contact Your Sales Rep** 

# TRSA Non-Member Ad Rates

Non-members pay a 100% mark-up on all published ad rates. Contact Ken Koepper at kkoepper@trsa.org to learn more about becoming a TRSA member.

# **Specialty Newsletter**



TRSA's quarterly certification e-newsletter reaches 5,500 members laser-focused on certification and operational excellence. Put your brand where it matters most—in front of leaders actively seeking solutions.





38% open rate



4% click rate

### 2026 Schedule

1st Quarter	March 26
2 <sup>nd</sup> Quarter	June 25
3 <sup>rd</sup> Quarter	September 24
4 <sup>th</sup> Quarter	December 17

# **TRSA** Member Ad Rates

One Issue

Position 1 (Banner)
Position 2 (Featured Content or Banner)
Position 3 (Featured Content or Banner)
Position 4 (Featured Content or Banner)

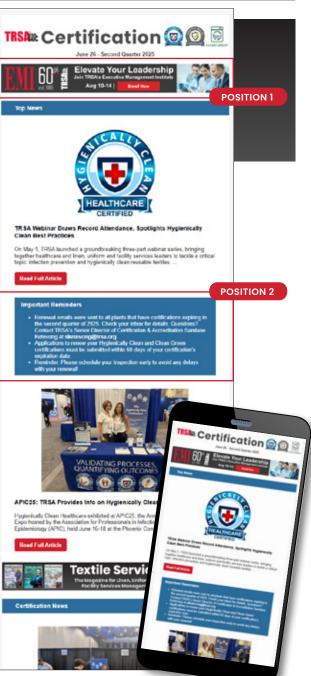
# **Material Specifications**



### > Featured Content



- > Five word max. headline to fit on one line
- > 50-word max. writeup
- URL link
- > Call-to-action button (3 words max)
- Optional: Vertical or horizontal image max. size 400×452 pixels (W×H)



# **Digital Product Showcase**

**TRSA's Textile Services Digital Product Showcase:** Exclusive access to our 14,500+ digital subscribers to spotlight your product/service category on a monthly basis.

# **Product Showcase Schedule**

January	Chemical/Water Treatment
February	Facility Services/Dust Control
March	F&B/Hospitality Linens
April	Finishing and Pack Out
Мау	Washer/Extractors
June	Workwear Uniforms & Healthcare Garments
July	Tunnel Washers
August	Transportation & Route Accounting
September	Dryers
October	Materials Handling
November/December	Healthcare

# Print Non-Print TRSA Member Ad Rates Advertiser Advertiser

Spotlight Tier
Second Tier
Third Tier

# **Material Specifications**

### Spotlight Tier



- Image
- Company Name
- > URL
- > Up to 120 words

### > Second Tier



- Image
- Company Name
- URL
- > Up to 100 words

### > Third Tier

- > Image
- > Company Name
- URL

Also Ask About Add a print product showcase placement for a greater impact. See page 16 for more information.

**Contact Your Sales Rep** 

# TRSAcc

# **Textile Services**

The Magazine for Linen, Uniform and Facility Services Management

### Spotlight on F&B/Hospitality Linens

Unitex International is a Leading Supplier



### Unitex International Inc.

In today's dynamic business landscape, Unitex International takes pride in supplying high-quality testilise to the facility services, healthcare and hospitality sectors. With a diverse range of products, including bed linens, towels, aprons, table linens, microfiber citothirmops and more, we cater to the specific needs each citothirmop and more, we cater to the specific needs each midustry. Trust us to meet your unique requirements and provide exceptional customer service. Experience the Unitex International difference today! Visit were unitexacting, com.



### Indy Hanger & Supply

Indy Hanger & Supply is the largest U.S.-made galvanized hanger wire supplier. We take great pride at being a U.S.-made manufacturer. Indy Hanger & Supply believes that our dedication to quality is what defines us as a company. We take great pride in our inspection and quality-assurance processes; no detail is too small to perfect. Indy Hanger & Supply is your nationwide full-line distributor for all your industrial laundries and dry-cleaners. We carry more than 2,000 ancillary items to make sure you have what you need to run your business. For more information, visit www.indyhanger.com



### Sintex Sales USA

Sintex has you covered. Attention hospitality, commercial laundry and healthcare providers, get factory-direct pricing on custom bed and table linens. Being a textile manufacturer, our experts at the factory will provide you with valuable recommendations to effectively optimize quality while reducing costs. We'll help you engineer the fabrics: yarm selection, type of weave and finishing. These things are of the utmost importance when it comes to the fabrics look and feel, performance, durability, maintenance and costs. For more information, visit www.giriebussa.com.

**TRSA.org:** Reach industry leaders through targeted advertising opportunities on our newly redesigned website.



15,000+ monthly visitors



37,000+ monthly views

**TRSA** Member Ad Rates

6 months

12 months

Position 1 Banner

Position 2 Banner

Position 3 Medium Rectangle

Materials due 14 days before publication— email your ad rep with files or questions.

# **Material Specifications**

Banner Ad



- > 1456×180 pixels (W×H)
- > JPG, PNG or GIF
- > Static or animated
- > Maximum file size: 2MB
- > URL link

> Medium Rectangle Ad



- > 600×500 pixels (W×H)
- > JPG, PNG or GIF
- > Static or animated
- > Maximum file size: 2MB
- > URL link



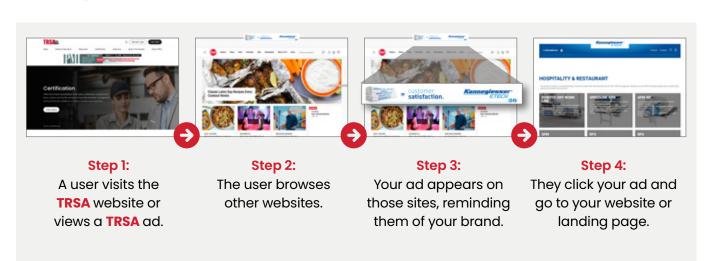
# **Ad Retargeting**



Ad retargeting is one of the most effective ways to keep your brand top-of-mind. By serving ads to TRSA.org visitors and prospects after they leave the site, you can reach a pre-qualified audience of industry decision-makers wherever they go online.

# **How Ad Retargeting Works**

A simple tracking code identifies **TRSA** website visitors and ideal prospects. As they surf the web, they continue to see your ads across other websites—keeping your brand visible, reinforcing your message, and driving clicks back to your site.



# MaterialSpecifications

- > Required sizes (W×H):
  - 300×250 pixels
  - 728×90 pixels
  - 160×600 pixels
  - 180×150 pixels
- Optional sizes (for extra visibility):
  - 970×250 pixels
  - 300×600 pixels
  - 320×250 pixels
  - 300×1050 pixels
  - 970×90 pixels
- > JPG, PNG or GIF
- Static or animated
- Maximum file size: 200MB per ad
- > URL link

# TRSA Member Retargeting Packages:

Contact Your Sales Rep to be added to our Retargeting Waitlist.

# **Podcast Sponsorships**

Reach industry executives from more than 23 countries as they listen to thought-provoking interviews with industry insiders and business experts on issues critical to your company.







23 countries reached

# 2026 Podcast Schedule

January	2026 Outlook
February	Emerging Technologies
March	Safety & Health
April	New Markets
Мау	ESG
June	Artificial Intelligence
July	Textile Trends
August	Sales and Service
September	
September	Production
October	Production Healthcare Trends
•	

- > Sponsorship Benefits
- Mention in podcast at both the beginning and end of the recording
- Recognition in e-blast (sent when a new episode is released)
- Recognition on TRSA website podcast episode page
- Company recognition in Textile Services
   Weekly E-Newsletter where podcast is listed

# **TRSA** Member Sponsorship Rates

1 Month
1 Quarter
Full Year

Contact Your Sales Rep



**Listen Now!** 



# Research Sponsorships

**Economic Impact Study:** The most comprehensive analysis of the U.S. linen, uniform and facility services industry. Releasing in 2025/2026, this definitive report will be widely used by industry leaders, executives, policymakers and media.



Partner with **TRSA** and Oxford Economics on this landmark study. As the exclusive sponsor, your company will:

- Elevate your visibility by aligning your brand with a nationally recognized study.
- Show leadership by supporting research that underscores the industry's role in growth, sustainability and resilience.
- > Gain prestige as the champion investing in research that amplifies the sector's voice with business leaders and policymakers.

# > Sponsorship Benefits

- > Logo on the report cover and acknowledgments page
- > Option to include short sponsor message in the report
- > Speaking role at 2026 Annual Conference session featuring Oxford Economics
- > Recognition in press releases, news stories and email promotions
- > Visibility on TRSA.org research landing and download pages
- > Inclusion in Textile Services magazine feature article on the report
- Social media promotion tied to report announcements and highlights
- Visibility across TRSA events and channels where the study is referenced (Laundry Hill Day, webinars, videos, podcast episode with option to provide remarks)
- Advance access to the report PDF prior to public release

**Exclusive Sponsorship** 

# Benchmarking Research

TRSAins

Respirate for the best of the bes

Sponsor industry research that delivers the insights members rely on to drive profitability, workforce competitiveness and safety.

# > Industry Performance Report

Align your brand with the only comprehensive benchmarking resource for the sector—trusted by operators to measure profitability, efficiency and productivity.

- > 30+ participants each year
- > Trusted by operators to benchmark profitability and efficiency
- > Sponsors gain visibility with engaged companies and across TRSA media channels

# 2025 TRSA INDUSTRY PERFORMANCE REPORT

# > Sponsorship Benefits

- Logo on the report cover and acknowledgments page
- Recognition in promotional emails,
   TRSA.org pages and news stories
- Inclusion in Textile Services magazine articles covering report highlights
- Social media promotion tied to report announcements and highlights

# > Employee Compensation Report

Showcase your commitment to workforce excellence by sponsoring the industry's only report on compensation, incentives and benefits for corporate and plant positions.

- > 35 participants each year
- > Relied on by operators to compare pay, incentives and benefits
- > Sponsors gain visibility with decision-makers and across TRSA media channels



# > Industry Safety Survey

Support workplace safety benchmarking across the industry and demonstrate leadership in protecting workers and reducing risk.

- > 45 companies participate each year covering more than 770 facilities
- Captures the safety practices that protect tens of thousands of employees



# **TRSA** Members

401 Linen Services LLC

# **Operator Members**

Ace Imagewear TX Ace Uniform Services, Inc. Alsco Uniforms American Linen Supply American Textile Maintenance American Wear, Inc. **Ameritex Services** Amy's Laundry Andoco/CVR Uniform APPEARA Arrow Linen Supply Co. Inc. Arway Apron & Uniform **Balfurd Linen Service** Bardusch GmbH & Co. KG Bates Troy Inc. Bay Towel, Inc. Belize Commercial Laundry and Linens Bergen Linen Bluewater Linen, LLC Braun Linen Service Inc. Brite Star Services Ltd Buanderie Blanchelle Inc. Mascouche Cadillac Uniform & Linen Solutions California Linen Services Central Dakota Hospital Laundry Century Linen & Uniform Chesapeake Uniform Rental, Inc. (Lord Baltimore) **Cintas Corporation** City Clean CITY Laundering Co. City Uniforms and Linen Clean Uniforms and More! CleanCare Clemens Uniform Rental CLS/Continental Linen Services **Commercial Laundry Corporation** 

Community Memorial Health System **CORE Linen Services** Crescent Laundry Crown Health Care Laundry Services, LLC Crown Health Care Laundry Services, Crown Linen LLC Crown Linen Service Crown Uniform and Linen Service CW Resources, Inc. De Forenede Dampvaskerier A/S Dempsey Uniform & Linen Supply, Division Laundry & Cleaners, Inc Domestic Linen Supply & Laundry Co. Inc. Economy Linen & Towel Service, Inc. **Ecotex Healthcare Linen Service** Elis SA **Emerald Textiles Ensign Services Enterprise Laundry** Fairmont Regional Linen Service Falvey Linen Supply Inc. FDR Services Corp. Florida Linen Services LLC Foley Services Inc. Gallagher Uniform General Linen Service, LLC Gunderson Uniform & Linen Rental Halifax Linen Service, Inc. HandCraft Services Inc. Healthcare Linen Services Group **HHS-FMA Laundry HLS Linen Services** Hospital Central Services, HCSC-Laundry

**ImageFirst** Integrity Laundry Services, LLC Jackson Services Inc. Johnson Service Group PLC Jolicoeur Ltd. K-Bro Linen Systems Inc. Lace House Linen Supply, Inc. LAVARTEX SAPI de CV Lindstrom Oy Liniform Service London Hospital Linen Service Inc. Loop Linen Service Inc. Magic Laundry Services Inc. Marberry Laundry, LLC Maurer's Textile Rental Service Inc. Max I Walker Uniform Rental Mayflower Textile Services Co. Medical Center Laundry Metro Laundry Service Metro Linen Metropolitan Detroit Area Hospital Services.Inc. Metropolitan Uniform & Linen Services Mickey's Linen Miller Mats Miller's Textile Services Inc. Mission Linen Supply Model Laundry Model Linen Model Uniforms Mohenis Services Inc. Montgomery Overall Service Inc. Morgan Linen Service Inc. Morgan Services Inc. Nebraska Textile & Supply NELS Inc. New System Laundry LLC Nixon Medical

Northwest Health Care Linen **NOVO Health Services** Nu West Textile Group NuCentury Textile Services LLC Oregon Linen Pacific Linen & Laundry People's Linen Service, LLC Phelps the Uniform Specialists Plymate, Inc. Porter's Industrial Precision Linen LLC Premier Linen Services **Prudential Overall Supply** PureStar Group **Quintex Services LTD** Rammco Roscoe Company Sacramento Laundry Company Saint Francis health care Systems Sanico Rental Service LLC Saratoga Cleaners and Launderers, Servall Uniform & Linen Supply Service Industrial Service Linen Supply Inc. **Shared Hospital Services Shared Hospital Services** Corporation Shasta Linen Supply Inc. Shin Nippon Wex Co. Ltd. Single Source Plus Sohn Linen Service Southern Oregon Linen Service Southern Sun Laundry Sparkle Uniform and Linen Service Specialty Mat Service Spin Linen Management Splash EM Out St Croix Linen

Star Laundry Services, Inc. SUDSCO Inc. Superior Linen Service Superior Linen Service (WA) Supreme Laundry & Cleaners, Inc. Swiss Cleaner & Uniform Services Taylor Linen Company, Inc. Taylor Linen Services, Inc. Tender Care Laundry Systems TEST OPERATOR MEMBER The St Louis Mat & Linen Company TLC Linen Services, Inc. Topper Linen & Uniform Rental Services Tri State Healthcare Laundry, Inc. Triple D Uniform Rental Inc. U.S. Linen & Uniform UniFirst Corporation United Hospital Services LLC United Hospitality Services, LLC Unitex Healthcare Laundry Services Universal Linen Service LLC Vantage Healthcare Linen Services Ventura Uniform Service Inc. Vestis Vogue Laundry & Cleaners, Inc. DBA Vogue Linen Waga's Linen & Uniform Walker Medical Linen Services Wayne Halfway House, Inc. DBA C&B West Michigan Shared Hospital Laundry Western Laundry & Dry Cleaning Westport Linen Services Wildman Uniform & Linen

Wiregrass Rehabilitation Center, Inc.

WW Uniforms

Yosemite Linen Supply Inc.

To learn more about becoming a TRSA Member, contact Ken Koepper at kkoepper@trsa.org.

Hr Bjorkmans Entremattor AB

Ideal Linen Supply

# **TRSA** Members

# **Supplier Partners**

1Concier

2Trace A/S

Al American

ABS Laundry Business Solutions/LSI Inc.

ADI AMERICANDawn

Alsico USA

American Laundry Systems

American Textile Systems

American Water Savings LLC

ARCO/Murray

Beck's Classic Mfg. Inc.

Berkshire Blanket & Home Inc.

Brim Laundry Machinery Co. Inc.

Calderon Textiles

ChemStation Intl

Chicago Dryer Co.

Christeyns North America

CIMA Color Solutions

Colmac Industries Inc.

Consolidated Laundry Machinery

**Continental Laundry Solutions** 

Cosgrove Partners

Datamars Inc.

deister electronic inc.

Diamond Chemical Co. Inc.

Ecolab Textile Care Div.

**EEC Environmental** 

EllisLudell

**Encompass Group LLC** 

**Energenics Corporation** 

Environ Energy, APPI Energy

Envise Partners, LLC

European Textile Services Association (ETSA)

EVI Industries, Inc.

Felins USA Inc.

FOLTEX USA, LLC

Fujitsu Frontech North America Inc. dba Positek

RFID

**Future Polytech** 

G.A. Braun Inc.

Gardner Machinery Corp.

George Courey Inc

Global Sourcing Solutions

Golden Star Inc.

Gurtler Industries Inc.

Haylor, Freyer & Coon, Inc.

Hunt Textiles, Inc.

HYBRIDWORKS LLC

International Trading Co.

J.P. Equipment Inc.

JENSEN USA, Inc.

Kannegiesser North America Inc.

Kemco Systems Co. LLC

Kleen-Tex Industries Inc.

Kreussler Inc.

**KSE Suppliers** 

Lac-Mac

Landau Uniforms Inc.

Lapauw USA, LLC

Laundris

Lavatec Laundry Technology, Inc.

LinenTech Inc.

M&B Hangers

M+A Matting

Material Flow Systems LLC

Mazars USA LLP

Medline Industries Inc.

Merryworks Technologies LLC.

Midwest Specialty Products

Milliken & Co.

MIP USA Inc.

Miura America Company, Ltd.

Mobile Computing Corp. Inc.

Moonsoft International

Morgan Olson Corp.

Niverplast NA, Inc

Norchem Corp.

NuMat Systems, LLC

Orr Textile Company

Pellerin Laundry Machinery

Pellerin Milnor Corp.

Penn Emblem Co.

Performance Matters Consulting, LLC

Phoenix Textile Corp.

Pinnacle Textile Industries

R&B Wire Products, Inc.

R.L. Williams Company

R.W. Martin & Sons Inc.

R3-Reliable Redistribution Resource

Radiant Linen, LLC

REJU S.A.S.

Rennco LLC

**Royal Basket Trucks** 

RTS Textiles Ltd T/A Carrington Textiles

Safety Solutions for Healthcare

Sanchez Advisory Group LLC

Sea-Lion America Company

Seitz - The Fresher Company, Inc.

Service Textiles

Sigmatex-Lanier

SimTraxx, LLC

Sintex Sales, USA, Inc.

Sodexo

Softrol Systems Inc.

SonicAire Inc.

Spartan Chemical Company

Spindle

Standard Textile Co. Inc.

Stangle Co. Advisors

Storms Industries Inc.

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Tingue

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United Textile Distribution

Unitex International Inc.

**UWH Industries LLC** 

Venus Group

Walter E. Nelson Co.

White Conveyors, Inc

Workwear Outfitters

WSI

WSP Systems

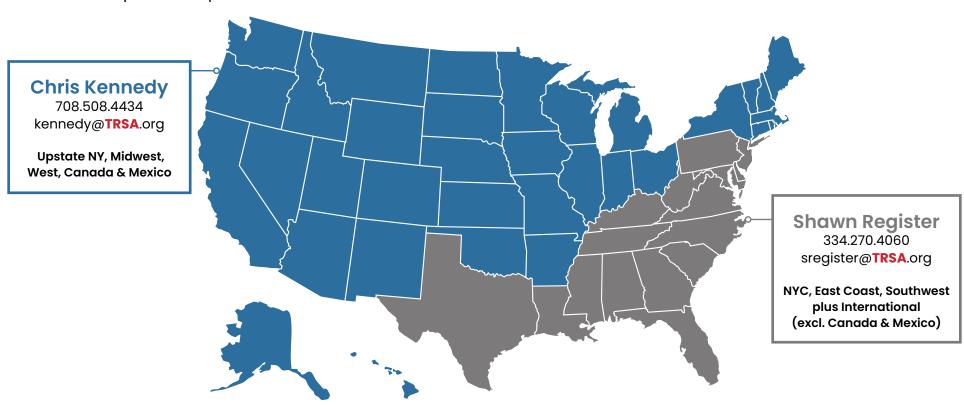
Xerafy Inc

Zucchetti Centro Sistemi SPA

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