

2027

TRSA Media Kit

In-Person • In Print • Digital

TRSA¹⁰⁰⁺
est. 1912
Strengthening and Promoting the Linen, Uniform
and Facility Services Industry

Last Updated: October 6, 2026



Promote Your Company to Decision Makers in a \$37.3 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.



Inside...

- > Member Profile 3
- > 2027 Event Sponsorships 4
- > Textile Services Magazine 7
 - > 2027 Editorial Calendar 8
 - > Ad Rates and Specifications 10
 - > High Impact Products..... 11
- >  Intelligence Centers 12
- > Buyers’ Guide 13
- > Product Showcase 14
- > Textile Services Weekly E-Newsletters..... 15
 - > Specialty Newsletters 16
 - > Ad Rates and Specifications 17
- > Website Advertising 18
- > Ad Retargeting 19
- > Podcast Sponsorships 20
- > **TRSA** Experience @ The Clean Show® 21
 - > Ad Rates and Specifications 22
- > **TRSA** Partner Opportunities..... 23
- > **TRSA** Members 24
- > **TRSA** Contacts 26

Member Profile

> Industrywide Purchasing Power

91%

of **TRSA** members are directly involved in the purchasing process



\$3 billion+
linens, uniforms and other merchandise



\$1.4 billion+
machinery and equipment



\$800 million+
production supplies

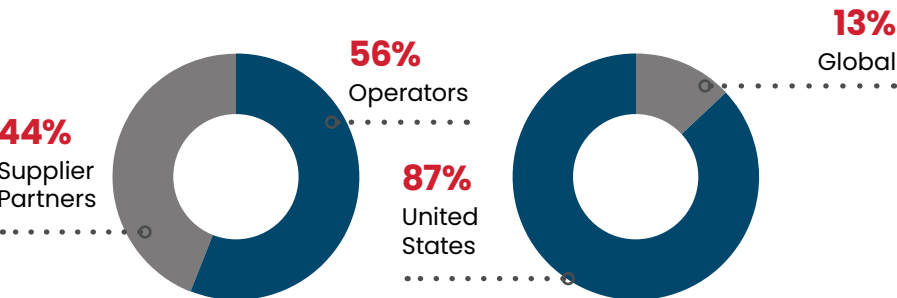


90%

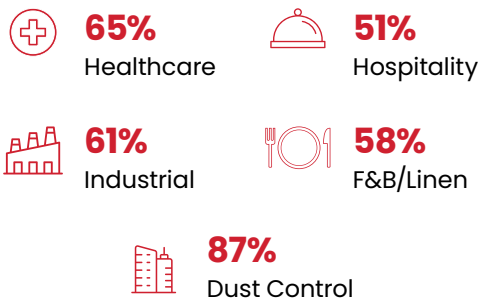
of all linen and uniforms in North America are processed by **TRSA** members

TRSA Audience

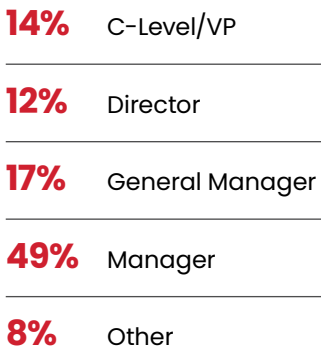
> Member Demographics



> Member Markets



> Management Level



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

2027 Event Sponsorships

Contact Your Sales Rep

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



> Annual Sponsorship Opportunities

Maximize your visibility with exclusive conference lanyard or name badge sponsorship. Place your brand in every attendee's hands and leave a lasting impression that endures throughout the year.

- > Annual Lanyard Sponsor
- > Annual Badge Sponsor

Or, if you're interested in a custom product or unique sponsorship opportunity, contact your advertising representative to discuss tailored options.

Individual Event Sponsorship Opportunities

17th Annual Legislative Conference & Industry Awards Dinner

February 10-11

- > Title Sponsor
- > Event Sponsor
- > NEW Registration Sponsor
- > Welcome Reception
- > Awards Dinner Sponsor
- > National CEO Dinner Sponsor
- > Network Breakout Sponsor
- > Capitol Hill Club All-Day Buffet
- > Pen Sponsor
- > On-site Brochure Sponsor

114th Annual Conference & CEO Summit

May 11-13

- > Title Sponsor
- > Event Sponsor
- > CEO Summit Sponsor (Limited to 4)
- > NEW Registration Sponsor
- > Keynote Sponsor (One Available Per Day)
- > VIP Event Sponsor
- > Welcome Reception Sponsor
- > Awards Cocktail Reception Sponsor
- > Breakfast Sponsor (2 Available)
- > Lunch Sponsor
- > Awards Dinner Sponsor
- > Networking Break Sponsor
- > Evening Wine Down Sponsor
- > Golf Sponsor
- > Pickleball Sponsor
- > Spouse/Partner Excursion Sponsor
- > Welcome Gift
- > NEW On-site Brochure Sponsor
- > NEW Hotel Key Holder Sponsor
- > NEW Custom Floor Mat Sponsor
- > NEW Coffee Cup Sleeve Sponsor
- > NEW Wifi Sponsor

2027 Event Sponsorships

Contact Your Sales Rep



> **TRSA Clean Show Welcome Reception** • July 14

Title Sponsor

- > Includes exclusive sponsorship of one of three operator-only education sessions held before the exhibit hall opens. Connect with qualified decision-makers, build credibility and position your company as an industry thought leader through an educational session customized and delivered by your team.
- > Includes 10 Reception Tickets

Ultimate Clean Sponsor

- > Includes 7 Reception Tickets

Premium Fresh Sponsor

- > Includes 5 Reception Tickets

62nd Executive Management Institute

August 8–12

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

Healthcare, Hospitality and F&B Conference

September 22–23

- > Title Sponsor
- > Event Sponsor
- > Reception Sponsor
- > Breakfast Sponsor
- > Lunch Sponsor
- > NEW On-site Brochure Sponsor
- > NEW Hotel Key Holder Sponsor
- > NEW Custom Floor Mat Sponsor
- > NEW Coffee Cup Sleeve Sponsor
- > NEW Wifi Sponsor

10th Annual Marketing, Sales and Service Summit

October 5

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

16th Annual Healthcare Conference

October 6–7

- > Title Sponsor
- > Event Sponsor
- > NEW Registration Sponsor
- > CEO Roundtable Sponsor
- > CEO/Executive Dinner Sponsor
- > Reception Sponsor (2 Available)
- > Breakfast Sponsor (2 Available)
- > Lunch Sponsor
- > NEW On-site Brochure Sponsor
- > NEW Hotel Key Holder Sponsor
- > NEW Custom Floor Mat Sponsor
- > NEW Coffee Cup Sleeve Sponsor
- > Wifi Sponsor

37th Production Management Institute

November 15–18

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

For a custom product or sponsorship opportunity, contact your advertising representative for tailored options.

2027 Event Sponsorships

Contact Your Sales Rep



Regional Summits

West Coast Summit

January 13

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

Midwest Regional Summit

April 14

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

CEO/Executive Dinners & Roundtables

Intimate forums of CEOs and senior executives, offering sponsors direct access to top industry leaders and the opportunity to build high-value relationships with key decision-makers. *Limited to 4 sponsors each.*

- > February 11 • CEO Dinner
- > September 21 • Healthcare, Hospitality and F&B CEO/Executive Dinner
- > October 5 • Healthcare CEO/Executive Roundtable
- > October 5 • Healthcare CEO/Executive Dinner

Virtual Sponsorship Opportunities

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.

Textile Services Magazine

Reach the People Who Make the Buying Decisions.

For more than 110 years, Textile Services has connected advertisers with the industry’s most engaged audience—from independent operators to national executives.



40,000+

total readership
estimated readers per issue



91%

involved in purchasing
of **TRSA** members are directly involved in the purchasing process



79%

take action
of readers have made purchasing decisions based on advertisements and articles

> An Audience That Engages



49 minutes
average time spent reading each issue



5 readers
read each issue means a reach of 40,000+ readers



8,650+ print subscribers
monthly print subscribers



8,000+ digital circulation
engaged digital readers

> The People You Want to Reach

14% Owners, Presidents, Vice Presidents or C-Suite Executives

78% Plant General Managers or Directors

91% Purchasing decision makers or influencers

 Representing operations across the U.S.

> The Industries They Serve



Healthcare



Hospitality



Industrial



Food & Beverage



Uniforms



Dust Control



Facility Services



And More

Put your company in front of textile services decision-makers every month.

Contact Your Sales Rep

SOURCES: Textile Services AdBrand and AdStudy annual readership surveys.

January

Brand Awareness Study

- > **Cover Story:** 2027 Outlook
- > Plant Tour: Healthcare
- > Product Showcase: Chemical/Water Treatment
- > Plant Efficiency
- > Staffing Issues

Space: Dec. 1 / **Art:** Dec. 4 / **Mailing:** Jan. 15

Bonus Circulation: 17th Annual Legislative Conference & Industry Awards Dinner

February

Healthcare Intelligence Center

- > **Cover Story:** Plant Automation
- > Plant Tour: F&B/Hospitality
- > Product Showcase: F&B Hospitality Linens, Garments & Mats
- > Water Management
- > Fire Prevention
- > Market Trends: Baird Study

Space: Jan. 4 / **Art:** Jan. 8 / **Mailing:** Feb. 17

Bonus Circulation: 16th Annual Legislative Conference & Industry Awards Dinner

March

Buyers' Guide

- > **Cover Story:** Data: Meeting Customer Expectations
- > Plant Tour: Mixed Market (Multiple Sectors)
- > Product Showcase: Finishing & Packout
- > Insurance Trends
- > Quality Control
- > AI Growth
- > Emergency Planning Protocols

Space: Feb. 1 / **Art:** Feb. 5 / **Mailing:** Mar. 16

Bonus Circulation: Midwest Regional Summit & Plant Tour

April

Laundry Processing Intelligence Center

- > **Cover Story:** Technology Adoption
- > Plant Tour: Healthcare
- > Product Showcase: Washer/Extractors
- > Wash Aisle Technology
- > Chemical & Water Resource Management
- > Sales & Service Issues
- > Market Trends by State

Space: Mar. 1 / **Art:** Mar. 5 / **Mailing:** Apr. 15

Bonus Circulation: 114th Annual Conference & CEO Summit

May

Clean Show Map

- > **Cover Story:** Consolidation & Competitive Pressures
- > Plant Tour: Industrial/Dust Control
- > Product Showcase: Clean Show Showcase
- > Finishing Packout Innovation
- > Labor Compliance
- > Industry Performance Report
- > Market Trends: Baird Study

Space: Apr. 1 / **Art:** Apr. 6 / **Mailing:** May 14

June

Clean Show Issue

- > **Cover Story:** Maintenance
- > Plant Tour: F&B/Hospitality
- > Product Showcase: Clean Show Showcase
- > Inventory Management
- > Recycling
- > Outpatient Trends

Space: May 3 / **Art:** May 7 / **Mailing:** Jun. 16

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.

July

Ad Study

- > **Cover Story:** Supply Chain
- > Plant Tour: Healthcare
- > Product Showcase: Tunnel Washers
- > Route Accounting Trends
- > Housekeeping
- > Textile Trade Flows

Space: Jun. 1 / **Art:** Jun. 4 / **Mailing:** Jul. 15

Bonus Circulation: 62nd Executive Management Institute

August

NEW Automation Intelligence Center

- > **Cover Story:** Ethics, Culture Sustainability
- > Plant Tour: Industrial
- > Product Showcase: Material Handling
- > Cross-Training
- > Material Handling
- > Lockout/Tagout

Space: Jul. 1 / **Art:** Jul. 6 / **Mailing:** Aug. 16

Bonus Circulation: Hospitality and F&B Conference

September

- > **Cover Story:** Healthcare
- > Plant Tour: Healthcare
- > Product Showcase: Healthcare Garments, Flatwork
- > Reusables vs. Disposables
- > PPE/Infection Control
- > Healthcare Certification
- > Acute-Care Trends
- > Sharps/Needlesticks

Space: Aug. 3 / **Art:** Aug. 6 / **Mailing:** Sept. 15

Bonus Circulation: 10th Annual Marketing, Sales and Service Summit, 16th Annual Healthcare Conference

October

- > **Cover Story:** Workforce Skill Gaps
- > Plant Tour: F&B/Hospitality
- > Product Showcase: Ironers, Feeders, Folders
- > Workwear Innovations
- > Employee Relations
- > Recruitment/Retention
- > Hazcomm Issues

Space: Sept. 1 / **Art:** Sept. 3 / **Mailing:** Oct. 15

Bonus Circulation: 37th Production Management Institute

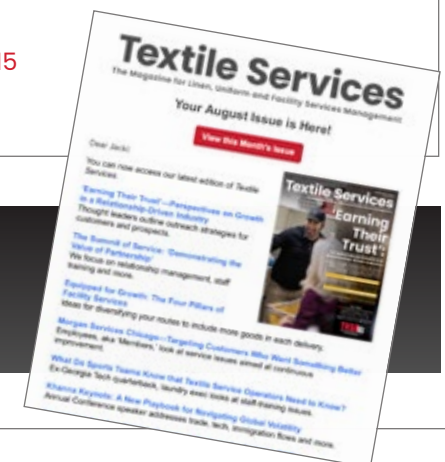
November/December

NEW Used Parts & Equipment Intelligence Center

- > **Cover Story:** Resource Management
- > Plant Tour: Mixed Market (Multiple Sectors)
- > Product Showcase: Transportation & Route Accounting
- > Mechanical Room Innovation
- > Predictive Maintenance
- > Hospitality Certification
- > Economic Growth Trends

Space: Oct. 1 / **Art:** Oct. 5 / **Mailing:** Nov. 15

Included for every advertiser: Digital Magazine—reach 8,000+ **TRSA** members the moment the digital magazine goes live.



TRSA Member Ad Rates

> Display Ads	1×	3×	6×	12×
Full Page				
1/2 Page				
1/3 Page				
Footer Ad				

> Display Ads	6×	12×
Cover 2		
Cover 3		
Cover 4		
Position Request		

TRSA Non-Member Ad Rates

Non-members pay a mark-up on all published ad rates. Contact Meredyth Ellington at mellington@trsa.org to learn more about becoming a TRSA member.

Ad Space Closing and Materials Deadline

	Space	Art
January	Dec. 1	Dec. 4
February	Jan. 4	Jan. 8
March	Feb. 1	Feb. 5
April	Mar. 1	Mar. 5
May	Apr. 1	Apr. 6
June	May 3	May 7
July	Jun. 1	Jun. 4
August	Jul. 1	Jul. 6
September	Aug. 3	Aug. 6
October	Sept. 1	Sept. 3
November/December	Oct. 1	Oct. 5

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"

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.



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.

Contact Your Sales Rep

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.

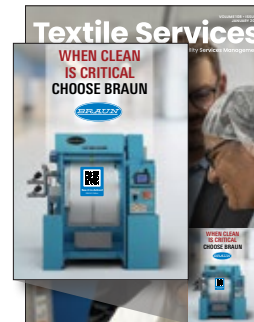
> Footer Display Ads

Footer display ads allow you to prominently display your product or company message at an affordable cost.



> Cover Promotional Box

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



> Custom Supplement

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



Costs listed are inclusive of printing. 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. Contact your ad rep for insertion costs for supplied materials.

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

Contact your ad representative for custom options to highlight your brand.

Contact Your Sales Rep

TRSA Intelligence Centers are research-driven publications that deliver exclusive industry data, benchmarks, trends and best practices on the topics that matter most to our industry.



Each Intelligence Center Delivers:

- › Independent research and industry benchmarks
- › Actionable insights and emerging trends
- › Implementation spotlights and real-world examples
- › Expert perspectives and best practices

2027 Intelligence Center Topics

- › Healthcare Intelligence Center • **Q1 Release**
- › Laundry Processing Intelligence Center • **Q2 Release**
- › Automation Intelligence Center • **Q3 Release**
- › Used Parts & Equipment Intelligence Center • **Q4 Release**

› Ways to Participate and Showcase Your Expertise

Position your company as the go-to expert and a trusted source of insight for decision-makers across the linen, uniform and facility services industry.



Thought-Leadership Articles

Share your expertise in bylined or contributed articles that inform the industry.



Expert Interviews

Be featured in Q&A sessions and panel discussions with industry leaders.



Research & Data Sponsorships

Align your brand with exclusive research and data that drives industry decisions.



Implementation Spotlights

Highlight real-world success stories and innovative solutions in action.



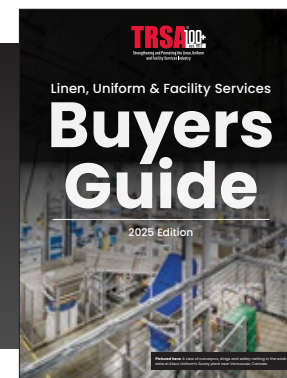
Solutions Showcase

Position your products and services in our trusted supplier marketplace.

Partner with your ad representative to participate as an industry thought-leader.

Contact Your Sales Rep

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, 2027, and submit your preferred contact information to ensure your company is listed in the 2027 buyers' guide.

Calderon Textiles

6131 W 80th St, Indianapolis, IN 46278
800.252.1986
www.calderontextiles.com

Basic Listing

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

> Upgraded Listing Options

Stand out from the crowd with an upgraded listing.

Brim Laundry Machinery Co. Inc.
302 Nichols Dr, Hutchins, TX 75141
214.630.4517
www.brimdry.com

Ron Banks, Sales & Service Manager, rbanks@brimdry.com, 214.630.4517
Mark P. Brim, President, mbrim@brimdry.com, 214.630.4517

Controls, Machinery
Conveyors
Dryers
Equipment Parts,
Replacement
Laundry Machinery
Lint Collectors

Mat Processing Machines
Pre-Owned & Rebuilt
Equipment
Washer & Extractors
Washer & Extractors,
Extractors

BERKSHIRE HOSPITALITY
A DIVISION OF BERKSHIRE BLANKET & MORE CO.
berkshirehospitality.com
info@berkshirehospitality.com

USA's largest producer of blankets & throws

Enhanced Listing

Basic Listing, plus:

- > Company Logo
- > Contact Information (up to three, additional \$20/each)
- > Product Categories (up to five, additional \$20/each)
- > Add a subsidiary location (\$250)

Emphasis Ad

Draw attention to your Buyers Guide listing with an 3.5x2" display ad.

Product Showcase Buyers Guide

Include your company's listing in the Product Showcase categories of your choice. See page 14 for details.

NEW



Intelligence Center Solutions Showcase

Position your products and services in our trusted supplier marketplace. Ask your ad rep for details!

Secure your place in the industry's go-to purchasing resource for suppliers.

Contact Your Sales Rep

TRSA's Textile Services Product Showcase: Each month, Textile Services spotlights a key product or service category—giving suppliers a targeted opportunity to reach industry decision-makers in print, digital or both.



2027 Product Showcase Schedule

January	February	March	April	May	June	July	August	September	October	Nov./Dec.
Chemical/ Water	F&B/ Hospitality Linens, Garments & Mats	Finishing & Packout	Washer/ Extractors	Clean Show Showcase ★ See page 21 to participate in the Clean Show editions	Clean Show Showcase	Tunnel Washers	Material Handling	Healthcare Garments, Flatwork	Ironers, Feeders, Folders	Transportation & Route Accounting

Featured Product

Kannegiesser North America
812.722.1366
www.kannegiesser.com

The PowerTops VARIO with Active Drop redefines continuous batch washing. Built in Germany with proven craftsmanship, it stands as a durable, long-term performer. It pairs advanced mechanica with true standing-bath separation to eliminate cross contamination while tightening cycle times. The straight drum wall design supports a hygienic process, giving operators the freedom to handle mixed loads without compromise. This system runs lean, maximizing output while cutting water and chemical use. It is built for high-volume operators who demand control, efficiency and consistent results. For more information, contact Kannegiesser at feedback@kannegiesser.com or 812.722.1366.

PRINT

**Spotlight Listing
Exclusive Position**

Single advertiser placement—maximum visibility

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

In Issue Advertiser		
PRINT ONLY	DIGITAL ONLY	PRINT + DIGITAL

Non-Issue Advertiser		
PRINT ONLY	DIGITAL ONLY	PRINT + DIGITAL

1 ADVERTISER PER ISSUE

Tunnel Washer Showcase

Continental Laundry Solutions
800.255.0173
www.continental-laundry.com

The Girbau Industrial (GI) 181-50 continuous batch washer delivers high-performance processing of up to 3,200 lbs. per hour with a single operator. Designed for seamless integration with loading conveyors or overhead rail, extraction presses and pass-through dryers, the 181-50 drives efficiency across medium- and high-volume laundry operations. Its top-transfer design with double drums throughout the entire tunnel enhances flexibility and process control, allowing for optimized wash performance across a wide range of classifications. Configurable from five to 12 programmable modules, the 181-50 adapts easily to evolving production demands, delivering reliable, high-efficiency results backed by an industry-leading warranty. Learn more at www.girbaudustrial.com or call 800.255.0173.

PRINT

**Standard Listing
Product Showcase Listing**

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

Add a QR code and call to action box to your print listing for an additional fee.

In Issue Advertiser		
PRINT ONLY	DIGITAL ONLY	PRINT + DIGITAL

Non-Issue Advertiser		
PRINT ONLY	DIGITAL ONLY	PRINT + DIGITAL

Tunnel Washer Buyers Guide

Brim Laundry Machinery Co. Inc.
301 West Main St., Nashville, TN 37203
214.420.4317
www.brimlaundry.com

EllisLudell - Roscoe, IL
1402 West Bryn Mawr Ave., Roscoe, IL 60142
815.251.2272
www.ellisludell.com

Girbau Industrial
2001 State St. #4, Kenosha, WI 53144
262.613.7055
www.girbaudustrial.com

Kemco Systems
1001 4th St. North, Clearwater, FL 33762
813.431.3333
www.kemcosystems.com

PRINT

**Directory Listing
Buyers Guide Listing**

- > Logo
- > Company Name
- > Address
- > Phone
- > URL

In Issue Advertiser		
PRINT ONLY	DIGITAL ONLY	PRINT + DIGITAL

Non-Issue Advertiser		
PRINT ONLY	DIGITAL ONLY	PRINT + DIGITAL

Spotlight your product or service in front of industry buyers. Reach the **91%** of TRSA members who are directly involved in company purchasing decisions.

Contact Your Sales Rep

Reach **TRSA**'s industry decision-makers and influencers through the industry's most-read digital channels. Spots go fast—reserve yours today.



14,500+
industry subscribers

Actively engaged and growing



UP TO 39%
open rate

Outperforms industry benchmarks



UP TO 9%
click rate

Strong engagement that drives results



50+
issues per year

Weekly consistency and year-round exposure



> Textile Services Weekly

Stay visible. Every week.

Reach actively engaged decision-makers every week through the industry's most popular newsletter.



38%
open rate



6%
click rate

Best for:

- > Brand awareness
- > Product visibility
- > Ongoing campaigns
- > New product integrations



4 Advertising Positions Per Issue
Banner + featured content options available



> Textile Services Best Of

Align your brand with top content.

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



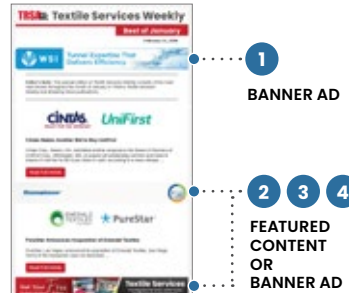
38%
open rate



6%
click rate

Best for:

- > Thought leadership
- > Sponsored content
- > Product education
- > Lead generation



4 Advertising Positions Per Issue
Banner + featured content options available



> Textile Services Breaking News

Own the moment.

Be the exclusive advertiser alongside high-interest industry developments and time-sensitive news.



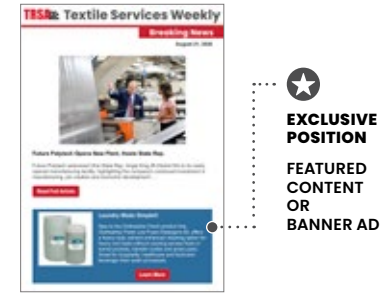
39%
open rate



9%
click rate

Best for:

- > Product launches
- > High-impact campaigns
- > Major announcements
- > Acquisitions



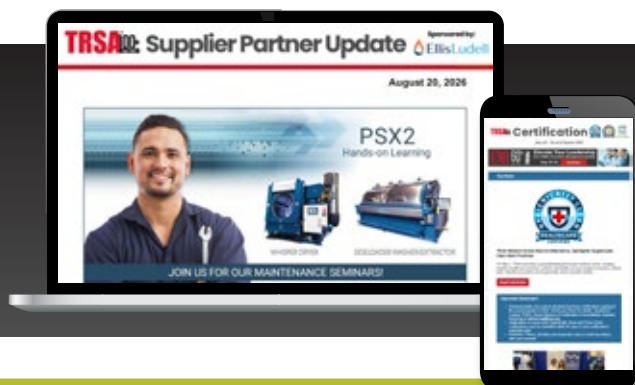
Exclusive Advertising Positions
Single advertiser placement—maximum visibility

Put your company in front of the industry's most engaged audience.

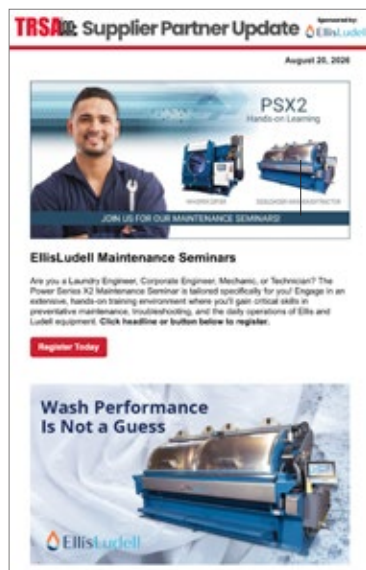
Contact Your Sales Rep

TRSA's deliver relevant, high-value content to two key segments of the textile services industry.

Each newsletter offers advertisers a direct line to highly engaged readers with specific interests and needs.



> TRSA Supplier Partner Update For TRSA Supplier Partners



Timely updates for **TRSA** supplier partners including industry news, opportunities, announcements and partner resources.



44%
open rate



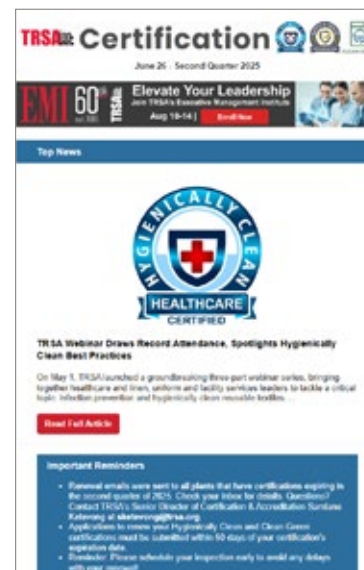
3%
click rate

Best for:

- > Product & service promotion
- > New product launches
- > Industry updates & company news
- > Supplier partner engagement



> TRSA Certification Newsletter For certification professionals



Content focused on certification programs, industry compliance, best practices, events and regulatory updates.



38%
open rate



4%
click rate

Best for:

- > Healthcare-focused companies
- > Thought leadership
- > Event & webinar promotion
- > Regulatory & compliance solutions

4

4 Advertising Positions Per Issue

Banner + featured content opportunities available



Exclusive Advertising Position

Single advertiser placement—maximum visibility and exposure

Advertise in **TRSA's** Specialty Newsletters and connect with the audiences that matter most.

Contact Your Sales Rep

TRSA Member Ad Rates

> Textile Services Weekly & Best Of

	1×	6×	12×	24×
Position 1				
Position 2				
Position 3				
Position 4				

> Textile Services Breaking News

One Week
Exclusive Position

> TRSA Supplier Partner Update

One Issue
Exclusive Position

> TRSA Certification Newsletter

One Issue
Position 1
Position 2
Position 3
Position 4

2027 Schedule	
1 st Quarter	Mar. 30
2 nd Quarter	Jun. 29
3 rd Quarter	Sept. 28
4 th Quarter	Dec. 14

Material Specifications

> Banner Ad



- > **Image size:** 1456×180 pixels (W×H)
- > **Image format:** JPG, PNG or GIF
- > **Destination URL**
- > **Maximum file size:** 2MB

> Featured Content



- > **Headline:** 5 words or fewer
- > **Body copy:** 50 words or fewer
- > **Destination URL**
- > **Call-to-action button:** 3 words max.
- > **Image size:** Vertical or horizontal image proportioned to fit a 400×452-pixel space. Image will be scaled as needed.
- > **Image format:** JPG, PNG OR GIF

TRSA Non-Member Ad Rates

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

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

Contact Your Sales Rep

1 BANNER AD

2 FEATURED CONTENT OR BANNER AD

3

4

Positions 1–4 available in:

- > Textile Services Weekly
- > Textile Services Best Of
- > **TRSA** Certification Newsletter

Website Advertising

TRSA.org

TRSA.org: Our website connects your brand with the people who make the decisions in the textile services industry.



26,000+
monthly visitors



45,000+
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.

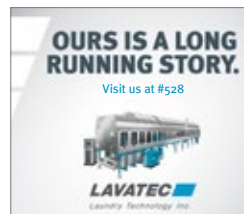
Material Specifications

> Banner Ad



- > 1456x180 pixels (WxH)
- > JPG, PNG or GIF
- > URL link
- > Maximum file size: 2MB

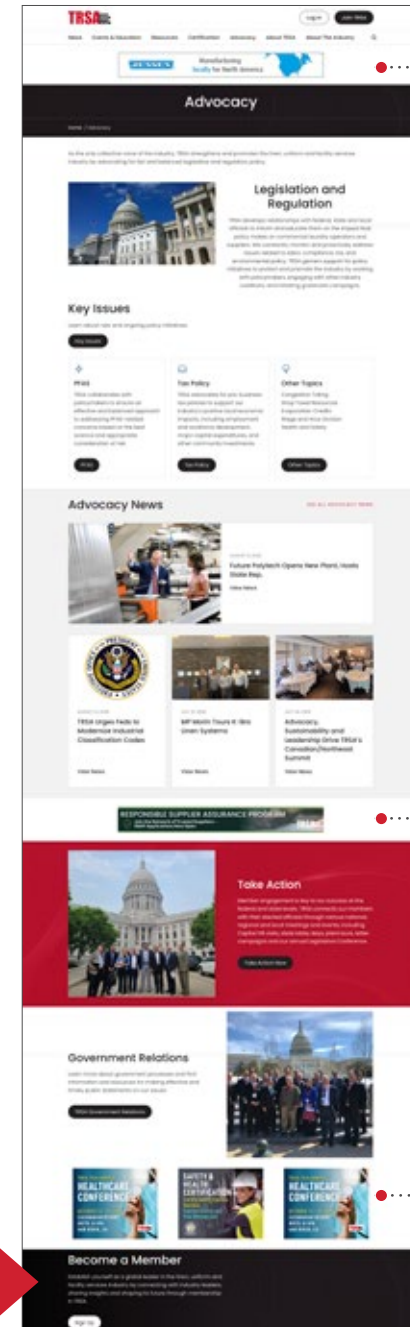
> Medium Rectangle Ad



- > 600x500 pixels (WxH)
- > JPG, PNG or GIF
- > Static or animated
- > URL link
- > Maximum file size: 2MB

Reach industry leaders and drive results.

Contact Your Sales Rep



1
POSITION 1
BANNER AD

2
POSITION 1
BANNER AD

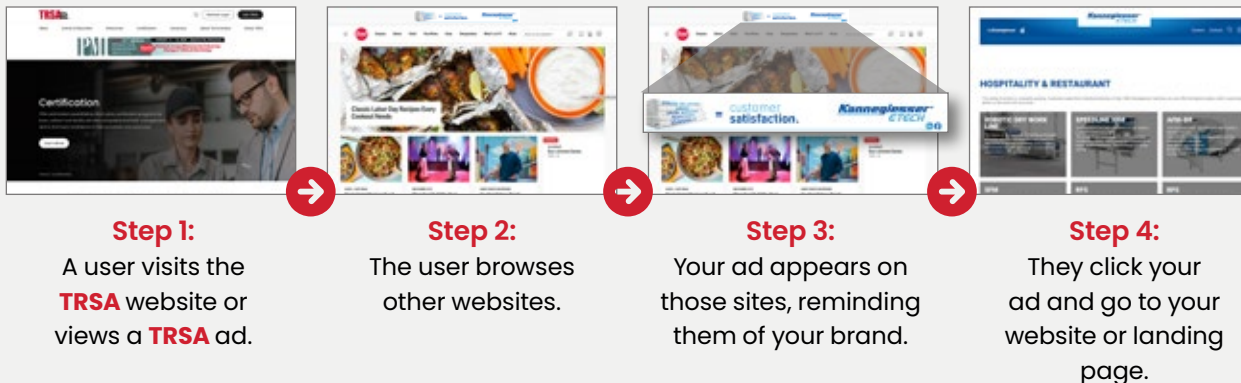
3
MEDIUM
RECTANGLE AD

Ad Retargeting

Ad retargeting is one of the most effective ways to keep your brand top-of-mind. Reach more than 11,000 known industry professionals who have already engaged with **TRSA** through our website, events and digital content, delivering your message to a highly 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.



Proven Results

TRSA uses retargeting to keep its events and programs top of mind. See the power of reconnecting with interested audiences from this recent Annual Conference campaign:



337,000
impressions



1,500
click rate

LIMITED AVAILABILITY

2027 Launch Offer:

\$2,950 • 100,000 impressions over 3 months

This initial rollout is limited to three advertisers. Reserve your spot early!

> Material Specifications

Provide at least one of the following ad sizes (preferably all for maximum reach):

- > 300×250 pixels
- > 728×90 pixels
- > 160×600 pixels

Providing multiple sizes allows your ad to appear in more placements and helps maximize impressions—but one size will still run successfully.

Accepted Formats

- > JPG, PNG, or GIF
- > Static or animated
- > Maximum file size: 200MB per ad
- > Include your URL link

Contact Your Sales Rep

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.



3,000+

annual downloads



23

countries reached

2027 Podcast Schedule

	Topic
January	2027 Outlook
February	Automation
March	Data-Driven Decision Making
April	Technology
May	Market Consolidation
June	Clean Show
July	Supply Chain
August	Company Culture
September	Healthcare Trends
October	Workforce Development
November	Sales and Service
December	Industry Innovations

TRSA Member Sponsorship Rates

1 Month	
1 Quarter	
Full Year	

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



Episode 74: Laundry Automation

Featuring: Silje Mari Sunde,
Project Manager at Nor Tekstil



Listen Now

Listen Now!



Align your brand with industry experts and thought-leadership.

Contact Your Sales Rep

TRSA at the world's largest laundry biennial expo: The Clean Show Experience, a series of **TRSA**-hosted networking and professional-development events at the world's largest laundry biennial expo.

July 15–18, 2027 • Las Vegas, Nevada



11,000+

attendees



225,000+

sf of exhibit space



91%

of **TRSA** members are involved in purchasing decisions

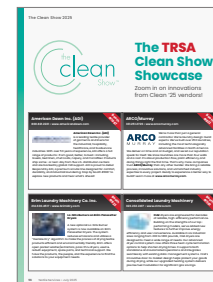
Advertising Opportunities



1 **TRSA Clean Show Map Special insertion in May's Textile Services**

Featuring the Clean Show floor plan, a listing of **TRSA** sponsored events and member booths, this map is the premiere way to navigate the show floor. Extra copies of the map are distributed on the show floor.

Limited spaces available.



2 **TRSA Clean Show Showcase Special section in May and June's Textile Services**

Spotlight a key product or service and drive traffic to your booth. **Free** for any 12× advertiser and advertisers with a full page display ad in that month's issue.

3 **TRSA Experience Advertising Package Continuous brand exposure in print and digital**

- > One **TRSA** Clean Show Map Jumbo Ad
- > Clean Show Showcase space in the May and June issues of Textile Services
- > One full page ad in the June issue of Textile Services
- > Position 3 or 4 banner ad in one Textile Services e-Newsletter in your choice of May, June or July

Sponsorship opportunities available for **TRSA Experience @ Clean Show** programs.

Contact Your Sales Rep

Clean Show Map

FRONT COVER

INSIDE FOLD JUMBO ADS

BACK COVER ADS

CLEAN SHOW MAP

1 FEATURE AD

2 BUSINESS CARD AD

1 FEATURE AD

3 TRSA MEMBER BOOTH HIGHLIGHT

4 COMPANY LOGO HIGHLIGHT

> TRSA Clean Show Map

Materials Deadline: April 1

# spaces	TRSA Member Rates
Front Cover Trim Size: 7.75" W×7.75" H	1
Back Cover Trim Size: 3.625" W×3.25" H	6
Jumbo Ad Trim Size: 4.75" W×3.75" H	8
Feature Ad Trim Size: 4.125" W×3.25" H	14
Business Card Ad Trim Size: 3.5" W×2" H	4

TRSA Member Booth Highlight	Free TRSA Member benefit
Company Logo Highlight	Free May and June display advertiser benefit

*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. Submit press-ready PDF files with images and fonts included in the file.

> Clean Show Showcase

May Issue Deadline: April 1 June Issue Deadline: May 1	Rate
Full Page Advertiser in Corresponding Issue	
12× Advertiser	
Non-Advertiser Member	
Non-Advertiser Non-Member	

Clean Show Showcase

G.A. Braun
800.432.7288 • www.gabraun.com/clean2025

Experience the Braun difference at Clean Show 2025. We're front and center with our most trusted laundry innovations—including high-performance washers, dryers, finishing systems, and industry-leading wash care safety solutions. But what truly sets Braun apart goes beyond equipment. We offer reliable customer service and parts support, expert laundry design and installation, comprehensive project management, and consultative analysis tailored to your operation. Whether you're upgrading or building new, Braun delivers end-to-end solutions built to last.

Streamline Your Laundry. Set up a meeting with us at: www.gabraun.com/clean2025

Submit:

- > Up to 100 words of text
- > One JPG image at a minimum of 3×3" and 300 dpi
- > Company phone and URL
- > Clean Show Booth Number

TRSA Partner Opportunities

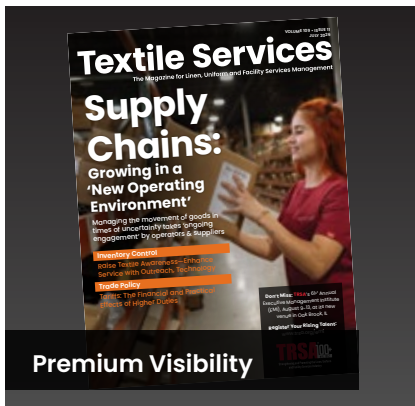
Contact Your Sales Rep



Access to Leaders



Event Sponsorships



Premium Visibility

	TRSA Five Star Partner	TRSA Four Star Partner0	TRSA Premium Partner
Executive Connection Strategy			
> Invitation to exclusive CEO reception and dinner	✓		
> Position on Supplier Partner Council including special briefing and networking event	✓	✓	✓
Thought Leadership Alignment			
> Title Sponsor of an episode of the TRSA podcast	✓		
> Introduce a session speaker at a TRSA event	TRSA Healthcare or Legislative Conference	TRSA Regional Summit	TRSA Event
> Title Sponsor of a TRSA Webinar	✓	✓	✓
Image and Brand Promotion			
> Display ads in Textile Services magazine	11 full page ads	6 full page ads	6 half page ads
> Product Showcases in Textile Services magazine	Unlimited	1 print and digital	1 print and digital
> Textile Services Weekly digital placements	✓	✓	✓
> Digital advertising on TRSA.org website	12 months	6 months	6 months
> Custom e-mail blast to TRSA's email list	✓	✓	✓
> Sponsor branding, including logos on all TRSA conference ads and websites	✓	✓	✓

TRSA Members

Operator Members

401 Linen Services LLC
 Ace Imagewear
 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
 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
 Carolina Linen & Laundry
 Century Linen & Uniform
 Chesapeake Uniform Rental Inc.
 (Lord Baltimore)
 Cintas Corporation
 CITY Laundering Co.
 City Uniforms and Linen
 Clean Uniforms and More!
 CleanCare
 Clemens Uniform Rental
 CLS/Continental Linen Services

Columbus Express Laundry
 Commercial Laundry Corporation
 Commercial Laundry Specialists
 CORE Linen Services
 Crown Health Care Laundry
 Services LLC
 Crown Linen Service
 Crown Uniform and Linen Service
 CW Resources Inc.
 Dempsey Uniform & Linen
 Supply Inc.
 DGDR Laundry Service LLC dba
 The Laundry Doctor
 Division Laundry & Cleaners Inc.
 Economy Linen & Towel
 Service Inc.
 Ecotex Healthcare Linen Service
 Elis SA
 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
 High Country Linen Service
 HLS Linen Services
 Hospital Central Services,
 HCSC-Laundry
 Hr Bjorkmans Entremattor AB

Hughes Customat Inc.
 Ideal Linen Supply
 ImageFirst
 Integrity Laundry Services LLC
 Jackson Services Inc.
 Johnson Service Group PLC
 Jolicoeur Ltd.
 JVK Operations LTD dba
 Lighthouse Linen
 K-Bro Linen Systems Inc.
 KC Linen LLC
 Lace House Linen Supply Inc.
 Lindstrom Oy
 Liniform Service
 London Hospital Linen Service Inc.
 Loop Linen Service Inc.
 Lowcountry Medical Linens
 M&S Valley Services
 Magic Laundry Services Inc.
 Marberry Laundry LLC
 Maurer's Textile Rental Service Inc.
 Max I Walker Uniform Rental
 Mayflower Textile Services Co.
 MediCleanse
 Medical Center Laundry
 Metro Laundry Service
 Metro Linen
 Metropolitan Detroit Area Hospital
 Services Inc.
 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.
 Nashville Towel and Laundry
 Nebraska Textile & Supply
 NELS Inc.
 New System Laundry LLC
 Nixon Medical
 Northwest Health Care Linen
 NOVO Health Services
 NuCentury Textile Services LLC
 Oregon Linen
 Phelps the Uniform Specialists
 Physicians Wear
 Plymate Inc.
 Porter's Industrial
 Prudential Overall Supply
 PureStar Group
 Quintex Services LTD
 Rammco
 Real Dry Cleaners and
 Laundry Ltd
 Roscoe Company
 Sacramento Laundry Company
 Saint Francis Health System Linen
 Services
 Sanico Rental Service LLC
 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
 Sparkle Uniform and Linen Service

Specialty Mat Service
 Spin Linen Management
 Splash EM Out
 St Croix Linen
 Star Laundry Services Inc.
 StellarClean LLC
 SUDSCO Inc.
 Superior Linen Service
 Supreme Laundry & Cleaners Inc.
 Swiss Cleaner & Uniform Services
 Taylor Linen Company Inc.
 Taylor Linen Services Inc.
 Texas Textile Services
 The St Louis Mat & Linen Company
 TLC Linen Services Inc.
 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
 Up To Date Laundry Inc.
 Ventura Uniform Service Inc.
 Vogue Laundry & Cleaners Inc.
 DBA Vogue Linen
 Wagg's Linen & Uniform
 Walker Medical Linen Services
 Wayne Halfway House Inc.
 DBA C&B Linen
 West Michigan Shared Hospital
 Laundry
 Westport Linen Services
 Wildman Uniform & Linen
 Wiregrass Rehabilitation
 Center Inc.
 Yosemite Linen Supply Inc.

To learn more about becoming a TRSA Member, contact Meredyth Ellington at mellington@trsa.org.

1888 Mills
 1Concier
 2Trace A/S
 AI American
 ABG Systems
 ABS Laundry Business Solutions/LSI Inc.
 ALIX TEX & CO LLC
 Alsico USA
 American Dawn Inc (ADI)
 American Laundry Systems
 ARCO/Murray
 Arxada LLC
 Beck's Classic Mfg. Inc.
 Berkshire Blanket & Home Inc.
 blc Textiles
 Brim Laundry Machinery Co. Inc.
 Calderon Textiles
 Careismatic Brands Inc.
 CHA Consulting Group / Coventry Hill Associates
 Chicago Dryer Co.
 Christeyns North America
 CIMA Color Solutions
 Colmac Industries Inc.
 Continental Laundry Solutions
 Datamars Inc.
 Diamond Chemical Co. Inc.
 Ebco Industries Ltd.
 Ecolab Textile Care Div.
 EllisLudell
 Energenics Corp.
 Environ Energy, APPI Energy
 Enviser Partners LLC
 Felins USA Inc.

FOLTEX USA LLC
 Fujitsu Frontech North America Inc.
 dba Positek RFID
 Future Polytech
 Gardner Machinery Corp.
 George Courey Inc
 Global Sourcing Solutions
 Golden Star Inc.
 Gurtler Industries Inc.
 HALO Dream Inc
 Haylor, Freyer & Coon Inc.
 Hunt Textiles Inc.
 HYBRIDWORKS
 International Trading Co.
 J.P. Equipment Inc.
 JENSEN Braun LLC
 JENSEN USA Inc.
 Jiangsu Chuandao Intelligent Equipment Co. Ltd.
 Kannegiesser North America Inc.
 Kemco Systems Co. LLC
 Klaritex Cleanroom Solutions Inc.
 Kleen-Tex Industries Inc.
 Kreussler Inc.
 KSE Suppliers
 Lac-Mac
 Lapauw USA LLC
 Lavatec Laundry Technology Inc.
 Lindsey Equipment Company LLC
 dba Lindsey Enterprises
 LinenTech Inc.
 M&B Hangers
 M+A Matting
 Macpi USA LLC
 Marsh

Material Flow Systems LLC
 Medline Industries Inc.
 Merryworks Technologies LLC
 Midwest Specialty Products
 Millennium Management
 Milliken & Co.
 MIP INC
 Miura America Company Ltd.
 Mobile Computing Corp. Inc.
 Moonsoft International
 Morgan Olson Corp.
 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
 Quanturi
 R&B Wire Products Inc.
 R.L. Williams Co.
 R.W. Martin & Sons Inc.
 R3-Reliable Redistribution Resource
 Radiant Linen LLC
 RED66 Marketing
 REJU S.A.S.
 Rennco LLC
 Royal Basket Trucks
 RTS Textiles Ltd T/A Carrington Textiles
 Sea-Lion America Co.
 Secure Passage
 Seitz - The Fresher Company Inc.

Service Textiles
 Sigmalex-Lanier
 SIRUS Italia Corp.
 Sodexo
 Softrol Systems Inc.
 SonicAire Inc.
 Southwest Laundry Equipment LLC
 Spartan Chemical Co.
 Spindle
 Standard Textile Co. Inc.
 Stangle Co. Advisors
 Storms Industries Inc.
 Strategic In/Sight Partners
 Streamline Solutions LLC
 Sunburst Chemicals Inc.
 Superior Group of Companies
 Tank Holding Corp.
 TEXO
 TheLaundryList.com Inc.
 Thermal Engineering of Arizona Inc.
 Thermopatch, An Avery Dennison Company
 Thomaston Mills
 Tingue
 United Textile Distribution
 United Wire Hanger Corp.
 Unitex International Inc.
 Venus Group
 Walter E. Nelson Co.
 White Conveyors Inc.
 Workwear Outfitters
 WSI
 WSP Systems
 Xerafy Inc.
 Zucchetti Centro Sistemi SPA

To learn more about becoming a TRSA Member, contact Meredyth Ellington at mellington@trsa.org.

TRSA Contacts

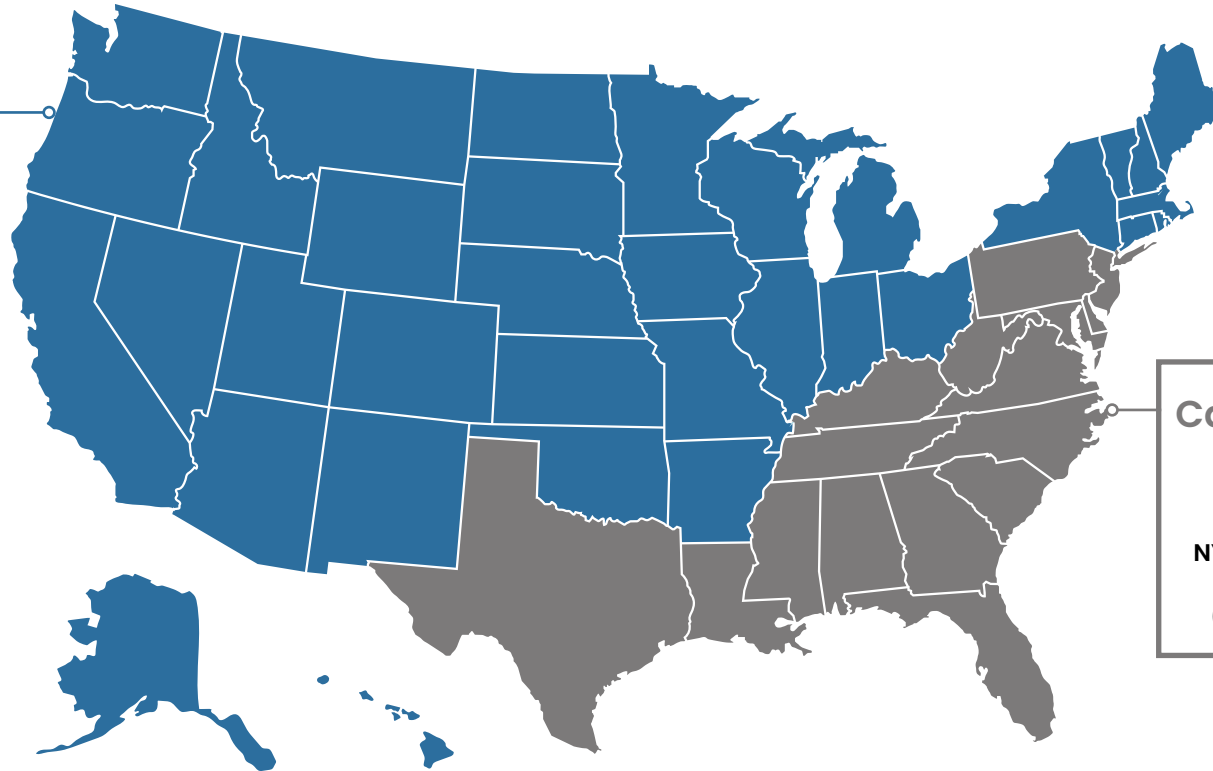
> Sales and Sponsorship

Chris Kennedy

708.508.4434

kennedy@TRSA.org

Upstate NY, Midwest,
West, Canada & Mexico



Carmella Cadusale

330.323.7690

ccadusale@TRSA.org

NYC, East Coast, Southwest
plus International
(excl. Canada & Mexico)

> Editorial

Senior Editor

Jack Morgan

703.519.0029

jmorgan@TRSA.org

Director, Content Strategy & Communications

Jason Risley

703.519.0029

jrisley@TRSA.org

> Materials

Print Materials

Jacki Fink

jacki@creativebythinktank.com

www.TRSA.org/submitad

Online Materials

Dennis Mangual

dmangual@TRSA.org

> Membership

Director, Member and Industry Relations

Meredyth Ellington

703.519.0029

mellington@TRSA.org

TRSA 100+
years 1912

1800 Diagonal Road, Suite 200
Alexandria, VA 22314
877.770.9274

TRSA.org

