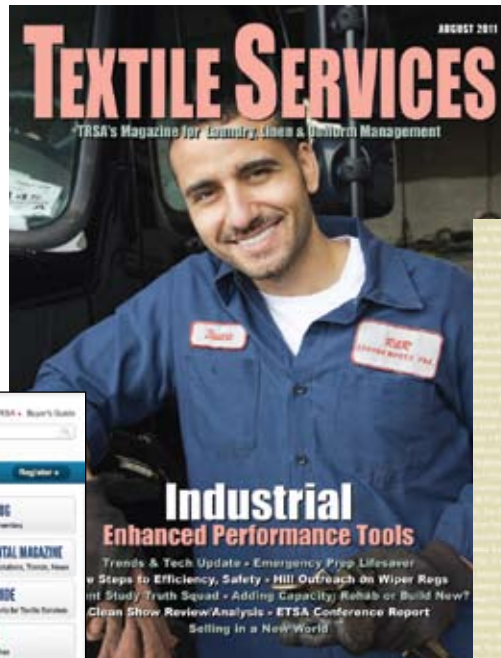


2012 *TRSA* Media Kit

Integrated Advertising

Monthly Magazine



Online

Directories

PLUS
Corporate
Partnerships/
Sponsorships

Reach Textile Services Decision Makers

An integrated approach to building brand recognition, marketing and sales.

Audience Facts

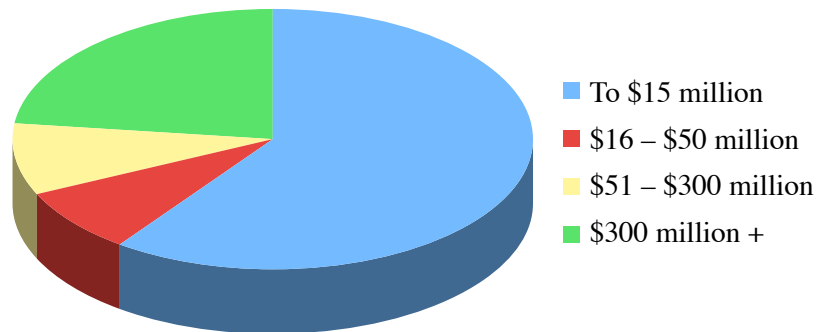
- *Textile Services* magazine = 35,000+ monthly readers
*(8,000+ subscribers x 4.4 readers per copy)
- www.TRSA.org and Textile Services Online Buyers Guide = 3,700+ monthly visitors
- *TS Weekly* E-Newsletter = 4,850+ weekly readers

Integrated campaign makes 694,000 impressions with qualified textile services decision makers annually.

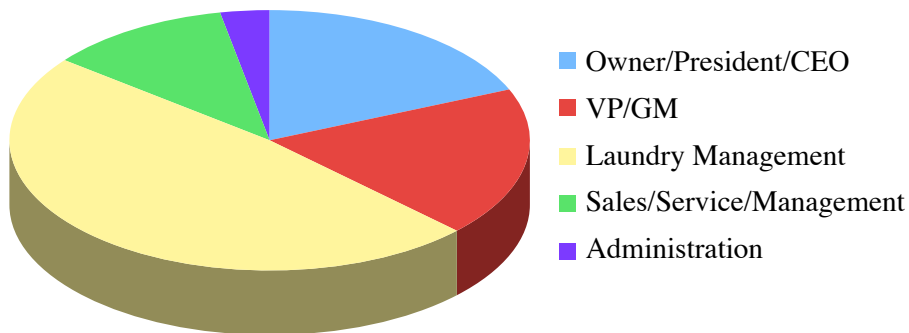
Profile of Textile Services Readers

Industrial, linen, healthcare, on-premise (OPLs), institutional, cooperative and government laundries spend billions each year on linens, uniforms/garments, gowns, chemicals, machinery, consulting, technology, packaging, vehicles, energy, training, insurance and other essential products and services that automate operations and improve productivity.

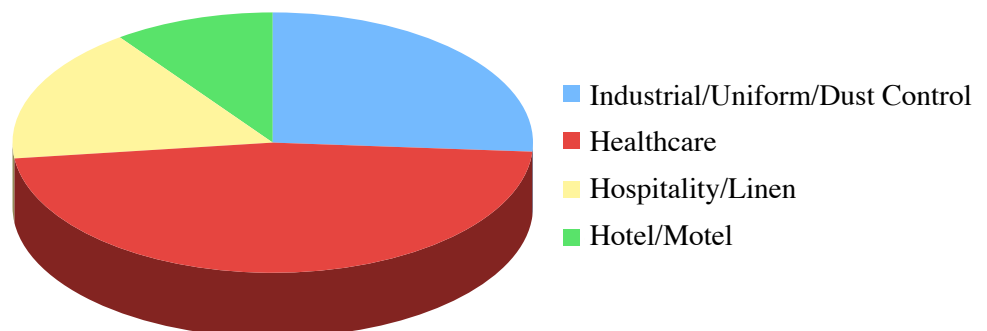
Company/Laundry Operating Budgets



Job Titles/Responsibilities



Markets



*Figures are based on annual readership studies, surveys and ongoing e-newsletter distribution and Web traffic analysis

TEXTILE SERVICES

TRSA's Magazine For Laundry, Linen and Uniform Management

Magazine Advertising



Place your ad near a well-read column

Special position with feature article opening

35,000+ Readers



“When our management team sees regular advertising we see a company that’s always thinking about the future and ready to build a partnership that will last.”

— Jim Divers

Alsco Inc., Salt Lake City, UT

Textile Services is the industry’s only monthly publication that reaches qualified management decision makers and influencers at independent and national commercial laundries and the largest institutional and on-premise launderers serving industrial, service, hospitality and healthcare sectors. Our readers want and read *Textile Services*, spending nearly one hour with each issue to improve productivity, sustainability, safety and profitability through proven best practices and innovation.

Advertiser Value

- 8,000+ monthly subscribers (4.4 readers per issue)
- Readers spend an average of 46 minutes with each issue
- 80%+ have made purchasing decisions based on advertisements and articles
- Bonus distribution at textile services conferences and events
- Digital issue available online including advertising
- Electronic monthly distribution of advertiser lead-generation information

Textile Services Magazine

2012 Editorial Calendar

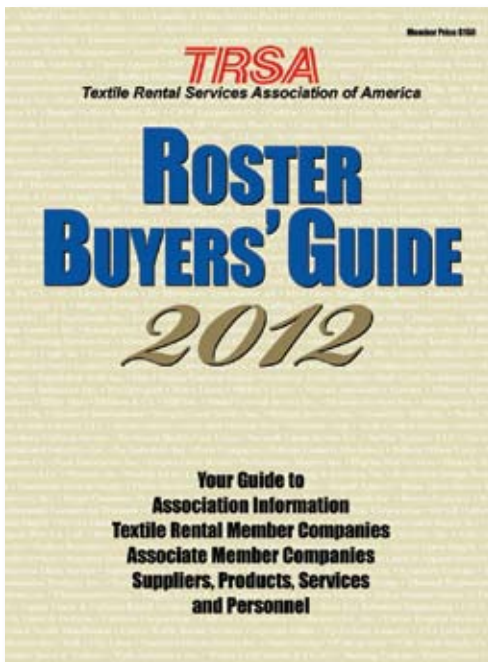
Issue	Cover	Feature	Management	Production	Sales/Service	Maintenance/ Legal/ Regulatory	Plant Profile	Marketplace	Bonus	Ad Space Closing	Material Due
Jan	Energy	Utilities	Innovations	Inventory Management	Retail Medical	Wash Aisle	Healthcare	Healthcare Linens/Textiles		Dec 9	Dec 13
Feb	Sustainability	Unique ID (Barcodes, RF)	Accreditation	Productivity Standards	Green Marketing	Dispute Resolution	Industrial	Garments	Brand Awareness Survey	Jan 11	Jan 13
March	Regulatory/ Legislation	Team Building	Organized Labor	Coaching	Sales Teams	Water	Linen Supply	Slings/Carts	CSC Network TRSA Leadership/ Legislative Conference	Feb 9	Feb 13
April	Innovation	Technology	Finance	Soil/Sort	Customer Retention	Contracts	Co-Op	Flatwork Processing	PMI, TCATA, ARTA	March 9	March 13
May	Leadership	Supply Chain	Recognition	Conditioning/ Finishing	New Markets	Measurement	OPL	Rails and Routing	MTSA	April 10	April 12
June	Safety	Fleet Safety	Lean/ Six Sigma	Audits	Direct Sales	Workers' Comp Compliance	Industrial	Safety/PPE	ARTA and WTSA	May 9	May 11
July	Promoting F&B Linen	Communications	Recruitment/ Retention	Best Practices/ SOPs	Hotels & Lodging	Preventive Maintenance	Linen Supply	Wash Aisle	Readership Survey	June 11	June 13
Aug	Centennial: Celebrating A Century of Service	Continuity (Succession Planning)	Problem Solving	Market Research	Leadership Profiles	Textile Services and Association History	Healthcare	Chemicals	EMI & Sales & Service Institute (SSI)	July 10	July 12
Sept	Fleet Management	Benchmarking	Corporate Social Responsibility	Alternative Fuels	Route Sales	Ironers	Co-Op	Vehicles	NELA	Aug 9	Aug 13
Oct	Plant Development	Globalization	Disaster Planning/ Risk Management	Pack-Out	Customer Service	Human Resources	OPL	Dust Control	TRSA Annual Conference, Alliant and IAHTM	Sept 11	Sept 13
Nov	Compliance	Reusables vs. Disposables	Taxes	Heavy Soils	Managing Delivery Costs	Lease vs. Buy	Industrial	Uniforms		Oct 9	Oct 11
Dec	Strategic Forecast	Outlook/ Strategic Analysis	New Congress	Training	Social Networking	Business Valuation	Dust Control	Hospitality Linen		Nov 9	Nov 13

Ask for our list of all rates and print advertising specifications

TRSA ROSTER/BUYERS' GUIDE

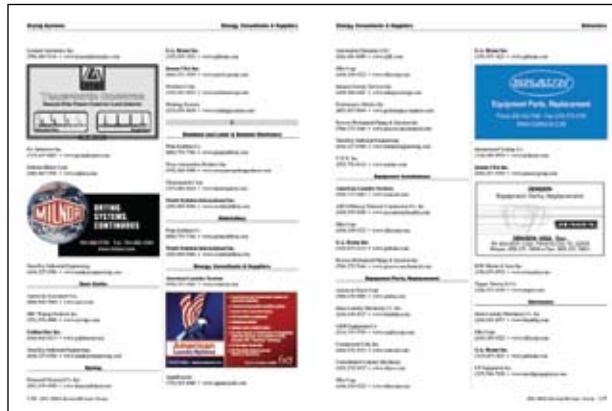
Print Buyers' Guide Advertising

150+ product/
service categories



"We advertise in the Roster because as a listed Associate member we believe its convenience attracts buyers to our ad message and listings."

—Vic Marchetti
Haylor, Freyer & Coon Inc., Syracuse, NY



Your company stands out with emphasis ads

The Roster/Buyers' Guide is the ad buy that pays off all year round, maximizing visibility in the most convenient and comprehensive sourcebook for commercial launderers to retrieve contact information for their suppliers and colleagues around the world. Full-page display ads and emphasis ads in Buyers' Guide listings distinguish you from the competition. Categories include:

- Consulting and plant design
- Chemicals
- Construction
- Conveyors
- Emblems and embroidery
- Garments and textiles
- IT and data processing
- Linens and uniforms
- Mats and mops
- Rail and routing systems
- Trucks and vehicles
- Washroom equipment
- Water treatments



Tabbed index page ads provide extra visibility

Ask for our list of all rates and advertising specifications

Advertiser Value

- Distributed annually to 2,000+ commercial, industrial, hospitality, healthcare, cooperative, large institutional and on-premise laundry (OPL) facilities reaching 8,000+ decision makers/influencers
- Bonus distribution at textile services conferences
- Exclusive benefit for TRSA Associate members

TRSA Textile Services Buyers' Guide

Online Advertising

24/7 access everywhere

Connect with tech-savvy buyers in their offices, at home and on the road in a Web format that's friendly with PCs, tablets and smartphones. Build your brand with these cost-effective advertising extras in your critical product/service categories:

A. Leaderboard Banner

- Exclusive opportunity for one company
- Appears at the top of every page of specific category searches
- Available by category
- Annual term contracts include first right of refusal

B. Product Showcase

- Appears on every page of category search
- Available by category
- Annual term contracts include first right of refusal

C. Priority/Enhanced Listings

- Priority listings include corporate logo and TRSA logo for Membership and Corporate Partner Program
- All enhanced listings receive a description page
- Add text, links to webpages, documents and videos
- Nonpriority enhanced listings begin on page 2 of category search

Ask for our list of all rates and advertising specifications

Advertiser Value

- 750+ qualified visitors each month
- Visitors spend an average of almost 12½ minutes per visit
- Must be a TRSA Associate member for inclusion



www.trsabuyersguide.org

TRSA Textile Services Weekly

Online Advertising

Horizontal (banner) ads
for maximum impact



Button ads put
your link in prime
position



5,000 opt-in
readers

*“We want to partner with Associates
for win-win deals. We want
competitive pricing, but understand
they must profit to support R&D.
Good advertising programs reflect
their investment in their operations
and our industry.”*

—Douglas Waldman
Superior Linen Service, Tulsa, OK

TRSA's electronic newsletter reaches textile services management every week with information that impacts their businesses, such as regulatory developments, business and industry news and trends, research, events, sales/marketing and business development opportunities and industry stock watch.

According to our member survey, it is the most anticipated and read online news source for textile services executives and management in the industrial, commercial and institutional laundry industries.

Advertiser Value

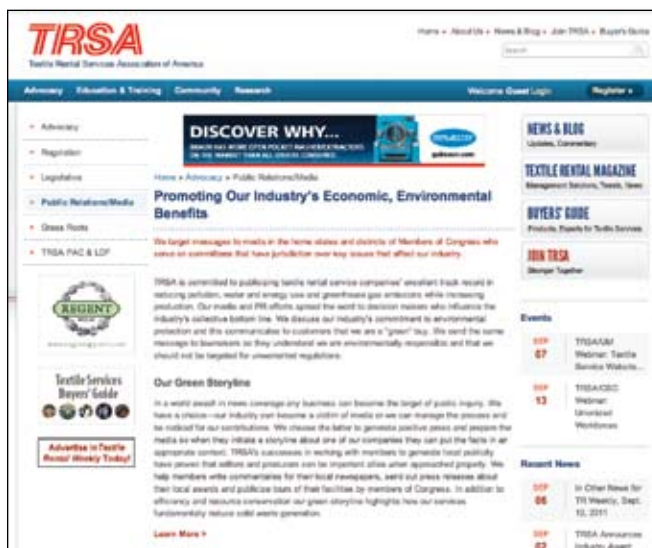
- Distributed weekly to decision makers in commercial, industrial, hospitality, healthcare, institutional, cooperative, government and large on-premise laundries
- 43%+ of recipients read *TS Weekly* every week
- Maintains 30%+ “Open” rate with 35% clicking through
- Provides direct link to advertisers' websites and information
- Advertisers receive monthly “Click” reports

TRSA Website (www.trsa.org)

Online Advertising



Your banner and button ads rotate throughout the site



3,000 monthly visitors

Qualified decision makers visit www.TRSA.org to read news, register for programs, purchase publications and training, research "best practices" and access valuable resources and information including:

- Textile Services digital issues and archive
- SafeTRSA™ workplace safety best practices, benchmarking, policies and programs
- LaundryESP® benchmarking and sustainability initiatives
- Energy consumption benchmarking

Textile service decision makers rely on www.TRSA.org for the latest news and information impacting their businesses. They visit the site directly, or click on links in news stories in *Textile Services Weekly* e-news that drive them there. Whether you are establishing a new identity, or reinforcing your existing brand, the TRSA website offers a unique opportunity to reach decision makers at their most critical point, when they are seeking information.

"The ads jump off the pages of the TRSA website and weekly TS News. They are simple, not cluttered; it really draws attention to the ads."

—Manuel Nieto
ARAMARK Uniform Services, Burbank, CA

Ask for our list of all rates and advertising specifications

Advertiser Value

- Visitors view 12,000+ pages each month
- Ads generated an average of 238 clicks or (47 clicks per advertiser) from qualified readers each month
- Visitors spend an average of 3½ minutes on the site
- Provides direct link to advertisers' websites and information

CORPORATE PARTNERSHIP PROGRAM

Event Sponsorships Available:

- Receptions
- Breakfasts
- Lunches
- Breaks
- Apparel
- Bags

TRSA *Gold* CORPORATE PARTNER

TRSA *Silver* CORPORATE PARTNER

TRSA *Bronze* CORPORATE PARTNER

TRSA *Associate* CORPORATE PARTNER

“We sponsor TRSA events not just because they push our company name and don’t cost much. It’s about being recognized for supporting the industry and understanding the big picture.”

—Ed Kwasnick

ARCO/Murray National Construction Co. Inc.
Chicago, IL

Earn additional value when you invest in the textile services market. Enhance your marketing and networking to significantly increase your brand recognition and exposure with influential decision makers.

The TRSA Corporate Partner Program incentivizes and rewards your continued investment in TRSA by recognizing Associate members’ support through dues, advertising and sponsorships based on the following point system:

■ Annual Dues	for every \$1,000 — 25 points
■ Textile Services print advertising	for every \$1,000 — 15 points
■ Electronic advertising (<i>TS Weekly</i> and TRSA.org)	for every \$1,000 — 10 points
■ Sponsorship	for every \$1,000 — 10 points

All points are based on 2012 paid dues and contracted advertising and sponsorship investments.

Ask for our complete list of sponsorship opportunities

Free Bonus Benefits	Gold 700+ points	Silver 400 – 699 points	Bronze 200 – 399 points	Associate 0 – 199 points
<i>TS Magazine</i> Product Showcase* 150-word description with logo or image	X	X	X	X
Use of applicable Corporate Partner Logo	X	X	X	X
Priority Listing Online Buyers’ Guide Credit	\$500	\$250		
Enhanced Listing Print Buyers’ Guide Credit	X	X		
<i>TS Weekly</i> Banner*	X (8 issues)	X (4 issues)		
Website Banner Ad*	X (3 months)	X (2 months)		
Morning/Afternoon Breaks Sponsorship*	X	X		
Complimentary Tabletop Booth at TRSA Annual Conference	X			
*Position and insertion determined by TRSA staff based on availability				

About TRSA and the Textile Services Industry

TRSA is the only trade association representing the \$16-billion textile services industry through advocacy, research, education and networking. TRSA members continually seek innovative approaches, products and services that build revenues, streamline processes, increase productivity and reduce costs, as well as leverage technology and other resources to improve sales and customer retention to build a competitive advantage. TRSA members are innovators, constantly seeking opportunities and expert advice to develop new business through ancillary services and new markets.

Traditional TRSA companies are the core of the industry, providing laundered garments, linens, floor mats, towels and other products that help all kinds of businesses and institutions improve hygiene and project an attractive public image. Most Americans benefit at least once a week from the cleanliness and safety provided by the industry—through its services for the healthcare, hospitality and industrial/manufacturing sectors. The industry reaches every major business and industrial region, congressional district and city in the United States. A typical member laundry employs 60 to 100 people in wash floor production, administrative, sales and route-service positions. Newer TRSA members are corporations, cooperatives and other organizations that manage high-efficiency laundry operations on the same large scale as TRSA's traditional members, processing millions of pounds of goods each year. TRSA publications reach thousands of individuals in nonmember textile services and related supply operations as well.

2012 TRSA Events

Leadership & Legislative Conference, March 25-27, 2012
Gaylord National Harbor, Washington, DC

Production Management Institute (PMI), April 20-26, 2012
Dallas, TX

Executive Management Institute (EMI), Aug. 5-9, 2012
Inn & Conference Center, University of Maryland, Hyattsville, MD

Sales & Service Institute (SSI), Aug. 5-9, 2012
Inn & Conference Center, University of Maryland, Hyattsville, MD

Annual Conference & Exhibits, Oct. 14-17, 2012
Hyatt Regency, Chicago, IL

Textile Services Magazine Awards

Best Association Magazine Cover

Best Overall Association Magazine

Best Association Magazine Redesign

Best Special Theme Issue, "Destination Desert"

Best Regular Department, "From the Editor"

Honorable Mention, Best Trade Association Magazine

2007 MarCom Gold Award for General Excellence

2008 MarCom Gold Award for General Excellence

2011 Apex Award of Excellence

TRSA Roster/Buyers' Guide Award

SNAP* Excel Gold Award for Best Association Directory/Buyers' Guide

*Society of National Association Publications

Contact Your Advertising Sales Representative:

Jeff Dembski ■ 847/498-4520 ext. 3005 ■ Cell: 847/910-8084 ■ jeff@didierandbroderick.com

Chris Kennedy ■ 847/498-4520 ext. 3008 ■ Cell: 708/508-4434 ■ chris@didierandbroderick.com

Charlotte B. Lane ■ 334/239-2218 ■ clane@longshoremedia.com

Shawn Register ■ 334/270-4060 ■ shawnregister@bellsouth.net

Mindi Wilson ■ 334/229-9655 ■ mwilson@longshoremedia.com

Send Ad Material To:

Mittie Spruill ■ 1800 Diagonal Road, Suite 200, Alexandria, VA 22314

877/770-9274 ■ 703/519-0029 ■ Fax: 703/519-0026 ■ mspruill@trsa.org