

2017 MEDIA KIT

INDUSTRY ADVERTISING/SPONSORSHIP OPPORTUNITIES

95%

Reaching more than 95% of the qualified management decision makers and influencers at independent, regional and national commercial laundries and the largest cooperative, institutional and large central laundries



MONTHLY MAGAZINE



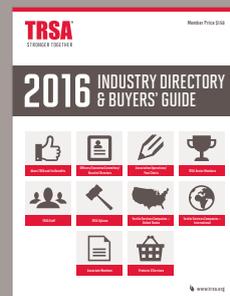
SPONSORED SUPPLEMENTS



E-NEWSLETTER



ONLINE BUYERS' GUIDE



INDUSTRY DIRECTORY & BUYERS' GUIDE



TRSA.ORG

Contact Your Advertising Sales Rep:

**AK, AZ, CA, CO, HI, ID, MT, NM, NV, OR,
UT, WA, WY and Canada**

Jeff Dembski

☎ 847.498.4520, ext. 3005
☎ 847.910.8084
✉ jeff@didierandbroderick.com

**AR, CT, IA, IL, IN, KS, MA, ME, MI, MN,
MO, ND, NE, NH, NY (UPSTATE), OH, OK,
RI, SD, VT, WI**

Chris Kennedy

☎ 847.498.4520, ext. 3008
☎ 708.508.4434
✉ chris@didierandbroderick.com

**AL, DC, DE, FL, GA, KY, LA, MD, MS, NC,
NJ, NYC, PA, SC, TN, TX, VA, WV and
international accounts excluding Canada**

Shawn Register

☎ 334.270.4060
✉ shawnregister@charter.net

CONTENTS

Audience Facts 2

Textile Services Magazine 4

Textile Services Sponsored Supplements 8

**Textile Services Weekly E-Newsletter
and Specialty Newsletters 9**

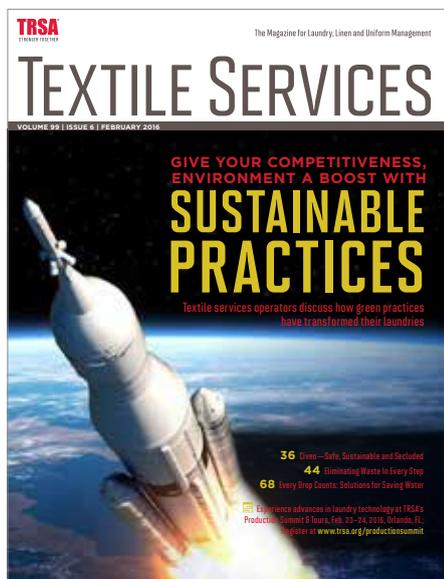
Textile Services Online Buyers' Guide 11

Textile Services Industry Directory & Buyers' Guide. . . . 12

TRSA.org 13

2017 Clean Show 14

TRSA Sponsorship Opportunities 15



REACH TEXTILE SERVICES DECISION MAKERS

An integrated marketing, branding and direct response approach to increasing sales

TRSA print and electronic media provide news, trends, best practices and more, reaching well beyond TRSA membership and traditional audiences. Our outlets reach more than 95% of ALL qualified management decision makers and influencers at independent, regional and national commercial laundries and the largest cooperative, institutional and large central launderers serving the industrial, linen supply (F&B), healthcare, hospitality (hotel/lodging) and facility services markets.

Our readers spend billions each year on linens, textiles, uniforms, garments, chemicals, machinery, construction, vehicles, software, carts, packaging and other essential products and services that automate operations and improve productivity.

NORTH AMERICAN LAUNDRY INDUSTRY FACTS



15 BILLION+
pounds of laundry
processed each year



\$18 BILLION+
in annual gross
revenue



128,000+
employees



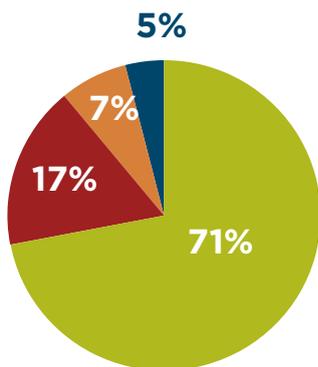
28,000+
vehicles on the road



2,500+
facilities

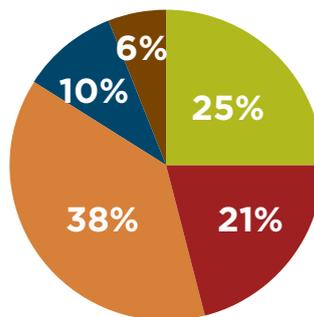
TRSA AUDIENCE

REVENUE (BY COMPANY)



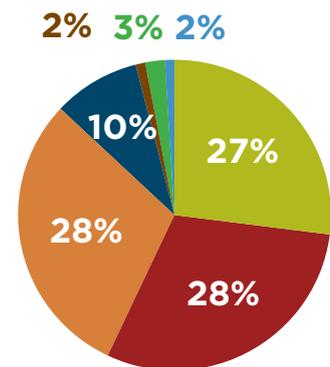
71% Less than \$15 million
17% \$15-\$50 million
7% \$51-\$300 million
5% \$300+ million

TITLE



25% Owner/President/CEO
21% Vice President/General Manager
38% Plant/Production/Operations/Engineers Manager
10% Director Marketing/Sales
6% Safety/Compliance

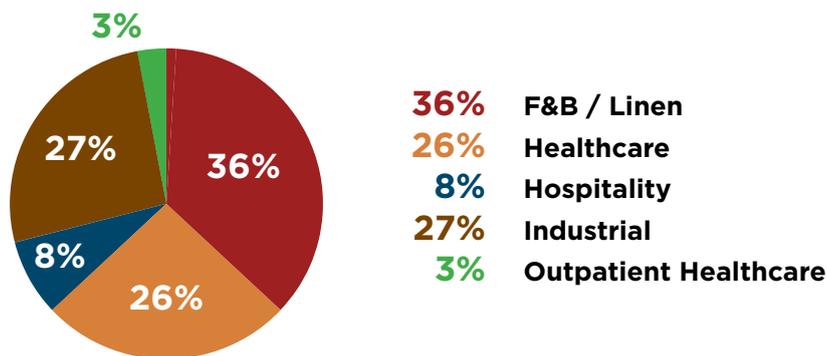
INDUSTRY



27% Linen Supply/F&B
28% Uniform/Industrial
28% Healthcare/Medical
10% Hospitality/Hotel & Lodging
2% Facility Services/Direct Sales
3% Large Central OPLs
2% Outpatient Medical

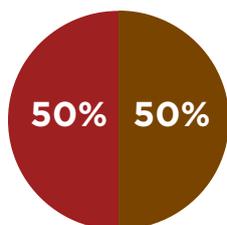
*Figures are based on annual readership studies, surveys and ongoing e-newsletter distribution and Web traffic analysis

PRIMARY MARKETS BY SECTOR

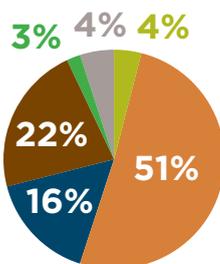


SECONDARY MARKETS BY SECTOR

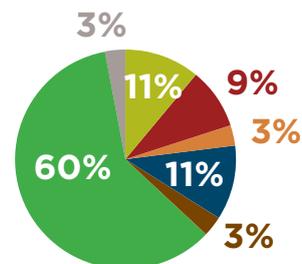
DUST CONTROL



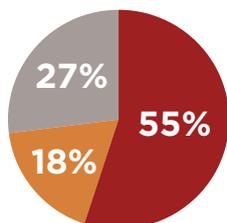
F&B / LINEN



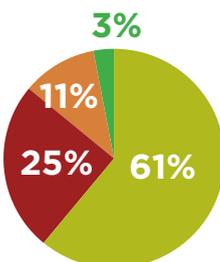
HEALTHCARE



HOSPITALITY



INDUSTRIAL



OUTPATIENT HEALTHCARE



READERSHIP

39,000+

monthly readers of Textile Services magazine
(7,500 average monthly subscribers x 5.2 readers per copy)

8,000+

weekly readers of TS Weekly E-Newsletter

2,400+

laundry facilities in the United States, Canada and worldwide receive the printed Textile Services Industry Directory & Buyers' Guide

1,600+

unique quarterly visitors researching purchasing decisions on the online Textile Services Buyers' Guide

5,000+

monthly visitors seeking news and information on TRSA.org

2017 EDITORIAL CALENDAR

Issue/ Deadlines	Topics	Supplements	Bonus
JANUARY Ed: 11/2 Mat: 12/1	COVER STORY: Chemical Trends <ul style="list-style-type: none"> Emerging Technologies/Innovation Route Accounting Hazcom Tracking Sales/CRM Use 	<ul style="list-style-type: none"> Industrial Labor Issues Product Showcase: Dust Control & Packaging Equipment 	
FEBRUARY Ed: 12/7 Mat: 1/3	COVER STORY: F&B/Hospitality <ul style="list-style-type: none"> Future of Table Linen/F&B Trends Succession Planning Quality Issues Selling Table Linens 	<ul style="list-style-type: none"> F&B Safety Product Showcase: Napery & Bed & Bath Linens 	BRAND AWARENESS STUDY PRODUCTION SUMMIT
MARCH Ed: 1/5 Mat: 2/1	COVER STORY: Government Relations <ul style="list-style-type: none"> New Administration Developing Managers Wash Aisle Internship Programs 	<ul style="list-style-type: none"> Certified Plant Clean Show Planning Product Showcase: Tunnel Washers & Dryers 	SPONSORED SUPPLEMENT: Material Handling LEADERSHIP & LEGISLATIVE CONFERENCE
APRIL Ed: 2/8 Mat: 3/1	COVER STORY: Specialty Garments <ul style="list-style-type: none"> Safety Certification Safety ROI Lockout/Tagout Healthcare Garments 	<ul style="list-style-type: none"> SafeTRSA Award Winner Touring International Plants Product Showcase: FR/Hi Vis, Mats & Safety/PPE 	WORKFORCE MANAGEMENT & SAFETY SUMMIT
MAY Ed: 3/7 Mat: 4/3	COVER STORY: Pre-Clean Show <ul style="list-style-type: none"> ROI on Capital Investment Emergency Planning Integrating New Systems/Machinery Vendor Customer Service Part 1 	<ul style="list-style-type: none"> OPL EMI Grads Product Showcase: Clean Show Showcase 	SPONSORED SUPPLEMENT: Clean Show Map PRE-CLEAN
JUNE Ed: 4/4 Mat: 5/1	COVER STORY: Clean Show <ul style="list-style-type: none"> Clean Preview Team Decision Making Preventative Maintenance Vendor Customer Service Part 2 	<ul style="list-style-type: none"> Hospitality PMI Grads Product Showcase: Clean Show Showcase 	CLEAN
JULY Ed: 5/2 Mat: 6/1	COVER STORY: International <ul style="list-style-type: none"> Corporate Social Responsibility M&A Trends Overseas Unique ID International Sales 	<ul style="list-style-type: none"> International Production Staff Challenges Product Showcase: Route Accounting & Fleet 	ADSTUDY INTERNATIONAL LAUNDRY TOUR
AUGUST Ed: 6/3 Mat: 6/30	COVER STORY: Workforce Management <ul style="list-style-type: none"> Imagewear/Uniform Trends Performance Review Productivity Tracking Teambuilding 	<ul style="list-style-type: none"> Innovative HR/Team-building Maintenance/ Engineering Product Showcase: Workwear/ Ironers & Finishing Equipment 	SPONSORED SUPPLEMENT: Healthcare EXECUTIVE MANAGEMENT INSTITUTE/PRODUCTION MANAGEMENT INSTITUTE
SEPTEMBER Ed: 7/5 Mat: 8/1	COVER STORY: Annual Conference <ul style="list-style-type: none"> Economic Trends Hospitality Trends Energy Green Chemicals 	<ul style="list-style-type: none"> Hospitality Certification Value Product Showcase: Chemicals & Water Treatment 	ANNUAL CONFERENCE
OCTOBER Ed: 8/8 Mat: 9/1	COVER STORY: Industrial <ul style="list-style-type: none"> Facility Services Trends Energy Savings/Wastewater Packaging Trends Social Media 	<ul style="list-style-type: none"> Industrial Industrial Market Shifts Product Showcase: Shop Towels/Wipers & Uniforms/ Garments 	PRODUCTION SUMMIT
NOVEMBER Ed: 9/6 Mat: 10/2	COVER STORY: Healthcare <ul style="list-style-type: none"> New Plant Design Exchange Carts Specialty Medical/Outpatient Conflict Resolution 	<ul style="list-style-type: none"> Healthcare Healthcare Market Shifts Product Showcase: Healthcare Garments & Patient Apparel 	HEALTHCARE CONFERENCE
DECEMBER Ed: 10/3 Mat: 11/1	COVER STORY: Forecast <ul style="list-style-type: none"> Forecast/Outlook Tax Issues Linen Management Direct Sales 	<ul style="list-style-type: none"> F&B Regulatory Issues Product Showcase: Rail Systems & Sorting Systems 	

2017 ADVERTISING RATES AND OPTIONS

MEMBER RATES

	1x	3x	6x	9x	12x
Full Page	\$4,575	\$4,000	\$3,700	\$3,625	\$3,450
2/3 Page	4,150	3,600	3,375	3,175	3,075
1/2 Page	3,225	2,825	2,575	2,550	2,425
1/3 Page	2,350	1,975	1,925	1,825	1,675

PREFERRED POSITIONS*

2 nd Cover (6x minimum)	—	—	\$4,075	—	\$3,700
3 rd Cover (6x minimum)	—	—	3,975	—	3,625
4 th Cover (6x minimum)	—	—	4,450	—	4,000
Page 1: 1/2 Page Vertical	Plus 10%				
Full Page Preferred Positions	Plus 10%				

NONMEMBER RATES

	1x	3x	6x	9x	12x
Full Page	\$5,025	\$4,400	\$4,075	\$3,975	\$3,800
2/3 Page	4,575	3,950	3,700	3,500	3,375
1/2 Page	3,550	3,100	2,825	2,800	2,675
1/3 Page	2,575	2,175	2,125	2,000	1,850

PREFERRED POSITIONS*

2 nd Cover (6x minimum)	—	—	\$4,475	—	\$4,075
3 rd Cover (6x minimum)	—	—	4,375	—	4,000
4 th Cover (6x minimum)	—	—	4,900	—	4,400
Page 1: 1/2 Page Vertical	Plus 10%				
Full Page Preferred Positions	Plus 10%				

STANDOUT ADVERTISEMENT OPTIONS

	INSERTION RATE	PRINT COST†
Tip-In Insert (printed two-sided, located inside magazine)	\$5,300	\$2,125
Outsert (affixed to front cover, one- or two-sided)	4,435	3,000
Belly Wrap	5,050	5,100
Split Cover (cover gatefolds open to reveal ad)	10,815	Included
Removable Cover Sticker (3x3") ^{††}	Contact Ad Reps for Pricing	
Peel Away Cover Ad	\$3,500 + 1 Full-Page Display Ad	

[†]The advertiser is responsible for the printing costs for inserts, outserts and bellywraps, based on circulation.
^{††}Stickers are unavailable in issues with a split or peel away cover.

2017 CLASSIFIED ADVERTISING RATES

CLASSIFIED DISPLAY ADS:

	INSERTION RATE
1/8 Page (3.5x2") - BW	\$405
1/8 Page (3.5x2") - 4C	\$570
1/4 Page (3.5x4") - BW	\$705
1/4 Page (3.5x4") - 4C	\$915
TEXT-ONLY ADS:	\$2 per word, \$50 minimum
P.O. Box	\$35
Website URL	\$35

*Preferred Positions—All preferred print and electronic positions, including belly wraps, covers, banners, spreads, gatefolds, tabs and indexes for monthly and special issues such as the biennial Clean Show and TRSA event issues are reserved on a first-reserved basis, with an annual first-right of refusal. To reserve preferred positions for special issues, advertisers must sign a contract for the issues requested with a 5% preferred premium page rate, and rates are only guaranteed for the current year's insertions.

Notice: *Textile Services* will not accept cancellations on monthly ad insertion orders after the ad space closing deadline (shown on pg. 7) has passed. We also may adjust frequency-based discounts for any advertiser who doesn't fulfill their commitments as laid out in their insertion orders after the ad space closing deadline has passed. Preferred positions require 60 days notice for cancellation.



PAGE 1 1/2 PAGE POSITION



SPLIT COVER



CLASSIFIED ADVERTISING



NEW FOR 2017...TEXTILE SERVICES "PEEL AWAY" COVER AD

Textile Services is now offering you a new way to drive readers to your ads—with a special "peel away" ad that occupies a small but highly visible portion of the front cover of the magazine.

Your peel away ad can refer to a display ad inside the magazine, or it can alert readers to a program or event, such as your booth at the Clean Show.

2017 ADVERTISING SPECIFICATIONS

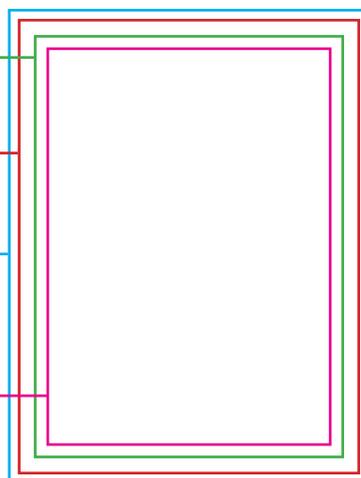
MECHANICAL SPECIFICATIONS

SAFE AREA:
All critical matter must be within the safe area

TRIM AREA:
Finished size of Textile Services magazine

BLEED AREA:
Extend any background art to the bleed area to ensure proper printing

NON BLEED AD:
Non-bleed ads print with a white border surrounding the ad. Border extends from pink line to red line



CONVERT ALL SPOT COLORS TO PROCESS BEFORE SUBMITTING FILES



DOWNLOADABLE TEMPLATES

Downloadable InDesign templates are available by visiting www.trsa.org/advertising.

AD SIZE	Bleed Area	Trim Area	Safe Area	Non-Bleed Ad
Full Page	8.5x11.125	8.25x10.875	7.875x10.5	7.25x9.875
2/3 Page	5.575x11.125	5.325x10.875	4.9375x10.4375	4.75x9.875
1/2 Page Horizontal	8.5x5.375	8.25x5.125	8x4.875	7.25x4.875
1/2 Page Vertical	4.375x11.125	4.125x10.875	3.875x10.625	3.5x9.875
1/2 Page Island	5.5x8	5.25x7.75	5x7.5	4.75x7.25
1/2 Page Vertical	8.5x3.5	8.25x3.25	8x3	7.5x2.75
1/3 Page Vertical	3.0625x11.125	2.8125x10.875	2.5625x10.625	2.25x9.875
1/3 Page Square	5.5x5.625	5.25x5.375	5x5.125	4.75x4.875
Two Page Spread	16.75x11.125	16.25x10.875	15.5x10.125	16.5x10.875
Footer	8.5x1.25	8.25x1	8x.875	8x.875

Issue	2017 Ad Space Closing and Materials Deadline
January	December 1
February	January 3
March	February 1
April	March 1
May	April 3
June	May 1
July	June 1
August	June 30
September	August 1
October	September 1
November	October 2
December	November 1

CMYK or Grayscale, PDF format, that shows crop marks and bleed. PDF files should be created 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.

Magazine is printed on 70-lb. coated stock. Trim size is 8¼" × 10⅞". Binding is perfect bound.

For insert and stand-out deadlines, specifications and requirements, contact your ad rep.

QUESTIONS & DELIVERY INSTRUCTIONS

Materials must be submitted to: www.trsa.org/submitad
Include advertiser name and insertion date.

For art questions, contact Jacki Fink at jacki@creativebythinktank.com.

Contact your ad rep for insertion questions.

TEXTILE SERVICES SPONSORED SUPPLEMENTS

For 2017, *Textile Services* will produce two sponsored supplements that will be included in each copy of that month's magazine, reaching the publication's 7,500-plus monthly subscribers. Each sponsored supplement is like a mini-magazine, designed by *Textile Services* and reflecting its quality standards. Your advertorial copy is presented as a case study following a template designed by *Textile Services*.

To appear in a sponsored supplement, please provide text of a case study or similar article, a maximum of two photos with captions and contact information. Your text will be edited to fit our layout and sent to you for approval before publication. The inside front and back cover of each supplement also are available for full-page, four-color ads (see below for specs). Planned supplements include:

- March—Material Handling
- August—Healthcare

For more information on *Textile Services* Sponsored Supplements, including rates, scheduling and other details, please contact your ad rep (see inside front cover).

RATES	Insertion Rate
Advertorial — Two-Page Spread	Earned frequency for one full page ad
Advertorial — One-Page	Earned frequency for half-page ad
Cover 2 or 4 Display Ad	Earned frequency plus 15%
Full Page Display Ad	Earned frequency
Half Page Display Ad	Earned frequency

DISPLAY AD SPECS	Bleed Area	Trim Area	Safe Area	Non-Bleed Ad
Full Page	7.25x10.25	7x10	6.75x9.75	6.5x9.5
½ Page Horizontal	7.25x5.125	7x5	6.75x4.75	6.5x4.5
½ Page Vertical	3.75x10.25	3.5x10	3.25x9.75	3.125x9.5



CONTACT YOUR AD REP FOR ADVERTORIAL REQUIREMENTS AND DEADLINES.

ADVERTORIAL MATERIAL REQUIREMENTS

- Text of a case study or similar article (600 words for a two-page spread, 300 for one-page)
- Up to two high-resolution photos with captions
- A vector (EPS) logo file
- Phone number and URL

ADVERTISER VALUE



31 MINUTES
readers spend an average of 31 minutes with each issue



4+
sharing each copy with 4+ colleagues

HEALTHCARE

EASTERN HEALTH EXPERIENCES IMMEDIATE GAINS WITH NEW LAVATEC TUNNEL SYSTEM

Modern machinery fuels progress

31 MINUTES readers spend an average of 31 minutes with each issue

4+ sharing each copy with 4+ colleagues

LAVATEC
Laundry Technology Inc.
www.lavatec.com

HEALTHCARE

EASTERN HEALTH EXPERIENCES IMMEDIATE GAINS WITH NEW LAVATEC TUNNEL SYSTEM

Modern machinery fuels progress

Six months ago, on November 21, a new Lavatec tunnel system, complete with extraction press and line drying system, arrived at the central laundry of Eastern Health in St. John's, Newfoundland, Canada.

"The facility had an interesting history. Built in 1962 during World War II and before the Atlantic Flight, the building was part of U.S. Air Force base used to refuel and service aircraft and the space shuttle. The structure

Eastern Health, one of three regional Newfoundland health authorities, encompasses services 13 hospitals and long-term care facilities. The facility being 775 employees provides nearly 7 million lbs. (3.27 million kg) of fabric annually on an annual cost of \$1 million. The old Lavatec was still operating fine."

Chibarro explains. "But after losing Henry Death in 1982 during World War II and before the Atlantic Flight, the building was part of U.S. Air Force base used to refuel and service aircraft and the space shuttle. The structure

"Although we are a non-union shop, it was not long the plant in 10-chamber Lavatec system was added in 2015. We are the only central laundry in the area," remarks Chibarro. "Before there is no backlog laundry, we had to depend on our 10-chamber

"We have lots of new software to work with including single, intuitive compartment-to-compartment monitoring. Reduced water usage is a plus with the new line, but not a major issue despite just being a ratio of new

"The new system includes just the Lavatec steam-based dryer, which more than meets the demands of these products. The new dryer handles double loads in as little as 17 minutes. This equates to nearly three times the load daily output per dryer, a ratio of more

"Laundry technology is always changing. There's a whole lot more efficiency now." Chibarro sums this up, mentioning that no workers were displaced going from one to five dryers. "This simply enables us to effectively use more staff without

INSIDE: HEALTHCARE

LAVATEC
Laundry Technology Inc.
www.lavatec.com

TEXTILE SERVICES WEEKLY E-NEWSLETTER

Textile Services Weekly (TS Weekly) provides breaking news, trends and information critical to maintaining, growing and protecting laundry operations to thousands of readers every Monday morning throughout the year.

According to recent readership studies, *TS Weekly* is the **most anticipated and widely read** online news source for textile services executives, management and decision makers.

- 99% of survey respondents said they regularly open the newsletter and read at least one full story
- Roughly 99% of respondents forward stories to colleagues
- 33% took some form of action in their business as a result of reading the newsletter

ADVERTISER VALUE



8,000+ receive *TS Weekly* every Monday morning



22% of recipients read and click-through articles and advertising every week

35 AVERAGE CLICKS PER MONTH

1,044 AVERAGE OPENS PER WEEK

21 AVERAGE CLICKS PER MONTH

33 AVERAGE CLICKS PER MONTH

TRSA
ADVOCACY • PROFESSIONAL DEVELOPMENT • COMMUNITY • RESEARCH • CERTIFICATION

Infinte folding possibilities from one smart robot.

Clean Act Awaiting Mayor's Signature
With the passage of the Clean Act by the New York City Council, all that is left to make the bill law is the signature of Mayor Bill de Blasio. The Mayor is expected to sign the legislation in early August. Industrial launderers will then have 180 days in which to submit the license application.

Leadership: 'Finding Your Voice'
Success in leading a business is often a matter of perception. In other words, a company executive or CEO may appear to be successful in terms of growth or finances. But unless his or her employees are fully engaged in the business, performance will likely lag and the bottom line will suffer. That was the message that consultant Dick Heller brought to a dozen operator and supplier executives who attended a July 20 "Young Leaders" meeting in Chicago.

United Laundry Joins PureStar Linen Group
PureStar Linen Group, Las Vegas, recently purchased United Laundry Services, Honolulu, according to media reports. Terms of the deal were not disclosed.

Unitex Acquires Oceanside Institutional Industries
Unitex Textile Rental Services, Mt. Vernon, NY, is continuing to grow its business in the Northeast. In addition to its newly opened facility in Linden, NJ, Unitex recently acquired Oceanside Institutional Industries LLC, one of the largest healthcare linen rental, laundry and uniform rental providers on the East Coast, according to a news release. Similar to Unitex, Oceanside is family owned and operated, the release said.

Mayo Clinic Not Insourcing Laundry
Recent articles in Rochester, MN, media outlets have speculated that a move by the Mayo Clinic to develop a "linen services depot" in a former U.S. Postal Service building that it owns there is a signal that the healthcare group was planning to bring its laundry services in-house.

UniFirst Celebrates Founder's Day

2017 RATES AND SPECIFICATIONS

	1x	6x	12x	24x	36x	48x
Lead Banner (468 x 80 pixels)	\$570	\$520	\$460	\$410	\$370	\$340
Banner 2 (468 x 80 pixels)	460	410	370	340	300	260
Banner 3 (468 x 80 pixels)	380	340	310	270	240	220
Skyscraper Ad (160 x 600 pixels)	490	440	390	350	310	280

No animated graphics; files must be delivered in JPG or GIF formats

DELIVERY INSTRUCTIONS

Submit materials to your advertising representative. See inside front cover for contact information.

For art questions, contact Dennis Mangual at dmangual@trsa.org.

NEW

TEXTILE SERVICES WEEKLY

SPECIALTY NEWSLETTERS

Starting in 2017, TRSA will introduce twice-yearly e-newsletters focusing on the following markets:

- Healthcare
- Hospitality
- Food & Beverage
- Industrial/Uniform

ALSO NEW FOR 2017

Textile Services International digital magazine (twice-yearly).

TRSA also will continue quarterly production of its *Textile Services International* newsletter that launched in June 2016. Ad rates the same as *Textile Services Weekly* e-newsletter.

Contact your ad rep for details (see inside front cover for contact info).



2017 RATES AND SPECIFICATIONS

	1x	6x	12x	24x	36x	48x
A Lead Banner (468 × 80 pixels)	\$570	\$520	\$460	\$410	\$370	\$340
B Banner 2 (468 × 80 pixels)	460	410	370	340	300	260
C Banner 3 (468 × 80 pixels)	380	340	310	270	240	220
D Skyscraper Ad (160 × 600 pixels)	490	440	390	350	310	280

No animated graphics; files must be delivered in JPG or GIF formats

DELIVERY INSTRUCTIONS

Submit materials to your advertising representative. See inside front cover for contact information.

For art questions, contact Dennis Mangual at dmangual@trsa.org.

TEXTILE SERVICES ONLINE BUYERS' GUIDE

TRSABuyersGuide.org

The *Textile Services Online Buyers' Guide* (OBG) offers expedited access to scores of suppliers who have hundreds of products and services for textile service companies. Listings are limited to TRSA associate members in good standing. Since the site was revamped in mid-2015, OBG traffic has doubled due to enhanced site navigation and graphics, along with tie-ins to the *Textile Services Weekly* e-newsletter. Each issue of the e-newsletter now includes an online version of the popular product showcases that appear in *Textile Services* magazine. These features highlight the latest offerings from industry suppliers in various sectors. A click on this section takes readers right to the OBG, where they'll find a world of solutions to the challenges facing today's commercial and institutional launderers.

A. LEAD BANNER

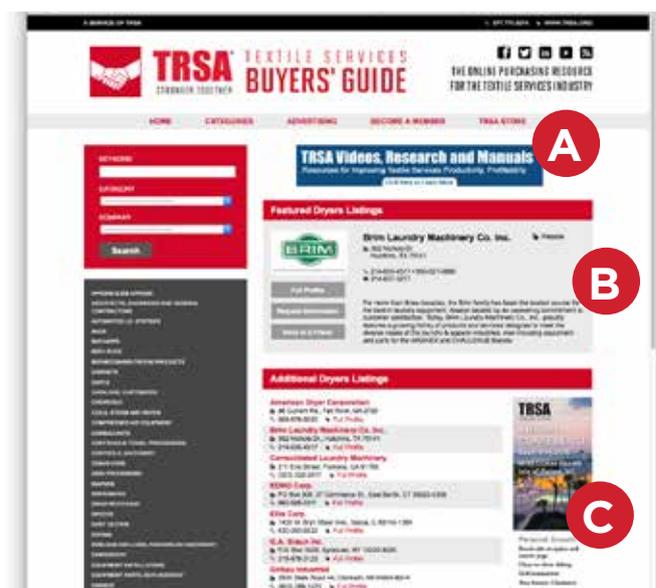
- Exclusive opportunity
- Appears at the top of a specific category
- Available by category
- Annual term contracts include first right of refusal

B. FEATURED LISTINGS

- Featured listings include corporate logo, description (150 words or less), website and social media links

C. SKYSCRAPER BANNER AD

- Available by category
- Annual term contracts include first right of refusal



2017 ADVERTISING RATES AND SPECIFICATIONS

Homepage Lead Banner (468 x 80 pixels)	\$2,700
Homepage Banner 2 (468 x 80 pixels)	2,400
Homepage Banner 3 (468 x 80 pixels)	2,100
Category Lead Banner (468 x 80 pixels)	2,150
Category Skyscraper Ad (160 x 600 pixels)	2,000
Featured Listing	500

All online rates apply to ads running through the end of 2017. Combination discount available for placement in online and print *Buyers' Guide*. Animated graphics permitted (50Kb max. file size); files must be delivered in JPG or GIF formats with link to URL.

DELIVERY INSTRUCTIONS

Submit materials to your advertising representative. See inside front cover for contact information. For art questions, contact Dennis Mangual at dmangual@trsa.org. Contact your ad rep for insertion questions.

ADVERTISER VALUE



550+
unique, qualified
monthly visitors



2+ MINUTES
Visitors spend an
average of 2+ minutes
researching on the site



1,900+
number of monthly pageviews



**ONLY TRSA ASSOCIATE MEMBERS
MAY BE LISTED AND ADVERTISE IN
THE PRINT AND ONLINE TEXTILE
SERVICES BUYERS' GUIDE.**

TEXTILE SERVICES INDUSTRY DIRECTORY & BUYERS' GUIDE

The *Textile Services Industry Directory & Buyers' Guide* goes out to **2,500+ commercial, institutional and large central laundries** across North America and worldwide. It reaches more than **95% of all large laundry decision makers** researching products/services ranging from boilers to steam tunnels, dryers, tunnel washers, routing software, chemicals, textiles, water treatment and more. Emphasis ads enhance brand ID and reader response.

ADVERTISER VALUE



70%

Nearly 70% of readers use the Guide once or more per month



60%

60% use the Guide to research or locate products



11,750+

With a pass along rate of five people, each copy of the Guide reaches 11,750 readers

2017 ADVERTISING RATES AND OPTIONS

EMPHASIS ADS (3.5x2")	1x	3x	6x	9x	12x
Color	\$435	\$390	\$345	\$325	\$300
Black and White	325	295	260	245	230

DISPLAY AD RATES	NON-MEMBER (1x)	MEMBER (1x)	
Full Page	\$5,025	\$4,575	or Earned Frequency
2/3 Page	\$4,575	\$4,150	or Earned Frequency
1/2 Page	\$3,550	\$3,225	or Earned Frequency
1/3 Page	\$2,575	\$2,350	or Earned Frequency

PREFERRED POSITIONS

Cover 2	Earned Frequency + 15%
Cover 3	Earned Frequency + 10%
Cover 4	Earned Frequency + 20%
Full Page Preferred Positions	Plus 10%

AD SPACE CLOSING AND MATERIALS DEADLINE: FEB. 12

Combination discount available for placement in both print and online *Buyers' Guide*. Advertisers in *Textile Services* can use their earned rate from the magazine for ads in the print *Industry Directory & Buyers' Guide*.

[†]The advertiser is responsible for the printing costs for inserts, outserts and bellywraps, based on circulation.

MECHANICAL SPECIFICATIONS

For full and fractional ad specifications, please see page 6. Emphasis ads: 3.5"x2". For insert and stand-out specifications and requirements, contact your ad rep.

QUESTIONS & DELIVERY INSTRUCTIONS

Submit materials to: www.trsa.org/submitad. Include advertiser name and insertion date. For art questions, contact Jacki Fink at jacki@creativebythinktank.com. Contact your ad rep for insertion questions.

YOUR COMPANY STANDS OUT WITH EMPHASIS ADS

TRSA.ORG

TRSA members and nonmembers visit TRSA.org every day to read daily news updates, regulatory developments, industry events and to access valuable resources. TRSA.org connects textile services decision makers with news and information impacting their businesses, including OSHA, EPA and other regulatory agencies, as well as brochures and materials to help promote their business and professional development. TRSA.org offers a unique opportunity to reach decision makers at their most critical point, when they are seeking information from a trusted source.

ADVERTISER VALUE



5,000+
visitors viewing
20,000+ pages each
month



3,000+
impressions per
advertiser, per month



3+ MINUTES
visitors spend roughly
3 minutes on the site



110+
clicks per advertiser from
qualified readers each
month

2017 ADVERTISING RATES AND SPECIFICATIONS

	6 mo	12 mo
Lead Banner (468 x 80 pixels)	\$2,200	\$3,900
Skyscraper (160 x 600 pixels)	1,900	3,400

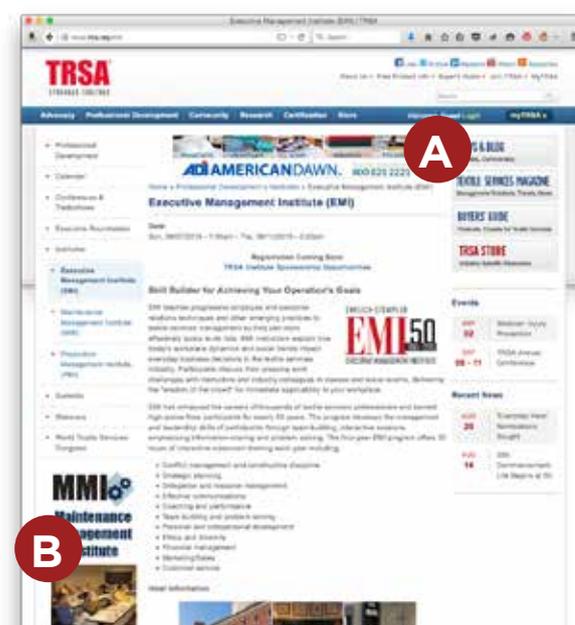
Animated graphics permitted (50kb max. file size); files must be delivered in JPG or GIF formats with link to URL.

DELIVERY INSTRUCTIONS

Submit materials to your advertising representative.

See inside front cover for contact information.

For art questions, contact Dennis Mangual at dmangual@trsa.org.



Electronic advertising links to the URL of the advertiser's choosing; placement rotates throughout the site.

A. LEAD BANNER: Appearing on the top of pages throughout the site

B. SKYSCRAPER: Large blocks on the sides of pages that provide additional reach economically

ADVERTISING OPPORTUNITIES 2017 CLEAN SHOW

Textile Services is expanding its editorial coverage during the 2017 Clean Show, June 5–8, in Las Vegas.

As an added bonus for print advertisers, we’ll offer a complimentary 3-by-3.5-inch ad space for your 125-word message and graphic in our Clean Showcase Bonus feature that will appear in both the May and June issues.

In addition to our in-depth Pre-Clean and Clean Show (May/June) issues of *Textile Services*, we will be producing and distributing four daily e-newsletter reports to keep attendees apprised of all the action on the show floor. We’ll feature news, events, educational programs and more in a format similar to that of the *Textile Services Weekly*.

Textile Services’ online daily coverage of the Clean Show will begin with a curtain-raiser five days before the show opens and conclude with a post-show wrap-up. A schedule for the six issues includes:

- Pre-Show Report: May 30
- Four Daily e-News updates: June 5, 6, 7, 8
- Post-Show Wrap-up: June 13

2017 RATES AND SPECIFICATIONS	1x	6x	12x	24x	36x	48x
Lead Banner (468 x 80 pixels)	\$570	\$520	\$460	\$410	\$370	\$340
Banner 2 (468 x 80 pixels)	460	410	370	340	300	260
Banner 3 (468 x 80 pixels)	380	340	310	270	240	220
Skyscraper Ad (160x600)	490	440	390	350	310	280

TRSA’S MAP OF THE CLEAN SHOW FLOOR—MAY

Textile Services is preparing a pull-out map of the 2017 Clean Show floor in Las Vegas. The map, slated for our May edition, will help attendees navigate the show floor at the Las Vegas Convention Center this June 5–8. It also will highlight member and advertiser booths, including a list of TRSA member exhibitors and their booth numbers. In addition, the map will feature spaces for a number of business-card-size and larger display ads, along with the times and locations of TRSA educational and networking events. TRSA will distribute extra copies of the map from its booth on the show floor.



RATES & SPECS	Quantity	Insertion Rate
Front cover (8.125x8.125)	1 available	\$2,000
Back cover (8.125x10.5)	1 available	1,500
Jumbo ad (5x4)	8 available	750
Feature ad (4.375x3.5)	14 available	500
Business card listing (3.75x2.1875)	4 available	325

Advertisers who booked space in the 2015 Clean Show Map will have a first right of refusal for a limited period.

2017 TRSA SPONSORSHIP OPPORTUNITIES

TRSA PRODUCTION SUMMIT & TOURS FEBRUARY 8-9 • HILTON HOUSTON OAK POST

TRSA's Production Summits & Plant Tours attract more than 100 general, plant, production and maintenance managers from independent, regional and national operators for general sessions and market-specific breakout sessions focusing on production management, metrics and increasing productivity.

TRSA LEADERSHIP & LEGISLATIVE CONFERENCE

MARCH 20-21 • GAYLORD NATIONAL RESORT •
WASHINGTON, DC

TRSA's Leadership & Legislative Conference attracts 100-125 volunteer leaders for committee meetings and advocacy.

TRSA'S INAUGURAL WORKFORCE MANAGEMENT SUMMIT

APRIL 18 • EMBASSY SUITES CHICAGO DOWNTOWN
MAGNIFICENT MILE, CHICAGO, IL

TRSA's new Workforce Management Summit is expected to attract 35-plus professionals responsible for human resource, recruitment and training for a review and discussion of the latest techniques in workforce management. It will include a focus on recruitment/retention issues, training, and compliance ranging from gender equality to disability rights, enforcement of overtime rules and more. The Workforce Management Summit will include industry-specific discussions, breakout sessions, executive panels and more.

TRSA'S 6TH ANNUAL SAFETY SUMMIT

APRIL 19 • EMBASSY SUITES CHICAGO DOWNTOWN
MAGNIFICENT MILE, CHICAGO, IL

TRSA's Safety Summit attracts nearly 80 corporate executives, owner/operators and general, plant, production, engineering and others responsible for operational safety for practical hands-on analyses of trends, issues and best practices techniques for creating and maintaining a company's safety culture. The Safety Summit features industry-specific presentations, ideas from other industries, breakout sessions, executive panels and more.

CLEAN SHOW RECEPTION JUNE 4 • TOP GOLF • LAS VEGAS

TRSA's 2017 Clean Show Welcome Reception at Top Golf in Las Vegas will provide a fantastic opportunity to network with nearly 400 colleagues as participants tee off for Clean Show week with an unforgettable experience that includes cocktails, hors d'oeuvres, instruction from golf pros, games and access to the Top Golf range! Experts and amateurs alike may swing to their hearts' content on this climate-controlled driving range, or simply socialize in a multilevel entertainment venue. Top Golf includes scores of hitting bays for interactive golf games with balls that score themselves, delicious food and more.

CLEAN SHOW JUNE 5-8 • LAS VEGAS

The Clean Show is sponsored by TRSA and other leading laundry, dry cleaning and textile services organizations. TRSA operators and associate members receive significant discounts on attendance, exhibiting and other promotional opportunities, and gain access to the TRSA-hosted opening reception that attracts hundreds of executives and senior decision-makers from large national, regional and local commercial laundries.

TRSA ANNUAL CONFERENCE SEPT. 12-14 • LOEWS MIAMI BEACH HOTEL

The TRSA Annual Conference attracts nearly 100 operators from more than 50 independent, regional and national companies serving the industrial/uniform, healthcare, F&B and hospitality markets for thought-provoking speakers, information-sharing and social events for senior decision makers.

TRSA PRODUCTION SUMMIT & TOURS OCT. 11-12 • COLUMBUS, OHIO

TRSA's Production Summits & Plant Tours attract more than 100 general, plant, production and maintenance managers from independent, regional and national operators for general sessions and market-specific breakout sessions focusing on production management, metrics and increasing productivity.

TRSA HEALTHCARE CONFERENCE NOV. 15-16 • SALT LAKE CITY, UT

TRSA's Healthcare Conference attracts more 150 decision makers and influencers from independent, regional, national and international operators responsible for processing more than 90% of North America's healthcare linens and garments for general and breakout sessions on the business, handling and processing of hospital and specialty medical healthcare linens including current compliance and clinical trends.

TRSA MONTHLY WEBINAR SERIES

*Available after June 2017

TRSA facilitates nearly 25 textile services industry-specific webinars facilitated by leading experts on safety, operations, production, compliance, human resources, sales, marketing, customer service and more, attracting an average of 250+ participants, including general, plant, production and maintenance managers and others interested in increasing productivity and safety from TRSA's diverse membership of independent operators and regional and national chains serving the industrial/uniform, healthcare, F&B and hospitality markets responsible for processing more than 90% of all reusable textiles in North America.

2017 TRSA SPONSORSHIP OPPORTUNITIES

EVENT PARTNERS \$5,000

(LIMITED TO TWO ASSOCIATE MEMBERS,
NONCOMPETITIVE WITH EACH OTHER)

- Two (2) complimentary conference registrations
- Attendee list provided before and after event
- Top-tier logo recognition in all event promotional materials (print, Web, e-mail)
- Top-tier logo recognition on signage in conference registration area
- Podium recognition from TRSA leadership at Opening Session
- Introduction of Keynote Speaker
- Opportunity to provide promotional materials in event tote bags or registration packets

HOSPITALITY PARTNERS.....\$2,500

(ONE SPONSOR PER SESSION PER EVENT)

WELCOME RECEPTION

- Logo recognition on signage at Welcome Reception
- Podium recognition from TRSA leadership
- Logo recognition in promotional and onsite materials

BREAKFAST

- Logo recognition on signage at breakfast
- Podium recognition from TRSA leadership
- Logo recognition in promotional and onsite materials

LUNCH

- Logo recognition on signage at lunch
- Podium recognition from TRSA leadership
- Logo recognition in promotional and onsite materials

COFFEE BREAK

- Logo recognition on signage at daily coffee breaks
- Podium recognition from TRSA leadership
- Logo recognition in promotional and onsite materials

ANNUAL CONFERENCE CHAIRMAN'S RECEPTION

- Logo recognition on signage at Chairman's Reception
- Podium recognition from TRSA leadership
- Logo recognition in promotional and onsite materials

ANNUAL CONFERENCE AWARDS DINNER

- Logo recognition on signage at Awards Dinner
- Podium recognition from TRSA leadership
- Logo recognition in promotional and onsite materials
- Reserved table in premium location (tickets not included)

ANNUAL CONFERENCE

(ALL SPONSORSHIPS INCLUDE LOGO SIGNAGE ONSITE)

GOLF TOURNAMENT

- Box lunch sponsor (1).....\$1,000 (includes pairings list)
- Individual hole sponsors (10).....\$175 per hole

CLEAN SHOW

EVENT PARTNERS (TWO AVAILABLE) \$5,000

WELCOME RECEPTION, JUNE 4

AT TOP GOLF, LAS VEGAS \$5,000

GIVEAWAYS (BAGS, CUPS, GOLF BALLS, TEES, ETC).....

..... \$1,000 (PLUS PRODUCT COST)

AFTERNOON BOOTH RECEPTION \$3,000

BREAKFASTS..... \$2,500

- Emerging leaders
- International
- Women in Textile Services

LUNCHES \$2,500

- Certification
- Leadership (Board, Committee Chairs, Officers)
- Associate thank you

WEBINAR SERIES

EXCLUSIVE..... \$7,500

(12 MONTHLY WEBINARS) — AVAILABLE AFTER JUNE 2017

- Logo recognition in ALL print and electronic promotional materials including:
 - *Textile Services* and *Textile Services Weekly* advertising and calendars
 - Quarterly calendar e-marketing
 - Marketing e-promotions (minimum of three per webinar)
- Logo recognition and acknowledgment on introductory and closing slides, as well as sidebar online

INDIVIDUAL.....\$500

(EXCLUSIVE PER WEBINAR)

- Logo recognition in print and electronic promotional materials including:
 - Marketing e-promotions (minimum of three per webinar)
- Logo recognition and acknowledgment on introductory and closing slides, as well as sidebar online

EVENT PARTNERS AND HOSPITALITY PARTNERS AVAILABLE FOR ALL EVENTS



TEXTILE SERVICES MAGAZINE AND WEB AWARDS

- 2016 Apex Award for Publication Excellence
- 2015 MARCOM Gold Award for General Excellence
- 2015 American Graphic Design Award
- 2015 Ava Digital Award, *Textile Services Weekly*
- 2015 Apex Award for Publication Excellence
- 2015 Hermes Gold Award, *Textile Services Weekly*
- 2015 Videographer Award of Distinction, TRSA Video News/*Textile Services Weekly*
- 2014 Marcom Gold Award
- 2014 APEX Award for Publication Excellence
- 2014 Videographer Award: TRSA Video News
- 2013 MARCOM Platinum Award
- 2013 APEX Award for Publication Excellence
- 2012 American Graphic Design Award
- 2012 APEX Award for Publication Excellence
- 2011 APEX Award for Publication Excellence
- 2008 MARCOM Gold Award for General Excellence
- 2007 MARCOM Gold Award for General Excellence
- 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

TRSA INDUSTRY DIRECTORY & BUYERS' GUIDE AWARDS

- 2015 American Graphic Design Award
- SNAP* Excel Gold Award for Best Association Directory/Buyers' Guide

*Society of National Association Publications

TRSA[®]
STRONGER TOGETHER

www.trsa.org ■ www.textileservices.org