

# THE MAGAZINE FOR LINEN, UNIFORM AND FACILITY SERVICES MANAGEMENT:

With *Textile Services*, you reach the largest group of qualified decision makers and influencers at independent, regional and national companies.

# 86%

of readers purchased, recommended or specified products and services advertised in *Textile Services*.

78%

have made purchasing decisions based on advertisements and articles.



Readers spend an average of **49 MINUTES** with each issue.



8,500+ monthly subscribers.



With a pass along rate of **FIVE PEOPLE** each edition reaches **40,000+** readers.

SOURCES: Textile Services AdBrand and AdStudy annual readership surveys.

2022 TRSA BUSINESS AND MARKETING OPPORTUNITIES • PAGE 13

### 2022 Textile Services Ad Rates and Specifications

Product Showcase

### **TRSA** Member Ad Rates

	1×	3×	6×	12×
Full Page	\$5,025	\$4,375	\$4,050	\$3,775
1/2 Page	3,550	3,100	2,800	2,650
1/3 Page	2,575	2,200	2,150	1,850
Business Card	600	600	600	600
Footer Ad	1,900	1,625	1,525	1,425
Product Showcase	350	350	0	0

#### **PREFERRED POSITIONS\***

Cover 2	\$4,475	\$4,050
Cover 3	4,375	3,975
Cover 4	4,900	4,375
Preferred Positions		Plus 10%

\*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 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.

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

For art questions related to print materials, contact Jacki Fink at jacki@creativebythinktank.com. Print ad templates available for download at **www.trsa.org/advertising**.

### 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
1/3 Page Square	5.25×5.375	4.75×4.875
Business Card	3.5×2	3.5×2
Footer	8.25×1	8×.875

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#### MATERIAL REQUIREMENTS

- □ Up to 100 words of text
- One image at a minimum of 3×3" and 300 dpi (JPG or TIF)
  Company phone and URL

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 an marks set outside of the bleed area. 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. For insert and stand-out deadlines, specifications and requirements, contact your ad rep.

# Ad Space Closing and Materials Deadline

	SPACE	ART		SPACE	ART
JANUARY	Dec.1	Dec. 3	JULY/AUGUST	Jun. 1	Jun. 4
FEBRUARY	Jan. 3	Jan. 7	SEPTEMBER	Aug. 1	Aug. 5
MARCH	Feb. 1	Feb. 4	OCTOBER	Sept. 1	Sept. 6
APRIL	Mar. 1	Mar. 4	NOVEMBER	Oct. 3	Oct. 7
MAY	Apr. 1	Apr. 5	DECEMBER	Nov. 1	Nov. 4
JUNE	May 2	May 6			

# **Sponsored Supplements**



## 2022 Supplement Topics

February	Healthcare
October	F&B/Hospitality
December	Industrial/Workwear

# **TRSA** Member Ad Rates

Two Page Spread	1.5× full page ad earned frequency
Single Page	Full page ad earned frequency
Cover Image*	\$500

\* Feature your product or service on the cover page of our supplement section. Advertisers must have an insertion in either the supplement or issue to be eligible for this discounted rate. Contact your ad rep for specifications.

### Material Specifications

#### TRSA WILL LAY OUT ALL ADVERTORIALS IN OUR TEMPLATE AND PROVIDE A PROOF FOR ADVERTISER APPROVAL



#### TWO PAGE SPREAD

- □ Up to 600 words of text provided in Word
- □ Up to three images at a minimum of 5×7" and 300 dpi (JPG or TIF)
- □ Company logo (EPS)

#### SINGLE PAGE

- $\hfill\square$  Up to 300 words of text provided in Word
- One image at a minimum of 5×7"
- and 300 dpi (JPG or TIF)
- Company logo (EPS)

**High Impact Opportunity Products** 

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.

**SPECS:** 5" × 18", 4/0, 80# gloss

COST: \$8,500

**OUTSERT** 

TIMING: Commitment due three weeks prior to ad close.



### SPLIT COVER

Open up the cover of Textile Services to reveal your ad.

SPECS: Contact vour ad rep for a production template.

**COST:** \$9,750

TIMING: Commitment due one month prior to ad close.



### PEEL AWAY COVER AD

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

SPECS: Supply your brand images, content and we will provide a design for review.

**COST:** \$3,000

TIMING: Commitment due two weeks prior to ad close.

### **BLOW IN CARDS**

Put vour message into high-impact tear-out cards adiacent to vour

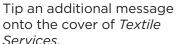
TEXTILE SER

ad. The cards are the perfect place to put takeaway messages or include a business reply card and capture leads.

**SPECS:** 6" × 4", 4/4, 7 pt C2S

**COST:** \$4,000

**TIMING:** Commitment due two weeks prior to ad close.



**SPECS:** 7 3/4" × 10 3/8". 4/0. 8 pt C2S: design must meet printer and post office requirements

COST: \$7.500

TIMING: Commitment due three weeks prior to ad close.



**TIP IN INSERT** 

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

**SPECS:** 7 5/8" × 10 3/8", 4/4, 8 pt C2S

#### **COST:** \$5,500

TIMING: Commitment due three weeks prior to ad close.

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Need assistance designing your high-impact product? Contact your ad rep for specially negotiated design rates. Have another idea? Your ad rep can work with our production staff to create a custom solution for you.

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The Linen Effect

**High-Impact Custom Supplements** 

**HIGH-IMPACT CUSTOM SUPPLEMENTS:** Stand out from the crowd by publishing your very own custom supplement magazine—inserted into an issue of *Textile Services*. Align your supplement with the issue's theme to leverage the editorial environment or create a custom catalog to showcase your products and services.



### 4 PAGE CUSTOM SUPPLEMENT

SPECS: 7"×10"

PRINTED AND INSERTED: \$7,500

**INSERTION ONLY: \$5,125** 

**TIMING:** Commitment due four weeks prior to ad close.

### 8 PAGE CUSTOM SUPPLEMENT

**SPECS:** 7"×10"

PRINTED AND INSERTED: \$15,000

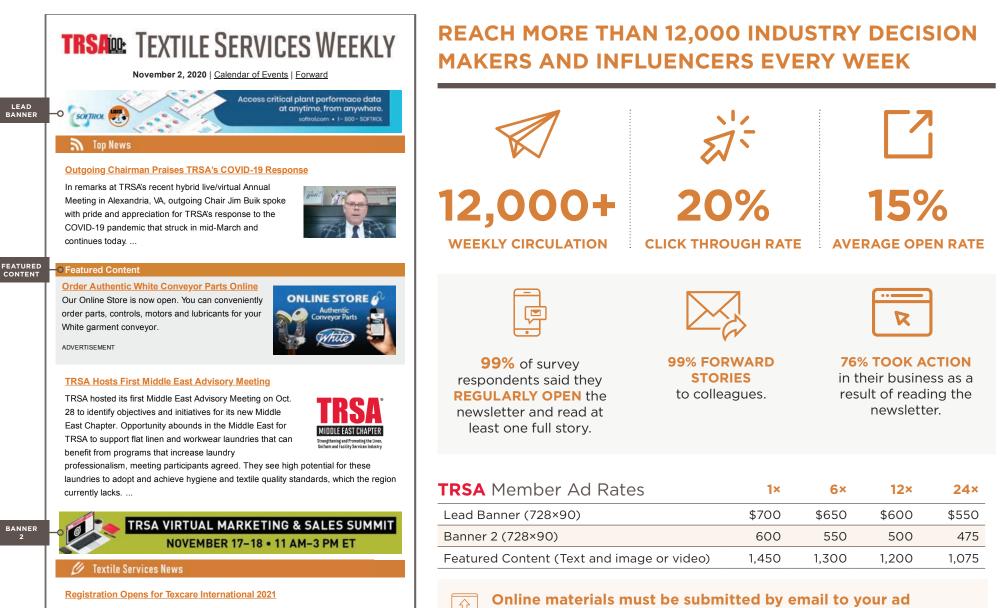
**INSERTION ONLY: \$13,500** 

**TIMING:** Commitment due four weeks prior to ad close.



Need assistance designing or writing your custom supplement? Contact your ad rep for pricing and availability.

# TEXTILE SERVICES WEEKLY



Companies interested in exhibiting at the Texcare International trade show are invited to register and ensure their position at the show, which will take place in Frankfurt, Germany, from Nov. 27-Dec. 1, 2021, according to a news release. ...

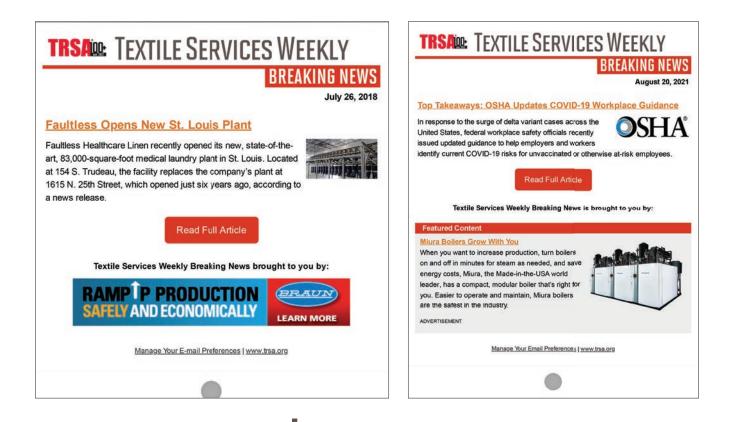


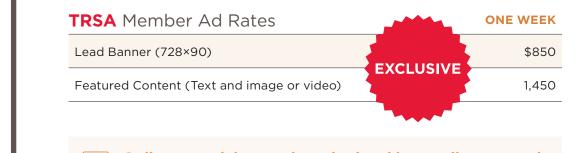
# Online materials must be submitted by email to your ad representative.

MATERIALS DEADLINE: Materials due 14 days prior to publication.

FOR QUESTIONS RELATED TO ONLINE ADS, contact Dennis Mangual at dmangual@trsa.org.

# **TEXTILE SERVICES WEEKLY BREAKING NEWS**





Online materials must be submitted by email to your ad representative.

MATERIALS DEADLINE: Materials due 14 days prior to publication.

FOR QUESTIONS RELATED TO ONLINE ADS, contact Dennis Mangual at dmangual@trsa.org.

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17%

WEEKLY CIRCULATION

**CLICK THROUGH RATE** 

AVERAGE OPEN RATE

# **TEXTILE SERVICES WEEKLY SPECIALTY NEWSLETTERS**

TRSAID:	HEALTHCARE
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Ham	have met their match.
Top News	
	Os Review Threats, Trends & Opportunities
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	ector discussed market trends including managing
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#### Featured Content

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FEATUR

CONTENT

BANNER

Hygienically-Clean Water Solutions Providing exceptional quality laundry services to your healthcare partners is paramount. Our systems are designed with your customer in mind. We understand the importance of providing quality product using the most cost-effective processes.



ADVERTISEMENT

#### Healthcare Laundry: Shifting Venues, Safety Spur Growth

A patient's initial visit to a healthcare provider for treatment traditionally has taken place in the individual's primary care physician's office. Frequently if such a location outsources its linen, uniform and facility services, it's a small account for the

service provider. Recent developments suggest that shifting healthcare consumer behavior could enable such providers to more effectively capitalize on reusable textile consumption resulting from patients' entry into the healthcare ecosystem. ...

#### in У f 🖂



AdvaCare" Disinfectant can now be used against SARS-CoV-2', the virus that causes COVID-19

STARTS IN THE LAUNDRY LEARN M

### 🖉 Textile Services News

Clarus Files for Chapter 11 Bankruptcy

Clarus Linen Systems, Buffalo, NY, recently filed under Chapter 11 of

F&B/	3,700+	20%	20%
Hospitality	CIRCULATION	CLICK THROUGH RATE	OPEN RATE
Healthcare	2,800+	<b>23%</b>	<b>21%</b>
	CIRCULATION	CLICK THROUGH RATE	OPEN RATE
Industrial/	2,600+	<b>24%</b>	<b>21%</b>
Uniform	CIRCULATION	CLICK THROUGH RATE	OPEN RATE

TRSA Member Ad Rates	1×	6×	12×	24×
Lead Banner (728×90)	\$700	\$650	\$600	\$550
Banner 2 (728×90)	600	550	500	475
Featured Content (Text and image or video)	1,450	1,300	1,200	1,075

### **Publication Dates**

F&B/Hospitality	February 1
Industrial/Uniform	March 22
Healthcare	May 10
F&B/Hospitality	September 20
Industrial/Uniform	October 25
Healthcare	November 16

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# **TRSA WEBSITES**

### **TRSA.org Website**



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**MATERIALS DEADLINE:** Materials due 14 days prior to publication. **FOR QUESTIONS RELATED TO ONLINE ADS,** contact your ad representative.

### **TRSA** Member Ad Rates and Specifications

	6 MONTHS	12 MONTHS
Lead Banner (728×90)	\$2,700	\$4,775
Skyscraper (120×600)	2,325	4,175

Static or animated ads accepted. Electronic advertising links to the URL of the advertiser's choosing; placement rotates throughout the site.

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# **TRSA WEBSITES**

### HygienicallyClean.org Website



# REACH CERTIFIED OPERATORS AND THOSE PURSUING CERTIFICATION.



# **TRSA** Member Ad Rates and Specifications

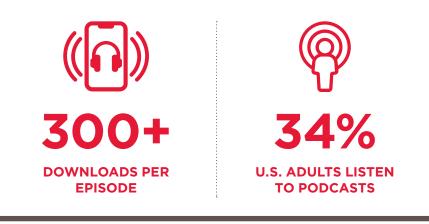
	6 MONTHS	12 MONTHS
Lead Banner (728×90)	\$2,625	\$4,625
Skyscraper (120×600)	2,250	4,050

Static or animated ads accepted. Electronic advertising links to the URL of the advertiser's choosing; placement rotates throughout the site.

# **TRSA PODCAST**

# LINEN, UNIFORM & FACILITY SERVICES PODCAST—INTERVIEWS & INSIGHTS BY

**TRSA:** 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.



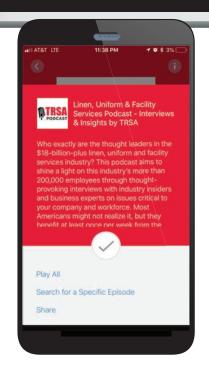
## **TRSA** Member Ad Rates

#### **ONE MONTH PACKAGE-\$1,500**

- $\hfill\square$  Mention in podcast at both the beginning and end of the recording
- □ Banner in e-blasts (sent every two weeks as a new episode is released)
- □ Banner on TRSA website podcast landing page
- □ Company logo in *Textile Services Weekly* where podcast is listed.

Three-, six- and 12-month packages are also available. Contact your ad rep for rates and details.

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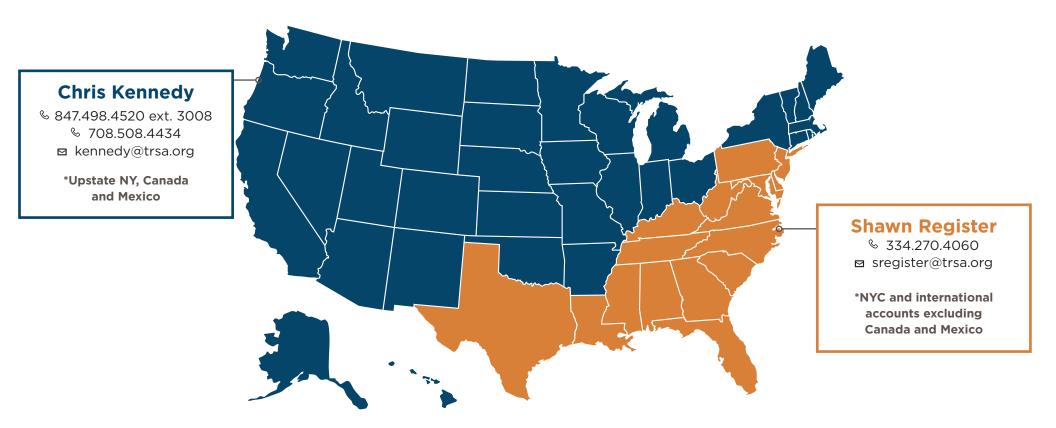
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Best Special Theme Issue, "Destination Desert"

Best Regular Department, "From the Editor"

Honorable Mention, Best Trade Association Magazine

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