

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 Textile Services Ad Rates and Specifications

TRSA Member Ad Rates

	1x	3x	6x	12x
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-come, first-served 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



Product Showcase

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



TEXTILE SERVICES SPONSORED SUPPLEMENTS:

Sponsored supplements are a highlighted section within *Textile Services* designed around a specific topic. Your advertorial reaches the publication's 8,500+ monthly subscribers.



31 MINUTES spent reading each supplement on average.

2022 Supplement Topics

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

TRSA Member Ad Rates

Two Page Spread	1.5x 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 5x7" and 300 dpi (JPG or TIF)
- Company logo (EPS)



SINGLE PAGE

- Up to 300 words of text provided in Word
- One image at a minimum of 5x7" 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" x 18", 4/0, 80# gloss

COST: \$8,500

TIMING: Commitment due three weeks prior to ad close.



SPLIT COVER

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

SPECS: Contact your 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.



OUTSERT

Tip an additional message onto the cover of *Textile Services*.

SPECS: 7 3/4" x 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" x 10 3/8", 4/4, 8 pt C2S

COST: \$5,500

TIMING: Commitment due three weeks prior to ad close.



BLOW IN CARDS

Put your message into high-impact tear-out cards adjacent to your ad. The cards are the perfect place to put takeaway messages or include a business reply card and capture leads.

SPECS: 6" x 4", 4/4, 7 pt C2S

COST: \$4,000

TIMING: Commitment due two weeks prior to ad close.



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.

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.

TRSA¹⁰⁰⁺ TEXTILE SERVICES WEEKLY

November 2, 2020 | [Calendar of Events](#) | [Forward](#)

LEAD BANNER

Access critical plant performance data at anytime, from anywhere.
sofitrol.com • 1-800-SOFITROL

Top News

Outgoing Chairman Praises TRSA's COVID-19 Response

In remarks at TRSA's recent hybrid live/virtual Annual Meeting in Alexandria, VA, outgoing Chair Jim Buik spoke with pride and appreciation for TRSA's response to the COVID-19 pandemic that struck in mid-March and continues today. ...



FEATURED CONTENT

Featured Content

Order Authentic White Conveyor Parts Online

Our Online Store is now open. You can conveniently order parts, controls, motors and lubricants for your White garment conveyor.



ADVERTISEMENT

TRSA Hosts First Middle East Advisory Meeting

TRSA hosted its first Middle East Advisory Meeting on Oct. 28 to identify objectives and initiatives for its new Middle East Chapter. Opportunity abounds in the Middle East for TRSA to support flat linen and workwear laundries that can benefit from programs that increase laundry professionalism, meeting participants agreed. They see high potential for these laundries to adopt and achieve hygiene and textile quality standards, which the region currently lacks. ...



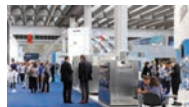
BANNER 2

TRSA VIRTUAL MARKETING & SALES SUMMIT
NOVEMBER 17-18 • 11 AM-3 PM ET

Textile Services News

Registration Opens for Texcare International 2021

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. ...



REACH MORE THAN 12,000 INDUSTRY DECISION MAKERS AND INFLUENCERS EVERY WEEK



12,000+

WEEKLY CIRCULATION



20%

CLICK THROUGH RATE



15%

AVERAGE OPEN RATE



99% of survey respondents said they **REGULARLY OPEN** the newsletter and read at least one full story.



99% FORWARD STORIES to colleagues.



76% TOOK ACTION in their business as a result of reading the newsletter.

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



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

TRSA TEXTILE SERVICES WEEKLY
BREAKING NEWS
 July 26, 2018



Faultless Opens New St. Louis Plant

Faultless Healthcare Linen recently opened its new, state-of-the-art, 83,000-square-foot medical laundry plant in St. Louis. Located at 154 S. Trudeau, the facility replaces the company's plant at 1615 N. 25th Street, which opened just six years ago, according to a news release.



[Read Full Article](#)

Textile Services Weekly Breaking News brought to you by:





[Manage Your E-mail Preferences](#) | www.trsa.org

TRSA TEXTILE SERVICES WEEKLY
BREAKING NEWS
 August 20, 2021

Top Takeaways: OSHA Updates COVID-19 Workplace Guidance

In response to the surge of delta variant cases across the United States, federal workplace safety officials recently issued updated guidance to help employers and workers identify current COVID-19 risks for unvaccinated or otherwise at-risk employees.




[Read Full Article](#)

Textile Services Weekly Breaking News is brought to you by:

Featured Content

Miura Boilers Grow With You

When you want to increase production, turn boilers on and off in minutes for steam as needed, and save energy costs, Miura, the Made-in-the-USA world leader, has a compact, modular boiler that's right for you. Easier to operate and maintain, Miura boilers are the safest in the industry.



ADVERTISEMENT

[Manage Your Email Preference](#) | www.trsa.org



12,000+

WEEKLY CIRCULATION



17%

CLICK THROUGH RATE



19%

AVERAGE OPEN RATE

TRSA Member Ad Rates

	ONE WEEK
Lead Banner (728x90)	\$850
Featured Content (Text and image or video)	1,450




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TEXTILE SERVICES WEEKLY SPECIALTY NEWSLETTERS



HEALTHCARE

May 14, 2019 | [Calendar of Events](#) | [Sign Up](#) | [Forward](#)


Harmful Bacteria and Pathogens have met their match. [Learn more](#)



RSS Top News

Healthcare CEOs Review Threats, Trends & Opportunities


A group of nearly 30 CEOs and senior executives representing linen, uniform, garment and facility services companies serving the healthcare sector discussed market trends including managing changing customer relationships and expectations, healthcare consolidation, linen utilization and loss, reusables vs. disposables, expanding the market and automation. ...



Featured Content

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. ...



PATIENT & CONSUMER SAFETY STARTS IN THE LAUNDRY

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

LEARN MORE!



✍ Textile Services News

Clarus Files for Chapter 11 Bankruptcy

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

LEAD BANNER

FEATURED CONTENT

BANNER 2

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

TRSA Member Ad Rates

	1x	6x	12x	24x
Lead Banner (728x90)	\$700	\$650	\$600	\$550
Banner 2 (728x90)	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

The screenshot shows the TRSA.org website interface. At the top, there is a navigation bar with links for 'About', 'Careers', 'Contact', 'Advertising/Sponsorship', and 'Store'. A search bar is located on the right. Below the navigation bar, there are dropdown menus for 'Advocacy', 'Certification', 'Events', 'Resources', 'News', and 'Membership'. A 'Login' button and a 'My TRSA' button are also present. The main content area features a blue banner for 'THE TOUGHEST' by MESE. Below this is a section for a webinar titled 'Risk Assessment Process for Commercial Laundries' on September 5, 2018. The page includes social media sharing icons, registration buttons for 'MEMBER REGISTRATION' and 'NON-MEMBER REGISTRATION', and a detailed description of the webinar's purpose and content. A sidebar on the right contains an advertisement for 'max-movers The Cart Guys' and 'LAUNDRY & MATERIAL HANDLING SOLUTIONS for more than 6 DECADES!' by 'CHEN-TAIER 10 Plants Across U.S.'. A 'SKYSCRAPER' label is positioned at the bottom of the sidebar.



16,000+
MONTHLY VISITORS



21,000+
PAGE VIEWS



410+
AVERAGE CLICKS/MONTH



119,000+
IMPRESSIONS/MONTH



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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.

LEAD BANNER

Hygienically Clean
The Quantified, Validated Standard and Measure for Hygienically Clean Textiles in North America Since 2011

About Us | Why Hygienically Clean | Why Use a Certified Laundry

Certifications | Resources | Forums | News | Directory | COVID-19 Guidance

Visit **KANNIESSER-ETECH.COM** to register for MyKannegiesser and our online ordering portal Webshop!

Application / Renewal
Standards & Policies
Inspections & Tests
Consulting

Healthcare

TRSA's Hygienically Clean Certified | Hygienically Cle...
Watch later | Share

ADVISORY BOARD

CLEAN LINENS

Disposable CRTs

SKYSCRAPER

When hospitals and other healthcare facilities review linen, uniform and facility services options, every laundry under consideration should be Hygienically Clean Healthcare certified. The certification reflects laundries' commitment to best management practices (BMPs) in laundering as verified by third-party inspection and their capability to produce hygienically clean textiles as quantified by ongoing microbial testing. A laundry's dedication to compliance and processing healthcare linens and garments using BMPs as described in its quality assurance documentation (QA) is confirmed. QA is the focus of inspectors' evaluation of critical control points to minimize risk.

The independent, third-party inspection confirms essential evidence that:

- Employees are properly trained and protected.

SEAL OF RECOGNITION

REACH CERTIFIED OPERATORS AND THOSE PURSUING CERTIFICATION.



560+

MONTHLY VISITORS



1,400+

PAGE VIEWS

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.

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.



300+
DOWNLOADS PER
EPISODE



34%
U.S. ADULTS LISTEN
TO PODCASTS

TRSA Member Ad Rates

ONE MONTH PACKAGE—\$1,500

- 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.

2020
AVA DIGITAL AWARDS
GOLD WINNER

LISTEN NOW!





Textile Services Magazine, Podcast and Web Awards

2021 APEX Award
for Publication Excellence

2020 APEX Award
for Publication Excellence

2020 AVA Digital Award,
Linen, Uniform and Facility Services Podcast

2020 AVA Digital Award,
Textile Services Weekly

2019 APEX Award
for Publication Excellence

2019 MarCom Gold Award

2018 APEX Award
for Publication Excellence

2018 Videographer Award
of Distinction, MMI Preview

2017 APEX Award
for Publication Excellence

2017 Hermes Award,
Textile Services Weekly

2017 MarCom Gold Award

2016 AVA Digital,
Textile Services Weekly

2016 MarCom Gold Award

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

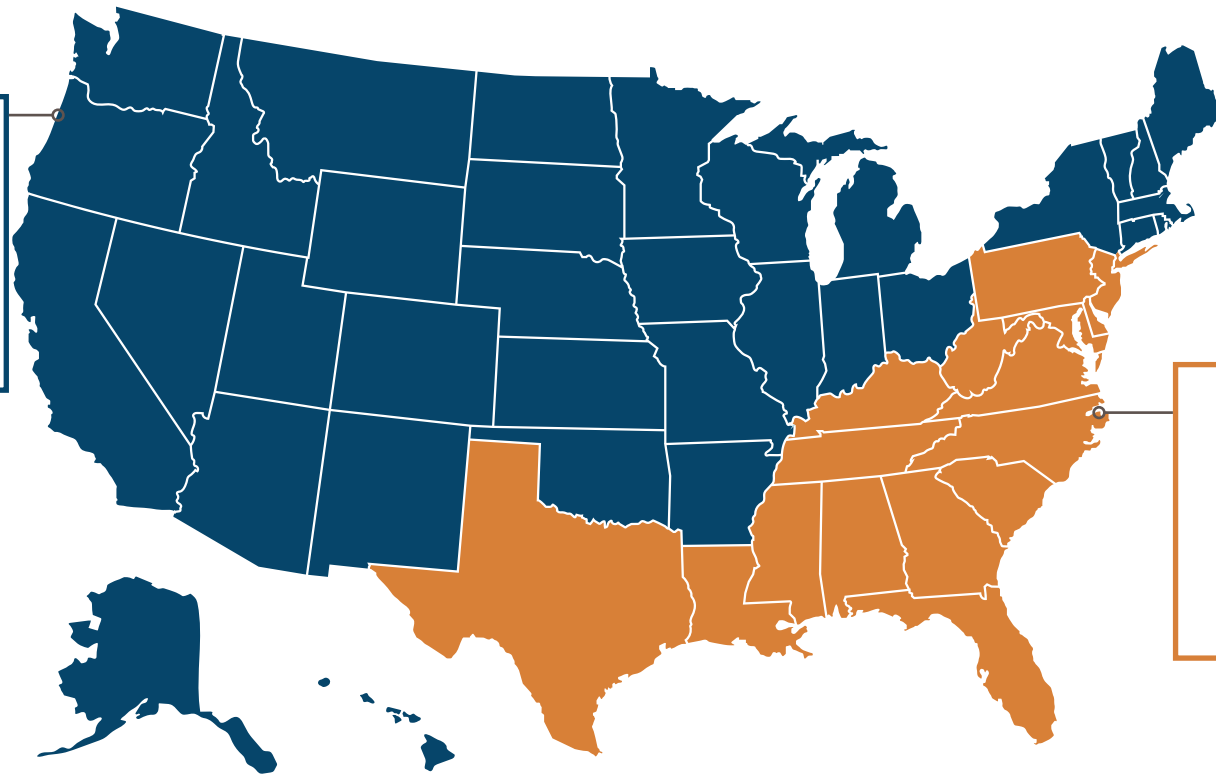
Best Association Magazine Redesign

Best Special Theme Issue,
“Destination Desert”

Best Regular Department,
“From the Editor”

Honorable Mention,
Best Trade Association Magazine

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Canada and Mexico

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